



## Nothing Like It

LIM College is unique among U.S. colleges and universities. We are the only institution of higher education in the nation that focuses exclusively on the study of the business of fashion. LIM College undergraduates are sought out by the industry, which recognizes the excellence of the professional preparation we provide. Now, to meet an industry need at a higher level, LIM College has established a master's degree program in Business Administration (MBA) with concentrations in Fashion Management and Entrepreneurship. Ours is the only program of its kind in the United States and one of just a handful of such programs in the world. And where better to offer such a program than New York City, where the business of fashion reigns supreme?

"There has long been a dearth of talent-development programs in the fashion industry and those industries that are related. LIM College fills this void and creates leaders who can meet current challenges and successfully move our industry into the future."  
-Mark Mendelson,  
President - Ellen Tracy

**A Perfect Fit** The LIM College MBA educates students in advanced concepts and theories of management, leadership, and entrepreneurship. Here you will examine how these concepts and theories apply to the business of fashion while you gain the kind of broad-based knowledge that can be applied in any business context.

If you have already been working in the fashion industry, the LIM College MBA is your ideal next step, offering the opportunity to leverage your experience and pursue your career at a higher level. This degree program will suit you equally well whether you are seeking a career change or you are a fashion entrepreneur seeking to launch your business with a greater sense of confidence.

**Custom Made** The LIM College MBA is geared to the busy professional. We offer evening classes, flexible scheduling, and value-priced tuition. Our midtown location is easily accessible and just a short stroll from Manhattan's leading merchandisers.

Our program is highly customized. Your advisor will help you choose courses that mesh with your background and aspirations. Each term offers a range of elective courses.



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# The LIMMBA

## Where Leaders Learn

New York City is the hub of the nation's fashion industry—and within the New York fashion world, LIM College plays a leading role. Founded in 1939 as the Laboratory Institute of Merchandising, LIM College provides the fashion industry with skilled personnel who are equipped to hold executive positions in all industry sectors. Many LIM College alumni serve as mentors to new generations of graduates, knowing that their preparation has been outstanding.

**An Accomplished Faculty** At LIM College, students are immersed in a consummate professional environment. Our faculty holds, or have held, high-level positions in the fashion industry. Their direct connection to the industry fosters a sense of purpose that will motivate you to do your very best work.

**Location, Location, Location** LIM College's location could not be better. The center of campus is a stately townhouse on East 53rd Street between Fifth and Madison Avenues, with three additional campus buildings nearby. The Center for Graduate Studies & Continuing Education occupies the eighth floor of LIM College's 216 East 45th Street building, Maxwell Hall. Merchandising titans like Barneys, Saks Fifth Avenue, Henri Bendel, Tiffany, Bloomingdale's, and Bergdorf Goodman are just blocks away. For graduate students who may already be working for such companies, our location makes their continuing education that much more viable.

**A Global Perspective** LIM College's sphere of influence reaches well beyond Manhattan. The College has established valuable working relationships with schools in London, Paris, Italy, and Asia. The international exchange of students adds an important dimension to the LIM College MBA program.

"LIM's specialized MBA program provides professionals in the fashion and retail industries with an opportunity to broaden their knowledge and advance their careers. As an alumnus, I know firsthand that LIM College is the ideal setting for studying the business of fashion at any level."

-Doug Jakubowski,  
Divisional President,  
Apparel and Corporate Relations,  
Kenneth Cole Productions



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## Everything You Need

LIM College fully understands the essentials that spell success in the fashion world, and has developed a learning structure that will effectively move you toward your goals.

“With 70 years of preparing students for the business side of fashion and retailing, LIM College is uniquely qualified to be offering this MBA. It fills a void in the development of the next generation of fashion and retail leadership.”

-Thomas Matthews,  
Group Senior Vice President,  
Operations, Logistics,  
Construction/Design/Planning,  
Asset Protection  
Chief Ethics and Compliance  
Officer  
Saks, Inc.

**An Emphasis on Teaching** Experienced practitioners will guide you through the complexities of the fashion business. Leading the graduate faculty is Dr. Milan Milasinovic, Dean of Graduate Studies and Continuing Education. Dr. Milasinovic has launched and managed a number of important international business ventures. He was instrumental in creating an online menswear company that received a Dow Jones Wall Street Europe award. He is also a co-founder of First Tuesday Italy, an early online social networking site that started in London. Dr. Milasinovic holds a B.S. in Economics and an MBA from SDA Bocconi, Milan, Italy, and a Doctorate in Marketing (DBA) from Nova Southeastern University in Florida.

**Educational Tools** Over the years, LIM College has continually developed resources that allow students to maximize their learning opportunities. Chief among these is the College’s ever-expanding library collection of print materials and databases.

**Industry Access** Our ideal location in the heart of the fashion capital of the world makes it possible for graduate students to meet leading industry figures, many of whom regularly come to campus as guest speakers. Students are also invited to make on-site visits to fashion firms, where they encounter top executives, some of whom are themselves LIM College alumni.

