

M.S. (Global Fashion Enterprise)

School of Business

Kanbar College of Design, Engineering and Commerce

Presentation Overview

- Program Description
- Plan of Study
- Sample Student Work
- Outcomes
- Careers
- Faculty Profile
- Alumni Profile
- Admissions Requirement
- How to apply



Dr. Shubha Bennur

Director GFE Program
Assistant Professor of Fashion
School of Business



Shubha.Bennur@jefferson.edu



215-951-0465



Jefferson

CREATE WHAT'S NEXT

M.S.in Global Fashion Enterprise program provides a competitive edge and expands the career horizons of forward-thinking professionals. In a hands-on, collaborative learning environment, students examine new fashion designs, ideas and technologies to create viable business models and market-driven innovations.

Focus on global fashion development and gain an appreciation of full fashion value chain
Emphasis on experiential learning and teamwork

Graduate learn to manage a thriving global fashion enterprise successfully and possess the skills, knowledge and networks to bring value-added innovation to the fashion industry

Opportunity to travel abroad to destinations such as Mainland China, Hong Kong, London
Network with professionals and organizations from fashion industry

GFE Curriculum (31-43 credits)

PLAN OF STUDY

Foundation Courses

(0-9 cr)

Can be waived

- Prototyping CAD Economics Accounting

Fashion Electives

(18-21Cr)

- Fashion Immersion
- Technology in Fashion
- Global Fashion Seminar
- Product Evaluation
- Global Fashion Networking
- Product Development/Entrepreneurship
- Fashion Global Marketing and Sourcing
- Fashion Supply Chain Management
- Fashion Internship
- Fashion Branding & Brand management

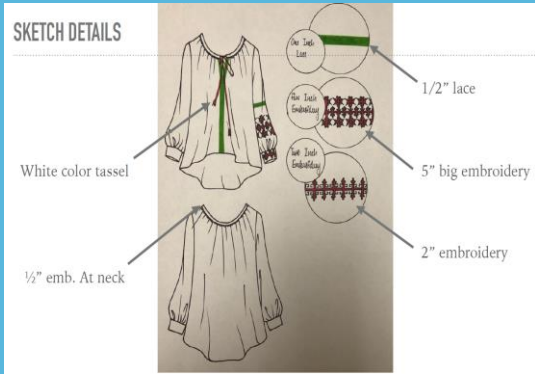
Capstone Courses

(3-cr)

- Global Fashion Project I
- Global Fashion Project II
- Global Fashion Project III

Global Fashion Sourcing: GFE students worked on sourcing class project partnering with Kauten Kraft, India. Kauten Kraft company specializes in *Design, Sourcing, Manufacturing, Exports & Imports of fashion apparel.*

Sourcing Project: Team of Students worked on fabric sourcing, creating tech pack, costing and presented to Kauten Kraft. They got feedback from company manager in the process. Apparel prototypes were created based on student research, inputs and design spec sheets. The hands on sourcing experience was very valuable for students. They also got to meet and interact with CEO of the company Mr. Sameer Junejha.



COSTING

KAUTEN KRAFT												
COST SHEET												
ITEM: 2121214												
DESCRIPTION: 2121214												
DATE: 10/10/2023												
BY: [Name]												
FOR: [Name]												
CITY: [Name]												
STATE: [Name]												
COUNTRY: [Name]												
CURRENCY: [Name]												
UNIT: [Name]												
QUANTITY: [Name]												
MATERIAL: [Name]												
LABOR: [Name]												
OVERHEADS: [Name]												
TOTAL: [Name]												
FINAL PRICE: \$11.03 USD												
L. No.	Particulars	Payment	Quantity	Rate	Amount	Cost per Unit	Material Cost	Labor Cost	Overhead Cost	Total Cost	Final Price	Final Price
1	1/2" lace		100	0.10	10.00	0.10				0.10		
2	5" big embroidery		100	0.10	10.00	0.10				0.10		
3	2" embroidery		100	0.10	10.00	0.10				0.10		
4	1/2" emb. At neck		100	0.10	10.00	0.10				0.10		
5	White color tassel		100	0.10	10.00	0.10				0.10		
6	Material		100	10.00	1000.00	10.00				10.00		
7	Labor		100	10.00	1000.00	10.00				10.00		
8	Overheads		100	10.00	1000.00	10.00				10.00		
9	Total		100	30.30	3030.00	30.30				30.30		
10	Final Price		100	11.03	1103.00	11.03				11.03		



