



Nothing Like It

LIM 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 business and fashion. LIM 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 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 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 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 if you are seeking a career change or if you are a fashion entrepreneur who wants to launch your business with a greater sense of confidence.

Custom Made The LIM MBA is geared to the busy professional. We offer evening classes, flexible scheduling, and value-priced tuition. Our midtown location is easy to get to and just a stroll away 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.



LIM The College for the Business of Fashion
12 East 53rd Street | New York, New York 10022
www.limcollege.edu | 212-752-1530 | 800-677-1323



The LIM MBA

Where Leaders Learn

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

"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 first-hand that LIM is the ideal setting for studying the business of

fashion at any level."

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

An Accomplished Faculty At LIM, students are immersed in a consummate professional environment. Our faculty have held, or currently hold, 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'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 occupies the eighth floor of LIM's 216 East 45th Street building. 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'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 a valuable dimension to the LIM MBA program.



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The LIM MBA

What You Will Learn

Formulated to meet the demands of a rapidly shifting 21st century economy, the LIM 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 MBA will deepen your understanding of the business end of the fashion industry. As with all the best MBA programs, the LIM MBA teaching methods rely on case studies and integrates 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 moves 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 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.



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The LIM MBA

LIM 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 has developed an effective course progression:

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

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

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

A Manageable Goal

The curriculum requires the completion of 51 credits—27 core credits and 24 within a student's chosen concentration. For those students who have extensive fashion industry experience or who are attending part-time, LIM 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.



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 Our experienced cadre of men and women will guide you through the complexities of the fashion business. Leading the graduate faculty is Dr. Milan Milasinovic, Dean of Graduate Studies. 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 cofounder of First Tuesday Italy, an early online social networking site that started in London. Dr. Milasinovic holds a B.S. in Economics and MBA from SDA Bocconi, Milan, (Italy) and a doctorate in Marketing (DBA) from Nova Southeastern University in Florida.

Educational Tools Over the years, LIM 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 alumni.

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



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The LIMMBA

Your Next Steps

Choosing a graduate program requires careful thought and planning. The best way to begin is by asking questions. Call Dr. Milan Milasinovic, Dean of Graduate Studies at LIM, at 212-752-1530 or e-mail him at mmilasinovic@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. Please use code ZXH-QV to direct your GMAT scores to LIM and DI Code 2380 to direct your GRE scores.

How to Apply

LIM requires that each applicant submit a nonrefundable \$50 application fee. The application fee can be paid online as a one-time payment using Nelnet Business Solutions. A \$2 fee is charged for each one-time ACH payment and 2.5% convenience fee for each credit card payment. For more information and to pay the application fee, please visit www.limcollege.edu/index.php. The application fee can also be paid with a check or money order made payable to: Laboratory Institute of Merchandising.

Tuition and Fees

For the 2008-2009 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 applying for March 2009 admission will have the ability to apply for credit-based private education loans to finance the first two terms (March and June 2009). To determine which lenders offer the best terms and conditions, we recommend the following comprehensive lender comparison sites: www.simpletuition.com ▪ www.studentloanlistings.com from Greentree Gazette

Federal Student Loans

We anticipate offering Federal Direct Stafford Loans and Direct Graduate PLUS Loans to eligible U.S. citizens and resident non-citizens beginning in September 2009. To determine eligibility, students must submit a FAFSA form for the 2009-2010 academic year at www.fafsa.ed.gov. We recommend that you complete the FAFSA by June 1, 2009. LIM federal school code: 007466.

Nelnet Business Solutions (FACTS Installment Plan)

To help students meet their educational expenses, LIM offers an installment payment plan through Nelnet Business Solutions. There are no interest or finance charges, and payments can be made using a credit card (Visa not accepted at this time) or Automatic Bank Payment (ACH). The cost to budget your interest-free, flexible payment plan option is a \$45 annual non-refundable enrollment fee. To enroll, visit www.limcollege.edu/index.php



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