FASHION BUSINESS (FAB)

About the Program

Are you excited about fashion and have a great sense for business? Do you want to study in an engaging learning environment, connecting with supportive and experienced faculty?

In this program, you will gain the specialized job skills that the fashion industry demands. As a graduate, you will be ready to pursue a wide range of career opportunities in buying, wholesale selling, marketing, visual merchandising, retail operations and more.

You will also gain a solid foundation in business and fashion studies through engaging teaching practices delivered by experienced professionals. The Boutique — our fashion retail lab — provides a unique experience for you to apply knowledge gained across many courses in the real-world context of a multi-channel retail operation.

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 Years)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- forecast fashion trends
- build winning marketing tactics
- foster sustainable practices
- gain confidence in using math for decision making
- develop creativity in visual communication
- strengthen ability to work in a team
- operate a profitable omni channel retail business

Your Career

Graduates of the program can explore the following career options:

- merchandise assistant
- showroom co-ordinator
- assistant buyer
- retail store manager
- brand representative
- visual merchandiser
- client adviser
- entrepreneur

Affiliations/Associations

- Apparel Affinity Group
- Canadian Apparel Federation
- Canadian Retail Educator's Association
- Fashion Group International
- Fashion Takes Action
- Retail Council of Canada
- Textile Society of Canada

Sustainability

Our School of Fashion is committed to promoting and advocating sustainable development. As a member of Sustainable Development Solutions Network (SDSN) Canada, we integrate sustainable practices (https://www.senecapolytechnic.ca/school/faculty-of-communication-art-and-design/school-of-fashion/sustainability-initiatives.html) into our teaching and initiatives.

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101	Communicating Across Contexts	3
or COM111	Communicating Across Contexts (Enriched)	
FAB101	Fashion and Trends	3
FBF100	Business of Fashion	3
RBC152	Business Communications I	3
RRM153	Omni Channel Retail Management	3
Semester 2		
AMA411	Applied Marketing I	4
FDC300	Foundations in eCommerce and Digital Marketing	3
FSH200	Evolution of Fashion	3
RBC261	Business Communications II	3
RCS255	Exceptional Customer Experience	3
REM200	Retail Mathematics	3
plus: General Education Course (1)		3
Semester 3		
FAB421	Fashion Styling and Merchandising	3
FTX300	Textile Fundamentals	3
RMC300	Fashion Marketing Communications	4
RSO354	Omni Channel Retail Operations	4
RSO454	Applied Omni Channel Retail Operations	3
plus: General Education Course (1)		3
Semester 4		
CAM400	Career Management	3
FCA454	Fashion and CAD	3
FPD451	Product Development for a Circular Economy	3

FTX400	Textiles for Sustainable Fashion	3
RFB353	Fashion Buying	4
plus: General Education Course (1)		3

Additional

Completion of an Experiential Learning Activity is required.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Examine historical and current fashion and design influences and their relationship to designers, producers and retailers to make business, forecasting, and design decisions.
- Identify ethical, sustainable and innovative practices in the domestic and global fashion industry to recognize business opportunities.
- Support product development, buying and supply chain management decisions in the manufacturing, wholesale and retail sectors of the fashion industry.
- Enhance fashion business decisions by using retail mathematics and financial management skills.
- Analyze data to achieve business targets and create budgets.
- Recognize organizational and interpersonal dynamics to develop leadership skills as a member of the fashion industry.
- Evaluate textile, apparel and design characteristics in relation to consumer end-use.
- Identify business strategies for fashion products and services through analysis of fashion and market trends.
- Promote fashion products and services to target consumers through the use of marketing tactics.
- Apply professional sales and customer service techniques to sell and/ or promote products through all channels of distribution.
- Construct visual communication collateral using design principles and technologies to support product and professional branding in the fashion industry.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (https://www.senecapolytechnic.ca/registrar/ canadian-applicants/admission-requirements/mature-applicants.html)
- English: Grade 12 C or U, or equivalent course
- Mathematics: Grade 12 C or U, or Grade 11 U or M, or equivalent course

Canadian citizens and permanent residents may satisfy the English and/ or mathematics requirements for this program through successful Seneca pre-admission testing. (https://www.senecapolytechnic.ca/registrar/ canadian-applicants/admission-requirements/mature-applicants.html)

Recommended upgrading for applicants who do not meet academic subject requirements (https://www.senecapolytechnic.ca/registrar/ canadian-applicants/admission-requirements/upgrading-options.html).

International Student Information

International admissions requirements vary by program and in addition to English requirements (https://www.senecapolytechnic.ca/international/ apply/how-to-apply/admission-requirements/english-requirements.html), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada (senecapolytechnic.ca) (https://www.senecapolytechnic.ca/ international/apply/how-to-apply/admission-requirements/academic-requirements.html).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (https:// www.senecapolytechnic.ca/pathways.html) web page.

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