Industry partners / Internship Opportunities



MERYL DIAMOND NEW YORK

Recent Graduates

Textile Designer/ Production Coordinator at ENVOGUE International, Greater New York
Brand Generalist/Travel Merchandiser at LSL Brands, Philadelphia, PA
Floor Manager at All Saints, Philadelphia, PA
Product Development Technology and Training at The TJX Companies Inc. Framingham, MA
Client Advisor at Fendi, Philadelphia, PA
Product Operations Assistant at milk + honey spa, Austin, TX
Visual Merchandiser at Macy's Souderton, PA
Assistant Sourcing Manager at The Children's Place, Greater New York City Area
Product Merchandiser at Global Brands Group (Member of Fung Group) Philadelphia, PA
Production Assistant at the Levy group , Greater New York City Area
Marketing Coordinator | Digital Marketing, Philadelphia, PA
Showroom Sales at Berry Jewelry, Greater New York City Area
Design Studio Specialist - Home Stylist at Pottery Barn Kids, Greater Philadelphia, PA
Foreign Trade Specialist at Shenzhen Mcdinet Technology Co., Limited, Shenzhen, China
Business Development at Cee Dee Garments Tiruppur Area, India
Head Of Design Department, Apparels at Swiss Military Lifestyle Products, New Delhi Area, India

JOB TITLE

Job titles vary, and salary depends upon industry, prior work experience, and seniority

OUTLOOK

Job titles of some recent graduates include:

Textile Designer/ Production Coordinator
Product Operations Assistant
Visual Merchandiser
Product Merchandiser
Sourcing Manager
Design Studio Specialist
Client Advisor
Product Development Technology Assistant

SALARIES

MAX \$150,000+
↑
MEDIAN \$63,000
↓
START \$50,000

Dr. Shubha Bennur

Program Director & Assistant Professor



“Fashion Changes, Style Endures”- Coco Chanel

Shubha Bennur obtained her PhD in Apparel Merchandising from The Oklahoma State University, Stillwater, OK. Her research focuses on Consumer Behavior and International Retailing which has appeared in several outlets, including the *Clothing and Textiles Research Journal*, *Journal of the Textile Institute*, *Journal of Fashion Marketing & Management*. She has co-authored a book titled *Retailing in Emerging Markets, 2nd Edition*. Bloomsbury Publishing. NY. Which is used as Text Book in several academic institutions.

COURSES

- GFE-600 Fashion Immersion
- GFE-621 Fashion Global Marketing and Sourcing
- GFE-734 Fashion Supply Chain Management
- FMM-360 Business of Fashion Licensing

Nioka Wyatt

Program Director & Associate Professor
Kate Kibler Term Chair Digital Merchandising

BS Fashion Industry Management
Philadelphia College of Textiles & Science
MBA-University of Phoenix

“There are no secrets to success. It is the result of preparation, hard work, and learning from failures.”
Colin Powell

Fun Facts: Loves to cook, enjoys bike riding & traveling

COURSES

- MKTG -302 - Product Development & Innovation
 - FASM-437 - Integrated Technology
 - FASM 317- Global Product Management (Course to Asia)
 - GFE-793 -Global Fashion Networking (Graduate Course to Asia)
-
- 2019 Partnership in Philanthropy Award
 - 2019 Outstanding Teaching Award
 - 2019 Best Poster Competition- Temple Teaching Professor



Dr. D.K. Malhotra

FINANCE, PROFESSOR



D.K. obtained his PhD in finance from The University of Alabama. His research has appeared in several outlets, including the *Journal of Financial Research*, *Financial Review*, *European Journal of Operational Research*, *Omega—The International Journal of Management Science* and has won several national and international awards for his research.