**International Programs** LIM College fosters a global perspective through significant foreign exchange. International institutions with an interest in fashion often contact LIM College to inquire about opportunities for their students to come and study in New York. At the same time, LIM College sends students to London, Paris, Italy, and Asia. Two foreign languages are offered on a non-credit basis.



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## What You Will Learn

Formulated to meet the demands of a rapidly shifting 21<sup>st</sup>-century economy, the LIM College MBA is current and relevant. Encompassing the study of both general business practice and the specific concerns of the fashion industry, it offers a solid foundation for anyone who wishes to make an impact in this challenging field.

**A Focused Curriculum** The LIM College MBA will deepen your understanding of the business end of the fashion industry. As with all the best MBA programs, the LIM College MBA teaching methods rely on case studies and integrate experiential learning. All students take interdisciplinary courses that impart highly transferable knowledge. These courses include:

- Managing Creative Minds
- Data Management
- Supply Chain Management
- Global Management and Leadership
- New Product Development

The curriculum then turns toward those courses that are fashion-specific, such as:

- Fashion Merchandising
- Retail Management
- Project Management in Fashion
- Luxury Marketing

As a student in the LIM College MBA program, you will develop advanced capacities for critical thinking and an understanding of business ethics as applied to local and global organizations. Our graduates learn to analyze and interpret an organization's financial information as the basis for informed decision-making: they're ready to hit the ground running.

# The LIMMBA

## LIM College MBA Course List

### Core Courses

Quantitative Business Methods	3
Global Management and Leadership	3
Managing Creative Minds	3
Marketing and Sales Management	3
Data Management and Information Systems	3
Financial Management	3
Supply Chain Management	3
Business Law	3
Economics	3
New Product Development	3
Business Ethics	3

### Fashion Management

Fashion Merchandising	3
Retail Management	3
Brand Management	3
Project Management in Fashion	3
Consumer Behavior in Fashion	2
IMC in Fashion	2
Luxury Marketing	2
Retail Planning and Control or Pricing Strategy	2
Capstone Project	3

### Entrepreneurship\*

Competition and Strategy in Fashion	3
Entrepreneurship in Fashion	3
Entrepreneurial Finance	3
Launching New Ventures	3
Investing in New Ventures	2
Intrapreneurship	2
Managing Growing Enterprises	2
Turnaround Management	2
Green House I - Business plan competition	3
Internship 11 weeks	6
Exchange Program	6

**Total credits** **45-51**

\* Starting 2010

## A Smart Sequence

LIM College has developed an effective course progression:

**First and second terms:** Foundation courses in business administration covering management theories and strategies.

**Third term:** Concentrations in Fashion Management or Entrepreneurship (the latter starting in 2010).

**Fourth term:** Elective courses designed to broaden students' knowledge and skills within their chosen specialization.

## A Manageable Goal

The curriculum requires the completion of 51 credits: 27 core credits and 24 within the student's chosen concentration. For those students who hold MBA-level jobs within the fashion industry at the time the internship process commences, or for those that have a written contract of employment, LIM College can waive 6 credits of internship or exchange programs. Entrepreneurship students will complete a capstone project that is built around a business plan competition, with students working in teams toward an award that may include seed capital.



# The LIMMBA

## Your Next Steps

Choosing a graduate program requires careful thought and planning. The best way to begin is by asking questions. Call The Center for Graduate Studies & Continuing Education at LIM College at 212.752.1530 x412 or e-mail [mba@limcollege.edu](mailto:mba@limcollege.edu) for more information.

Submitting Test Scores  
If you are submitting test scores for the Graduate Management Admission Test (GMAT), and/or the Test of English as a Foreign Language (TOEFL), which is required for international students, you must be sure to ask the testing service to send your scores to LIM College, as well as to you. A minimum of six weeks should be allowed for the Educational Testing Service (ETS) to send the scores to LIM College. Please use code ZXH-QV to direct your GMAT scores to LIM, and DI Code 2380 to direct your GRE scores.

**How to Apply** Download an application for admission at [www.graduate.limcollege.edu](http://www.graduate.limcollege.edu). LIM College requires that each applicant submit a non-refundable \$50 application fee. The application fee can be paid online as a one-time payment using LIM's e-Cashier site from Nelnet Business Solutions. A \$2 fee is charged for each one-time ACH payment and a 2.5% convenience fee for each credit card payment. For more information, and to pay the application fee online, please visit [www.graduate.limcollege.edu](http://www.graduate.limcollege.edu) and follow the links to Financial Aid >Financial Aid for Graduate Students>Nelnet Business Solutions.

