

AP-005-145, New Self-Support Master of Science in International
Apparel Management
Academic Senate Minutes 6-3-15 -- Attachment 1

A list of all courses *required* for the major, specifying catalog number, *title*, units of credit, and prerequisites or co-requisites (ensuring that there are no hidden prerequisites that would drive the total units required to graduate beyond the total reported in 4c above).

IAM 557: Global Apparel Markets and Competition (4)

The economic, competitive, and structural dynamics of the international apparel production and retail sectors. Patterns of production, distribution and consumption at the global, regional, national, and company level are examined. The outlook for the apparel complex is considered. 4 lectures/ problem solving. Pre-requisites: IBM 301 or GBA 517, or equivalent.

IAM 560: Advanced Technologies in Fibers, Textiles and Apparel (4)

Current advances in textile and apparel materials, processes and business technologies. Application of innovative materials in apparel and related end-uses. Emerging technologies used in the fashion industry for communications, product development, manufacturing, logistics and retail management are explored. 4 lectures/ problem solving. Pre-requisite: AMM 160/L or equivalent.

IAM 580 Seminar in International Apparel Management (1 - 4)

Seminars, case studies and speakers on current and emerging issues and best practices in the international apparel business. Identify and evaluate strategic challenges and opportunities facing managers and propose solutions which involve the various functional areas of business. 4 seminars, case studies. 1 unit per quarter. May be repeated up to 4 units. Prerequisites: Graduate Student Standing.

IAM 685 Research Proposal (4).

This course is for all master's students. The emphasis of this course is on the development a research proposal. Students are required to complete the first three chapters of their master's project or thesis: Introduction, Literature Review, and Methodology. 4 lectures. Pre-requisites: HRT 601 or GBA 683, HRT 602, consent of instructor, unconditional standing.

HRT 601 - Research Methods in Hospitality Management (4).

To orient students to graduate-level research in the tourism and hospitality industry, including both qualitative and quantitative methods. Students will be able to identify, discuss, and experience major ways of conceptualizing and designing research. Prerequisite: Graduate Student Standing.

OR

GBA 683 Business Research Methods (4)

Identification and investigation of business problems. Stating hypotheses, problem statements, defining and collecting data, and selecting appropriate analysis techniques. Examination of types of business research (ex post facto, laboratory, field, Delphi or survey) and limitations for inference. 4 lectures/problem solving. Unconditional standing required. Prerequisites: Completion of all MBA prerequisite courses and personal computer proficiency.

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HRT 602 - Research Applications and Data Analysis in Hospitality Management (4).

Introduction to data analysis and statistical methodology, and stresses their importance for decision-making in the hospitality industry. It includes empirical research methods used in hospitality service; how to choose and apply selective statistical methods and software packages; analysis of data and information; and reporting results. Prerequisite: HRT 601 or GBA 683.

List of *elective* courses that can be used to satisfy requirements for the major, specifying catalog number, title, units of credit, and prerequisites or co-requisites. Include proposed catalog descriptions of all new courses. For graduate program proposals, identify whether each course is a graduate or undergraduate offering.

Note: With regard to Sections 4f and 4g, a proposed program should take advantage of courses already offered in other departments when subject matter would have considerable overlapping content.

INTERNATIONAL APPAREL MANAGEMENT ELECTIVES

IAM 545: Apparel Consumer Behavior (4)

Understanding of the basis of consumer needs and the consumer buying process based on various consumer cohorts. Unique characteristics of fashion products and consumer behavior in apparel product purchase situations are discussed. 4 lectures/ problem solving. Pre-requisites: IBM 301 or GBA 517, or equivalent, or consent of instructor.

IAM 550: Apparel Market Forecasting and Product Line Management (4)

The characteristics of demand forecasting for markets characterized by fragmenting consumer requirements, high sensitivity to economic fluctuations, and shortening fashion life cycles. Forecasting for effective product line planning is explored in the context of the industry's extended supply chain. 4 lectures/ problem solving. Pre-requisite: STA 120 or equivalent.

IAM 552: Apparel and Textile Sourcing (4)

Examination of the management tasks and challenges associated with sourcing of apparel and textile products. Factors influencing sourcing are explored. Planning, replenishment, and vendor management are discussed. The sourcing policies of international retailers and apparel vendors are evaluated. 4 lectures/ problem solving. Prerequisite: graduate standing. Pre-requisite: AMM 330 or equivalent.

IAM 610: Apparel Product Innovation (4)

The management of product and process innovation as a strategic activity in the apparel industry through the fusion of creative, entrepreneurial and technological functions to meet latent market needs. Case studies of retailers and manufacturers that have pioneered game-changing innovations. 4 lectures/ problem solving. Pre-requisites: AMM 160/L or equivalent, IAM 560.

