

Raffles

Design • Business • Merchandising • Psychology

Bachelor of Arts (Honours) in International Fashion Business

Available in: Kuala Lumpur, Malaysia

Intake: January, May, July

Website: www.Raffles-IAO.com

3-year Bachelor of Arts (Honours) in International Fashion Business

Year 1

- Introduction to the Global Fashion Industry
- Introduction to Fashion Marketing
- Future Proofing for Fashion Business
- Product Development for the Global Consumer
- Into Fashion: Personal Development Planning
- Academic Essay Writing

Year 2

- International Fashion Enterprise
- Future Fashion: Personal Development Planning
- Global Sustainability and Innovation
- Global Campaign Communication Strategies
- Global Sourcing and Production Management

Year 3

- Future Fashion Innovators
- Future Proof: Personal Development Planning
- Marketing Futures
- Future Fashion Project
- Internship

MPU

- Tamadun Islam dan Tamadun Asia (TITAS) / Bahasa Melayu Komunikasi 2
- Hubungan Etnik / Pengajian Malaysia 3
- Community Service
- Critical Thinking
- Malaysian Constitution

Note: Curricula are subject to change.