**Tuition and Fees** For the 2009-2010 academic year, the tuition rate is \$755 per credit hour. Students may choose to fund their education in a variety of ways:

### Private/Alternative Education Loans

Students who need to borrow additional funds after exhausting federal loans, or who are not eligible for federal financial aid (including international students), can explore private education loans. These loans are credit-based and typically require that you apply with a creditworthy co-signer for approval. To determine which lenders offer the best terms and conditions, we recommend that you utilize comprehensive lender comparison sites such as [www.simpleretuition.com](http://www.simpleretuition.com) or [www.studentloanlistings.com](http://www.studentloanlistings.com). Additional guidance can also be found on the LIM website by following links to Financial Aid & Assistance>Other Aid Sources>Private Alternative Loans.

### Federal Student Loans

LIM College is approved by the U.S. Department of Education to award Federal Direct Stafford Loans and Direct Graduate PLUS Loans to eligible U.S. citizens and resident non-citizens. Graduate students can borrow Federal Direct Stafford Loans up to \$20,500 per academic year (defined as a period of three terms) between the Subsidized and Unsubsidized Loan programs



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(maximum of \$8,500 subsidized annually based on need), with a total lifetime borrowing limit not to exceed \$138,500 (including all other undergraduate and graduate Stafford Loans). Grad PLUS Loans are available to creditworthy students who need to borrow more than the maximum Stafford Loan amounts to meet additional education-related expenses. To determine eligibility, students must submit a FAFSA (Free Application for Federal Student Aid) at [www.fafsa.ed.gov](http://www.fafsa.ed.gov). Students enrolling in March 2010 should submit the 2009-2010 FAFSA form by January 15, 2010. For September 2010 enrollment, the 2010-2011 FAFSA form should be submitted no later than July 15, 2010. LIM College federal school code: 007466.

### **New York State Tuition Assistance Program (TAP) for Graduate Students**

Legal residents of New York State who are enrolled in 9 or more credits and who meet income and other eligibility requirements may receive TAP funds ranging from \$75 to \$550 per academic year. After filing the FAFSA, a TAP application must be completed at [www.tapweb.org](http://www.tapweb.org). LIM College TAP code: 5178.

### **LIM Installment Payment Plan from Nelnet Business Solutions**

LIM College offers an interest-free installment payment plan to assist students in dividing their educational costs into manageable monthly amounts. Payments can be made using an Automatic Bank Payment (ACH) from a checking or savings account or by credit card (American Express, MasterCard, or Discover; Visa not accepted at this time). The cost to budget this flexible payment plan option is a \$45 annual non-refundable enrollment fee. To enroll, follow the links above to the LIM College e-Cashier site from Nelnet Business Solutions.



# The LIM MBA

## Partnering with the LIM College MBA Program

The Center for Graduate Studies and Continuing Education offers you and your company a number of ways to establish a dynamic working relationship with LIM College and our students.

Please take a moment to review the partnership opportunities below, and check those you'd like to learn more about. Our Graduate Studies Career Services office, which provides MBA students with career guidance and professional placement assistance, will then contact you with more details.

For more information on partnership opportunities related to the LIM College MBA program, contact Susan Bauer, coordinator of Graduate Studies Career Services: 212.752.1530 x422 or [mbacareerservices@graduate.limcollege.edu](mailto:mbacareerservices@graduate.limcollege.edu).

- **Job Placement Partner:** This partnership allows you to list positions at your company appropriate for LIM College MBA students. The students can view your postings online and respond directly with their interest in a particular position. And you can contact those students you'd like to interview.
- **Internship Partner:** All LIM College MBA students are required to complete an 11-week, full-time, for-credit professional internship. By offering such internship opportunities—and allowing our students to demonstrate their abilities—your company can hire LIM College's top talent before your competitors do.
- **On-Campus Recruiting and Career Fair Partner:** This partnership gives you the opportunity to meet, and discuss available job openings, with LIM College MBA students who may be interested in your industry and your company. You can also make private interview arrangements with students.
- **Career Services Workshop Partner:** This partnership enables you, or someone from your company, to present mini career-development workshops to our students at the LIM College Center for Graduate Studies and Continuing Education.
- **Interested in Our Executive MBA Program?** LIM College will be offering an Executive MBA program designed for fashion industry employees with at least two years of experience and a desire for rapid career advancement. This program is also ideal for fashion entrepreneurs and young professionals seeking to change careers.



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Company Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Contact/Title: \_\_\_\_\_

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## **To Register for an Employer Account**

- Click on "Register for the First Time" in the "Employer Log-In" section here - <https://limcollege-csm.symplicity.com/>
- Complete the "Employer Registration" profile template and submit.
- Once your "Employer Registration" information has been approved by the Office of Graduate Studies Career Services (within 24 hours), you will receive a password via email.

## **To Post a Job or Internship for Free**

- Enter your email address as your "Username" and enter the password you were sent via email and log in.
- To post your position to LIM College for free, click on the "Create new job or internship posting" link.
- You can begin to complete the job posting template.
- Your position will be available to LIM College MBA students within 24 hours on Symplicity, a password protected on-line database of jobs and internships.