

PROGRAM OBJECTIVES

- Discover the history of fashion
- Research style and materials
- Forecast future fashion trends
- Analyse the fashion markets and products
- Practice promotional, advertising and public relation activity
- 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 | 1 YEAR

RETAIL MANAGER CERTIFICATE COURSE LIST

- Job Task Analysis in Fashion Industry
- Fashion Phenomena
- Study and Analysis of Fibres and Textiles
- Introduction to Fashion Marketing
- Buying of Fashion Product
- Fashion and Society
- Textile Evaluation for a Fashion Product
- Introduction to Accounting Principles
- Visual Presentation Strategy
- Environment and Consuming
- 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
- Law, Regulations and Codification

FASHION BUSINESS | 1 YEAR

BUYER CERTIFICATE COURSE LIST

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

FASHION BUSINESS | 2 YEARS

ADVANCED DIPLOMA COURSE LIST

- Job Task Analysis in Fashion Industry
- Computer Lab
- Fashion Phenomena
- Study and Analysis of Fibres and Textiles
- Introduction to Fashion Marketing
- Buying of Fashion Product
- Fashion and Society
- Textile Evaluation for a Fashion Product
- Communication Mix Elements
- Introduction to Accounting Principles
- Negotiation Techniques
- Marketing II: Case analysis
- Visual Presentation Strategy
- Environment and Consuming
- Fashion Presentation Planning
- Budgetary Planning
- Analysis of Factors Influencing the Fashion Industry
- Store Layout
- Private Label Development
- Data Gathering and Analysis
- Financial Management in Fashion Industry
- Integration in the Workplace I
- Approach to Planning
- Stock Management
- Private Label Management
- Advertising and Promotional Activities Planning
- Import – Export
- Sales Management
- Human Resource Management
- Law, Regulations and Codification
- Fashion Enterprise Project
- Business Portfolio
- Integration in the Workplace II



Brand Project by Talita Natalia

“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

FASHION MERCHANDISING* | 3 YEARS

BACHELOR LEVEL COURSE LIST

- Job Task Analysis in Fashion Industry
- Computer Lab
- Fashion Phenomena
- Study & Analysis of Fibres and Textiles
- Introduction to Fashion Marketing
- English 1
- Approach to Planning
- Stock Management
- Private Label Management
- Advertising and Promotional Activities Planning
- Financial Management in Fashion Industry
- Kewarganegaraan (Civics)
- Buying of Fashion Product
- Fashion & Society
- Textile Evaluation for a Fashion Product
- Communication Mix Elements
- Introduction to Accounting Principles
- English 2
- Human Resource Management
- Import – Export
- Sales Management
- Fashion Enterprise Project
- Marketing II: Case analysis
- Visual Presentation Strategy
- Environment & Consuming
- Negotiation Techniques
- Budgetary Planning
- Bahasa Indonesia
- Law, Regulations & Codification
- Business Portfolio
- Integration in the Workplace I
- Integration in the Workplace II
- Analysis of Factors Influencing the Fashion Industry
- Store Layout
- Private Label Development
- Data Gathering & Analysis
- Fashion Presentation Planning
- Agama
- Business Statistics
- Internet Bisnis
- Mekanisasi Garmen dan Kontrol Kualitas
- Manajemen Inventori
- Proyek Manajemen Aplikasi Fashion

*Local Certification under Sekolah Tinggi Desain LaSalle

Brand Project by Nomadic



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. The program places a great emphasis on the development of individual creativity, personal style and design philosophy. It gives students the opportunity to explore and develop new and original concepts and to translate the information and ideas into innovative fashion brands. Our lecturers consists of a team of designers, journalists, marketing and business experts offering students a complete range of expertise which will prepare them to conquer the fashion business.

FASHION BUSINESS



LaSalle College

MAKE IT HAPPEN!

FASHION BUSINESS

BACHELOR OF APPLIED ARTS,
ADVANCED DIPLOMA
AND CERTIFICATE

Brand Project by KLAR



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