COURSES

- FINC-301 FINANCIAL MANAGEMENT
- FINC-321 INVESTMENTS AND PORTFOLIO MANAGEMENT
- FINC-318 INTERNATIONAL FINANCE
- FINC-412 FINANCIAL MODELING

Dr. Les Sztandera

DATA ANALYTICS / BUSINESS INTELLIGENCE, PROFESSOR

MS, University of Missouri, Columbia, MO
PhD, University of Toledo, Toledo, OH

Les obtained all his academic degrees with a concentration in Business Intelligence. He has been involved in multidisciplinary projects associated with the emerging needs of industry to develop managers into more accomplished practitioners in the global product development processes. His latest book, *Computational Intelligence in Business Analytics - Concepts, Methods, and Tools for Big Data Applications*, addresses the application of Artificial Intelligence in variety of domains.

COURSES

- MBA-627 COMPETITIVE TECHNICAL INTELLIGENCE
- MBA-714 NEW PRODUCT DEVELOPMENT
- MBA-721 BUSINESS ANALYTICS MODELING
- MBA-762 QUALITATIVE AND QUANTITATIVE MARKETING RESEARCH



Amanda Bloomrose Lally

Adjunct Faculty

BS Fashion Design, Philadelphia University
MBA Business Management, La Salle University



“The perfect is the enemy of the good.” - Voltaire

Disruption is the great revolutionary of the fashion marketplace. I will always encourage my students to flex their entrepreneurial muscles and seek the “different” amongst the incumbent market competitors. Jefferson students have the will and drive to push past the known, whilst introducing new and innovative ideas to the customer; making that connection with their tribe and taking the necessary risk to drive the fashion market forward with new ideas.

COURSES

- GFE-721 Fashion Capstone 1
- GFE-729 Product Lifecycle Management (Fashion Capstone 2)
- GFE-723 Fashion Capstone 3

Khushboo Sheth

Adjunct professor

BS Textiles and Clothing, SNDT University, Mumbai, India
MS Fashion Apparel Studies, Philadelphia University

“Tell me and I forget, teach me and I remember, involve me and I learn.” - Benjamin Franklin

Here at Jefferson University we practice Nexus learning, Nexus Learning means just the right blend of theory and hands-on learning. We are preparing students for the future of work by ensuring development of critical skills employers seek for tomorrow’s workplace.

COURSES

- GFE-611 - Product development/ Entrepreneurship
- GFE-612 - Technology in Fashion



Naomi Milrod

Assistant Sourcing Specialist,
Qurate Retail Group - QVC/HSN

Philadelphia, PA
CLASS OF 2019



Naomi graduated in 2017 with a B.S. in Fashion Merchandising and Management from Philadelphia University. She was a member of the Honors College, Delta Sigma Pi Professional Business Fraternity and participated in the University's first semester of *New York Fashion Immersion* in which she completed an industry project for Isaac Mizrahi with Xcel Brands for QVC. She then went on to continue her education at Jefferson in the M.S. Global Fashion Enterprise program. She was an intern in Product Development for Philadelphia based women's apparel company Anaak, and then a Global Sourcing Intern for Isaac Mizrahi and H by Halston brands at QVC. These opportunities led to her current full time roll as an Assistant Sourcing Specialist for HSN brands at QVC's West Chester office.

“Jefferson prepared me to understand the fashion industry from many different perspectives. Between FMM and GFE, I left the University well rounded with knowledge of business management, design and sourcing principles. I gained valuable skills in networking with executives at top tier companies and large-scale retail conferences. Having a better understanding of industry expectations allowed me to walk into interviews with confidence and ultimately led to my current role in Sourcing.”

Chinagorom Ozoemelam

Philadelphia, PA

CLASS OF 2019



“You do not have to be great to get started, but you have to get started to be great”

Attaining a graduate degree from Jefferson was a very pivotal moment for me, especially in achieving my goals and vision for my life. The GFE program is designed in such a way that it gives a great understanding to various aspects of the fashion industry from a global perspective -Technology in Fashion to Globalization, Fashion Sourcing and Merchandising, alongside other Innovation Business workshops both national and internationally. Coming into this program as a start-up business owner, I was highly intrigued by the comprehensive structure. Our Professors ensured we had the opportunity to experience hands on projects on company visits and also get a first-hand view of how global luxury brands operate.

