

BERKELEY COLLEGE, NEW YORK CITY

For 80 years, Berkeley College has been at the forefront of global business education preparing students to excel in the business world. Our current international student population totals over 900 students from 100 countries, making Berkeley a major academic institution that is recognized globally.

STUDY AND WORK PROGRAM *for AMD Fashion Students*

Education Component *3-months*

Our faculty possesses outstanding academic credentials and extensive professional experience within major US businesses. Students will learn practical business applications through dynamic and challenging courses.

Internship Component *3-months optional*

Berkeley College has established relationships with the most prominent businesses in NYC. Berkeley will assist students in gaining valuable work experience.

COURSES

Trend Analysis and Product Development

Provides an overview and analysis of current color, fiber, and fashion trends, as well as their impact on fashion product development from concept to consumer. Students will examine the merchandising process and learn to apply business strategies to achieve profitability.

Merchandise Planning and Buying

Provides an overview of modern inventory control systems and sales records. Topics include retail methods of inventory, operating statements, techniques of planning, and methods of figuring mark-ups, mark-downs, open-to-buy, and terms of sales.

Fashion Capstone

This course provides students an opportunity to combine skills learned in previous courses to analyze, design, and develop successful fashion business strategies, focusing on operations management, human resources, financial performance, and market impact. This course will emphasize ethics, diversity, technology, and globalization.

Brand Management

Provides students with a comprehensive treatment of brands, brand equity, and brand management. Includes the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

Career Management Seminar

Focuses on exploring career opportunities, the job search process and interview preparation.

LEARNING EXPECTATIONS

Class Format: Lectures and class participation

Class Size: Average 20 to 25 students

Language: English

STUDENT RESOURCES

Career Counseling

Berkeley provides a variety of career development and placement services.

Technology

The campus is equipped with wireless Internet and features state-of-the-art computer labs.

Library

The library offers computers for student research and Internet access; conference and study rooms; copy machine; and a collection of print, non-print, and periodicals.

International Student Services

Students will receive assistance in immigration, housing and adjustment to American life. The office organizes social networking activities for students to enjoy time outside of class.

The Campus Environment

Located in the heart of Manhattan, students have New York City as their campus. Surrounding the midtown campus are major businesses, cultural attractions, theaters, and museums.

PROGRAM DATES

Spring 2016: April 4 – June 26

EXPENSES (APPROXIMATE)

Housing: \$1,000 per month

Health insurance: \$30 per month

Food: \$500 per month

Books: \$300 for the quarter

Transportation: \$100 per month

ADDITIONAL INFORMATION

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