

Senior Abstract

Describe, in a paragraph, your BDIC concentration:

Fashion Design and Management:

Fashion Design and Management is a combination of two vastly different degrees; however they complement each other. This concentration focuses on aspects of fashion design, figure drawing, knowledge of fabric, garment and pattern construction, and trend forecasting. It also focuses on producing a quality product efficiently, how to sell it managing time, managing people; customers and workers alike.

With the knowledge I have gained from this concentration, I will be able to identify what a business needs to work and how to run one confidently. This concentration has strengthened my ability to start my own business where I plan to design for consumers. From this concentration I will also take the ability to work for another business and be beneficial to them.

List your 12 APPROVED BDIC courses

Dept.	#	Title	Credits	Semester
BDIC	396A	Independent Study: Starting a Business	3	Spring 2006
TRANSFER	CS980	Tailoring	3	Summer 2006
TRANSFER	CS980	Fashion Illustration	3	Summer 2006
MARKETING	301	Fundamentals of Marketing	3	Summer 2006
MANAGEMENT	301	Fundamentals of Management	3	Fall 2006
FINOPMGMT	301	Corporation Finance	3	Fall 2006
MARKETING	421	Product Strategy	3	Fall 2006
COMM	387	Advertising Public Relations	3	Spring 2007
BDIC	496A	Independent Study: Portfolio to Fashion Show	9	Spring 2007
UMASS	298Y	Internship: Allegria Bridal	3	Spring 2007

List any courses relevant to your concentration but not counted toward your BDIC major

Dept.	#	Title	Credits	Semester
ACCOUNTG	221	Introduction to Accounting	3	Spring 2006
COMM	287	Advertising as Social Communication	3	Fall 2006
MANAGEMENT	291H	Small Business Economics	3	Spring 2006
THEATER	157	Survey Costume History	3	Fall 2004
THEATER	357	20 th Century Fashion	3	Spring 2004
THEATER	110	Performance Management: Costume shop work	3	Fall 2004