

FASHION BUSINESS INDUSTRY PROGRAM (F112)

PROGRAM NAME	Fashion Business Industry	TUITION	\$4,455.00 *
COURSE CODE	F112	ADDITIONAL COST	
SCHOOL	School of Fashion and Jewellery		
CENTRE	Arts, Design and Information Technology		
LOCATION	Casa Loma Campus		
DURATION	2 years (4 semesters)		
EXPERIENTIAL LEARNING	Students with a minimum 2.7 GPA may apply for Field Education elective in second year.		
STARTING MONTH	September		
CREDENTIAL	Ontario College Diploma		
YEAR OF STUDY	2018-2019		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

The **Fashion Business Industry** two-year diploma program at George Brown College gives students an introduction to all aspects of the fashion industry, from product knowledge to marketing and small business management.

The small to medium-sized business enterprise is a flourishing sector of the fashion industry and represents a great opportunity for entry into the fashion world. Smaller companies require employees who possess a variety of management skills to manage a business from the start-up stage to more developed business models. Students will be prepared for the roles and develop skills essential for operation of a successful small fashion business. The entrepreneurial focus of this program guides students through the process of developing a comprehensive business plan, which is essential to start a new business or manage an existing business.

Students will gain an understanding of textiles, garment construction, quality criteria and apparel merchandising. They will also learn to apply marketing, accounting, financial and other business concepts necessary for the decision-making they will encounter in their future careers.



PART TIME STUDY OPTIONS

George Brown College also offers evening courses and part-time certificates in Apparel Construction, Apparel Pattern Drafting and Fashion Design. See the Continuing Education Course Guide at coned.georgebrown.ca.

EXPERIENTIAL LEARNING

Students with a minimum 2.7 GPA may apply for Field Education elective in second year.

YOUR FIELD STUDY OPTIONS

Students with a grade point average of 2.7 or higher may apply to take the Field Education elective in second year.

THE INDUSTRY

The majority of fashion businesses are small to medium-sized enterprises. The apparel industry is a major employment sector in Canada.



PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Use basic apparel drafting and construction skills and industrial sewing machines to complete apparel products.
2. Use standard fashion industry computer software for business and for design development.
3. Manage daily operations, resources, visual merchandising and customer relationships to ensure profitability in a retail enterprise.
4. Develop a business and finance plan for a small apparel enterprise that reflects awareness of market conditions, resources required and cash flow.
5. Apply appropriate buying, merchandising and accounting practices to support small business operations in the fashion industry.
6. Apply supply chain management and logistics to operate a successful fashion business.
7. Develop, communicate and implement a marketing plan by combining marketing research, strategies and tactics.
8. Analyze economic, fashion and industry trends to make business decisions in small and medium-sized apparel enterprises.
9. Evaluate products by applying quality control processes to meet appropriate standards.
10. Identify textile materials, assess their suitability and compatibility, and select accordingly for end use.

REQUIRED COURSES

Code	Course Name
FASH1008	Visual Merchandising
FASH1082	World of Fashion
FASH1083	Introduction to Sewing and Drafting
FASH1107	Fabric Science: Textiles
COMM1007	College English
GSSC1034	Economics

SEMESTER 2

Code	Course Name
FASH1031	Fabric Analysis
FASH1128	Apparel Construction Techniques I
FASH2003	Fashion Merchandising and Buying
FASH2004	Apparel Marketing
FASH1036	Basic Accounting Principles
GNED	General Education Elective

SEMESTER 3

Code	Course Name
FASH1143	Apparel Construction Technique
FASH1142	Apparel Drafting Techniques
FASH2008	Apparel Marketing – Advanced
FASH2069	Business Planning for the Entrepreneur
FASH2070	Logistics and Costing for Fashion Industries
QC1003	Quality Assurance and Applications
COMP1174	Adobe Illustrator

SEMESTER 4

Code	Course Name
FASH2080	Retail Operations
FASH2071	Financial Management for the Entrepreneur
FASH2072	Business Ethics
GHUM1021	History of Costume
GNED	General Education Elective
FASH	Program Elective (choose one)*

ELECTIVES

*Program elective choices vary from semester to semester. These are examples of some of the program elective courses that may be offered:

Code	Course Name
FASH1252	Fashion Business Communication
FASH2082	Fashion Journalism – An Introduction
FASH1084	Fashion Advertising and Promotion
FASH2048	Textile Laboratory
FASH2050	Draping
FASH2054	Portfolio Development
FASH2076	Fashion Project and Event Planning
FASH2077	Textile Surface Design
FASH2078	Knitwear Product Development
FASH1089	Social Media for Fashion Marketing
GHUM1049	Design and Colour
FASH1090	Independent Study – Field Education

YOUR CAREER

Graduates of this program will have acquired the necessary skills to be employed in various fashion industry positions in preparation for starting their own small fashion business.

