

FIDM OFFERS A BACHELOR OF SCIENCE (B.S.) DEGREE PROGRAM IN

BUSINESS MANAGEMENT

CREATIVE LEADERSHIP From business technologies and human resources to an understanding of global issues and organizational and leadership techniques, this program further prepares students who already have their Associate of Arts Degree from FIDM in any of our majors. The curriculum maximizes students' competitive advantage in the workplace by fostering in-depth exposure to professional management challenges and teaching serious hands-on entrepreneurial, financial, and management skills.



“Many of the courses in the program follow an MBA model, which builds upon case studies.”

- **George Sims, Ph.D.**
Department Chair,
Business Management



WHY FIDM?

It's collaborative and multidisciplinary: Students from across all majors collaborate on business projects and real-world case studies.

Internships are built into the curriculum: Students intern with companies such as Rachel Zoe, LA Clippers, BCBG, Billabong, Dolce & Gabbana, JustFab, *Harper's Bazaar*, Jenner Communications, and Warner Bros.

The capstone project for the Business Management program is a case study of individual companies: Students conduct strategic audits of companies that are in various stages of difficulty, learning to apply the skills they've gained throughout their studies in the program.

The entire Business Management program is also available online via eLearning: Students can start or continue their careers while earning their Bachelor's degree.



DEGREE OFFERED IN THIS PROGRAM

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT

Admission to this 91-unit program requires an Associate of Arts (A.A.) or an A.A. Professional Designation Degree from FIDM in any major.

WHAT COMES NEXT?

Many students choose to begin their careers right away after graduating with their Bachelor's Degree. Others decide to pursue further studies by applying for our Master of Business Administration Degree (MBA).

Individual student advisement is available to determine eligibility.



WHAT WE TEACH

In this degree program students will learn to:

- >> Launch a business venture or run an existing company.
- >> Utilize analytical, planning, and management tools.
- >> Employ entrepreneurial strategy and determine whether a business model is feasible.
- >> Navigate the global business environment and lead and manage effectively.
- >> Develop innovative solutions to business problems.

CAREERS AFTER FIDM

Graduates from FIDM's Bachelor of Business Management have continued on to earn their graduate degree, launched their own fashion companies and interior design firms, been featured in *Women's Wear Daily*, and gone to work for top names in the industry like bebe and Nordstrom.

Our Career Center has cultivated an exclusive database that includes thousands of employer contacts nationwide with the singular goal of providing industry-related internships and employment for our students and graduates.

For important information about the completion rate, educational debt, and earnings of students who attended this program, go to fidm.edu/go/ge/bm.

The information in this publication was confirmed at the time of original publication. FIDM is an Equal Opportunity/Affirmative Action Institution.

ALUMNI SUCCESS STORY



FIDM ALUMNAE:

Natasha Endrei & Alicia Rhodes
Co-founders, Pliable Pattern

WHAT IS PLIABLE PATTERN?

Pliable Pattern is a product that will help change the manual pattern making process as we know it. It uses the three current materials: dot paper, muslin, and manila paper, combining them into one product that saves time and money, and aids in a better fit for the final garment.

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Msg&Data Rates Apply. Reply STOP to Cancel, HELP for Help.