I have been well equipped and set up to flourish in my career goals. I am extremely confident that with the knowledge I have attained, from understanding product development to product life-cycle management I am going to excel either as a brand developer or in any area of the fashion industry. I find myself in and for that I'm extremely excited for my next chapter.



Ritu Jadwani

Program Operations Coordinator,
Blackstone LaunchPad, TJU
Adjunct Faculty, University of Delaware

Philadelphia, PA
CLASS OF 2019



Ritu Jadwani is founder designer at Namaste NYC, an ethical lifestyle brand founded in 2013. Namaste NYC creates employment opportunities for disabled women in India by training them in sewing & hand embroidery.

She joined Jefferson in 2017 for her second Masters Degree focusing on Global Fashion Enterprise because the university has a great history and reputation besides very few universities offered a program focused on fashion & business at a masters level. Jefferson has some great notable alumni, industry connections and is closer to New York.

The most valuable thing about the program is, one gets an overall perspective of the global fashion industry. The diverse and experienced professors bring in real life examples from their work. The inter-disciplinary approach to the program, lets you take textile design and sustainability courses from other majors as elective subjects. The professors bring in expert industry professionals for guest seminars which helps build a network and internship opportunities. The class is small, as compared to a state university, thus you get direct attention and create a personal relationship with all the professors. Ritu is currently leading the retail and sustainability initiatives at the Blackstone Launchpad Entrepreneurship center to support other students at Jefferson East falls. She also teaches Fashion & Sustainability courses at University of Delaware.

Lavina Arora

Marketing Specialist, YD Fortune LLC

Philadelphia, PA
CLASS OF 2019



“Nurture your mind with great thoughts. To believe in the heroic makes heroes”

Being an international student and with a different mindset I have come across from miles away and joined Jefferson, I have always experienced a homely and comfortable environment at Jefferson. The love, the laughter's, the chapters of life I experienced here were flourished surrounded and driven by powerful students. Jefferson made me explore myself in many ways I never could have imagined. My professors pushed me to the edge until I reached my full potential. I have experienced real industry visits while studying and also I got a chance to study abroad in London. I have participated in fashion shows & worked on freelance projects where our GFE director always inspired & supported me. I am so proud to be part of Jefferson. I HAVE ACHIEVED GREATNESS. My time at Jefferson has been life-changing and I have discovered new side of myself and grown tremendously in all aspects of life.

Admissions Requirements

- Completed application form
 - Undergraduate degree from an accredited Institution
 - GRE is not required
 - International students need to demonstrate English proficiency through TOEFL or IELTS scores
-
- Early application is the key to be considered for assistantships

GFE Program—how to apply?

Admissions is determined on a rolling basis and you can start the program any semester.

Visit the Graduate Admissions site for information and application: jefferson.edu/mba

For more information contact:

Office of Admissions

Phone: 215-503-8890

Email: admissions@Jefferson.edu

Shubha Bennur

GFE Program Director

Phone: 215-951-0465

Email: Shubhapriya.Bennur@Jefferson.edu

- **Financial Aid opportunities:**
- **Graduate Assistantship**
 - Up to 9 graduate credits/semester + stipend
 - Possible total of \$19,500
- **Residence Coordinator**
 - Possible total of \$23,000

GFE Program—how to apply?

Admissions is determined on a rolling basis and you can start the program any semester.

Visit the Graduate Admissions site for information and application: GradAdm@philau.edu

For more information contact:

Office of Admissions

Phone: 215-503-8890

Email: admissions@Jefferson.edu

Shubha Bennur

GFE Program Director

Phone: 215-951-0465

Email: Shubhapriya.Bennur@Jefferson.edu

Financial Aid opportunities:

- Graduate Assistantship
 - Up to 9 graduate credits/semester + stipend
 - Possible total of \$19,500
- Residence Coordinator
 - Possible total of \$23,000



Jefferson

Thomas Jefferson University