IAM 630: Apparel Brand Management (4)

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How to build and sustain innovative apparel brands. The value, equity, and psychological relations that brands make with apparel consumers. Issues including multi-channel branding and global branding strategy are discussed. 4 lectures/ problem solving. Pre-requisites: IBM 301 or GBA 517, or equivalent; IAM 545.

IAM 650 Apparel Financial Management (4)

Financial management decisions for the apparel production and distribution sectors. Evaluation of cases in operational budgeting, product costing, product line pricing, asset valuation, capital budgeting, capital structure, raising capital, business performance, and corporate control. 4 lectures/ problem solving. Prerequisites: ACC 207/A or GBA 510 or equivalent; GBA 546 or equivalent.

IAM 653: Apparel Supply Chain Management/ Logistics (4)

Analysis of apparel supply chains and logistics in the context of a global economy and technological change. 4 lectures/ problem solving. Pre-requisites: STA 120, TOM 302 or GBA 514, TOM 301 or GBA 531, or equivalents.

IAM 671 Fashion Retail Strategy (4)

Critical issues faced by retailers and best practices in retail strategic management. Topics include: management decision making, human resource management, use of IT systems, customer relationship management, multichannel retailing, retail entrepreneurship and globalization of apparel retailers. 4 lectures/ problem solving. AMM330 or equivalent.

IAM 695 Applied Research Project (4) – (Professional Option only).

A quantitative or qualitative study of aspects of the apparel industry through primary or secondary research. This course is for master's candidates pursuing a professional career in the industry who choose the non-thesis option. Directed research. Pre-requisites: HRT 601 or GBA 683, HRT 602, IAM 685, unconditional standing.

IAM 696 - Master's Thesis (4) (Thesis Option only).

The scientific study of the various aspects of the apparel business through primary research to complete a master's thesis. A final thesis defense and submission to a peer reviewed journal is required. This course is for master's candidates who choose the thesis option. Directed research. Pre-requisites: HRT 601 or GBA 683, HRT 602, IAM 685, unconditional standing.

IAM 699 - Master's Project/ Thesis Continuation (0)

Enrollment in this course allows master candidates that have enrolled in the maximum number of thesis units (8) to maintain resident status in order to receive university service. Directed research. Pre-requisites: HRT 601 or GBA 683, HRT 602, IAM 685, IAM 695 or IAM 696.

BUSINESS ADMINISTRATION ELECTIVES

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GENERAL MANAGEMENT

GBA 514 Managerial Statistics (4)

Decision making using classical techniques, non-parametric tests, Bayesian analysis, utility theory, index numbers, and time-series analysis. Sampling and sampling distributions, estimation, hypothesis- testing, variance analysis, regression, correlation and multiple regression. 4 lecture discussions. Prerequisite: STA 120, equivalent, or consent of instructor. GBA 514 requirement met by TOM 302 or equivalent.

EC 521 Business Economics (4)

The role of business firms in the resources allocation process. The behavior and decision-making process of firms in a variety of market structures. New approaches in the theory of the firm. 4 seminars. Prerequisites: Graduate standing; for non-economics students only. Requirement met by: EC 201 and EC 202 Micro and Macro Economics or equivalent.

GBA 530 Legal Environment of Business (4)

Analysis of the essential legal aspects of the business environment dealing with contracts, business-related torts, agency, employment law, and corporations. Function and operation of the courts and administrative agencies. Risk analysis and preventative law approach. 4 lecture discussions. Requirement met by FRL 201 and FRL 302 or equivalent.

GBA 654 Business Forecasting (3)

Forecasting techniques. Principles and methods. Evaluation of reliability of existing forecasting techniques. Emphasis on their application and interpretation of results. Numerous computer applications in modeling and forecasting. 3 lectures/problem solving. Concurrent enrollment in GBA 655 required. Prerequisites: STA 120 or equivalent, TOM 302 or GBA 514 or equivalent, EC 201 and EC 202 or EC 521 or equivalent.

GBA 655 Directed Study in Business Forecasting (1)

Independent investigation of advanced topics in business forecasting under the direction of a faculty member. 1 seminar. Concurrent enrollment in GBA 654 required.

HUMAN RESOURCES & LEADERSHIP

GBA 535 Organizational Management, Principles, and Behavior (4)

Integration of management functions and behavioral processes as they relate to the operation of total enterprise. 4 lecture discussions, case studies, experiential exercises. Requirement met by MHR 301 and MHR 318 or equivalent.

GBA 562 Strategic Human Resources Management (4)

Analytical and descriptive overview of all the main sub-fields within personnel (human resources) management. Typical personnel problems of diverse

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organizations and their solutions, using contemporary techniques in accordance with legal requirements. 4 lectures/problem solving. Prerequisite: GBA 535.

GBA 563 Executive Development (4)

Analysis of the factors endemic to the successful executive and how these skills and traits can be acquired. 4 seminars.