



LOCAL AND INTERNATIONAL BACHELOR, INTERNATIONAL DIPLOMA & CERTIFICATE

This program is designed especially for the person who is fascinated about fashion and would love to pursue the business side of it. Throughout the program, students will acquire the necessary knowledge and skills in creative concept, technical knowledge and critical theory to enter the fashion industry.

Students who graduate from this program are driven and aspire to the highest level of quality. They are encouraged to develop creative concepts and are capable of adapting to the rapidly changing global fashion business. They also will be able to gain complete knowledge of fashion merchandising and all the aspects that enhance their capability either in managing fashion business or being a professional.

PROGRAM OBJECTIVES

- Discover the history of fashion
- Research style and materials
- Forecast future fashion trends
- Practice promotional, advertising and public relation activity
- Analyse the fashion markets and products
- Creative visual presentation of merchandise
- Administer a budget and oversee finances
- Manage, train and motivate personnel

FACILITIES AND EQUIPMENTS

- A visual presentation workshop
- Window display workshops
- Spacious drawing and illustration rooms
- A garment window display area
- Classrooms equipped with computers which meet industry standards

CAREER OPPORTUNITIES

- Fashion Merchandiser
- Fashion Marketer
- Fashion Promotion Specialist
- Fashion Coordinator
- Fashion Editor
- Fashion Manager
- Fashion Store Manager
- Boutique Owner
- Visual Display Artist

FASHION BUSINESS | 3 YEARS BACHELOR LEVEL*

- Job Task Analysis in Fashion Industry
- Computer Lab
- Fashion Phenomena
- Study & Analysis of Fibres and Textiles
- Introduction to Accounting Principles
- Social Media Strategies
- Introduction to Fashion Marketing

- Buying of Fashion Product
- Fashion & Society
- Textile Evaluation for a Fashion Product
- Budgetary Planning
- Bahasa Indonesia
- Pancasila
- Marketing II: Case analysis

- Negotiation Techniques
- Visual Presentation Strategy
- Private Label Development
- Fashion Presentation Planning
- Communication Mix Elements
- Agama
- Bahasa Inggris
- Analysis of Factors Influencing the Fashion Industry
- Store Layout

- Statistik Bisnis
- Data Gathering & Analysis
- Financial Management in Fashion Industry
- Environment & Consuming
- Advertising and Promotion

- Approach to Planning
- Stock Management
- Private Label Management
- E-Commerce Management
- Kewarganegaraan
- Marketing Research: Final Project

- Sales Management
- Fashion Enterprise Project
- Integration in the Workplace

- Import – Export
- Metodologi Penelitian
- Law, Regulations & Codification
- Presentasi Bisnis
- Kontrol Kualitas
- Human Resources Management

- Proyek Manajemen Aplikasi Fashion
- Business Portfolio

**Local Certification under Sekolah Tinggi Desain LaSalle*

FASHION BUSINESS | 2 YEARS INTERNATIONAL DIPLOMA

- Job Task Analysis in Fashion Industry
- Computer Lab
- Fashion Phenomena
- Study & Analysis of Fibres and Textiles
- Introduction to Accounting Principles
- Social Media Strategies
- Introduction to Fashion Marketing
- Buying of Fashion Product
- Fashion & Society
- Textile Evaluation for a Fashion Product
- Marketing II: Case analysis
- Budgetary Planning
- Law, Regulations & Codification
- Private Label Development
- Visual Presentation Strategy
- Communication Mix Elements
- Fashion Presentation Planning

- Analysis of Factors Influencing the Fashion Industry
- Negotiation Techniques
- Advertising and Promotional Activities Planning
- Store Layout
- Environment & Consuming
- Data Gathering & Analysis
- Financial Management in Fashion Industry
- Import-Export
- Approach to Planning
- E-Commerce Management
- Stock Management
- Private Label Management
- Human Resources Management
- Sales Management
- Business Portfolio
- Fashion Enterprise Project
- Integration in the Workplace

FASHION BUSINESS | 1 YEAR RETAIL MANAGER INTERNATIONAL CERTIFICATE

- Job Task Analysis in Fashion Industry
- Fashion Phenomena
- Study & Analysis of Fibres and Textiles
- Introduction to Fashion Marketing
- Introduction to Accounting Principles
- Environment & Consuming
- Social Media Strategies
- Fashion & Society
- Textile Evaluation for a Fashion Product
- Visual Presentation Strategy
- Buying of Fashion Product
- Fashion Presentation Planning
- Budgetary Planning
- Analysis of Factors Influencing the Fashion Industry
- Store Layout
- Approach to Planning
- Advertising and Promotional Activities Planning
- Human Resource Management
- E-Commerce Management

FASHION BUSINESS | 1 YEAR 4 MONTHS BUYER INTERNATIONAL CERTIFICATE

- Fashion Phenomena
- Study & Analysis of Fibres and Textiles
- Introduction to Fashion Marketing
- Introduction to Accounting Principles
- Buying of Fashion Product
- Environment & Consuming
- Budgetary Planning
- Private Label Development
- Textile Evaluation for a Fashion Product
- Stock Management
- Import – Export
- Financial Management in Fashion Industry
- Approach to Planning
- E-Commerce Management
- Private Label Management
- Integration in the Workplace II

- Scholarship available*
- Industry internship / Project *
- International pathway to Melbourne, Vancouver & Barcelona (Bachelor & Master Degree)*

**tnc and specific program applied*

“IN THE END, THE CUSTOMER DOESN'T KNOW, OR CARE, IF YOU ARE SMALL OR LARGE AS AN ORGANISATION. SHE OR HE ONLY FOCUSES ON THE GARMENT HANGING ON THE RAIL IN THE STORE.” – Giorgio Armani

**SCAN HERE TO
START YOUR FUTURE!**



LCI Education Network

LaSalle College Jakarta & Surabaya is a member of the LCI Education network, whose mission is to connect our people to opportunity through quality education. Present today on 5 continents, the LCI Education network consists of 23 select higher education institutions, and some 2,500 employees offering instruction to over 15,000 students throughout the world each year. From one country to the next, LCI Education favors the harmonization of its programs, which makes for greater flexibility, better control over the quality of its services, and deeper respect towards the various cultures it works with.

LASALLE COLLEGE | JAKARTA

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