Graduates are employed in positions leading to careers such as:

- Entrepreneur
- Customer Service Associate
- Store Manager
- Sales Agent
- Sales Analyst
- Pre-production Co-ordinator
- Logistics
- Marketing Assistant
- Merchandise Co-ordinator
- Quality control
- Production Planner
- Operations Manager

Some of our past graduates have gone on to establish their own successful businesses. Business opportunities include: small manufacturing facility, fashion contracting firm, retail operation, wholesaler, sales agent, specialty boutique and third-party logistics providers.



FUTURE STUDY OPTIONS

Graduates who successfully complete this program with an established minimum grade may be eligible for admission to George Brown College postgraduate programs³, including International Fashion Management⁴ (F412) and Sustainable Fashion Production⁵ (F415).

Students who successfully complete this program with a grade point average of 3.5 or higher may be eligible for admission to fashion programs at other post-secondary institutions.

For further information, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**

- Grade 12 English (C or U)
- Grade 11 Math (M or U) or Grade 12 (C or U)

Basic computer literacy and skill level in Word and Excel are recommended.

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment⁶ for English and Math, OR may consider upgrading to achieve the credit(s) needed in English⁷ and Math⁸.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL STUDENTS

Visit the International Admissions⁹ page for more information.



“As a mature student, I really valued being back in a classroom environment and learning new information every day. I loved the fact that from day one of school there was an underlying theme to each lesson that included real-world applications. Everyone thinks that

designing is the most important part, but there is so much more that goes with it. As much as I disliked it at the time, being able to work in groups or as part of a team is a valuable skill that I use often to get projects completed in my current job. Also, giving presentations gave me the confidence to be able to do my own marketing, conduct sales pitches and be a brand ambassador for my business.” Read more of Miah Mills' story.¹⁰

Jeremiah "Miah" Mills (Graduate 2011, Fashion Business Industry)

Owner, Blanc de Noir¹¹



“After conducting extensive research, I felt that the program at George Brown offered the most practical knowledge that could be applied to my goals of starting a business. Draping classes taught me more practical ways to design clothing – three dimensions as opposed to concept art. It also taught me how to design

clothing for active use. The professors helped me out with many suggestions. They didn't ridicule any ideas, but rather helped me build upon them.” Read more of Eileen Zhang's story¹² and watch a video on her success¹³.

Eileen Zhang (Graduate 2008, Fashion Business Industry)

Owner, Titika Active Couture¹⁴

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=F112&lang=en>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<http://www.georgebrown.ca/postgrad/>

⁴<http://www.georgebrown.ca/programs/international-fashion-management-postgraduate-certificate-program-f412/>

⁵<http://www.georgebrown.ca/programs/sustainable-fashion-production-postgraduate-certificate-program-f415/>

⁶<http://www.georgebrown.ca/assessment/admi-pre/>

⁷<http://www.georgebrown.ca/upgrading-credits/english-diploma/>

⁸<http://www.georgebrown.ca/upgrading-credits/math-diploma/>

⁹<http://www.georgebrown.ca/international/futurestudents/applynow/>

¹⁰<http://www.georgebrown.ca/fashion-jewellery/alumni-stories/jeremiah-mills/>

¹¹<http://www.blancdenoir.ca/>

¹²<http://www.georgebrown.ca/fashion-jewellery/alumni-stories/elaine-zhang/>

¹³<http://www.georgebrown.ca/www.youtube.com/watch?v=uqhgaN7KfBQ>

¹⁴<https://www.titikaactive.com/>

¹⁵http://www.georgebrown.ca/fashion_infosessions/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.

CONTACT US

School of Fashion & Jewellery

Phone: 416-415-5000, ext. 4840

Email: fashionandjewellery@georgebrown.ca

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options. Meet your friendly professors and staff. Experience what it is like to be in a George Brown College classroom. Sign up¹⁵ for an upcoming session.