

FASH 139 Course Outline as of Fall 2010**CATALOG INFORMATION**

Dept and Nbr: FASH 139 Title: FASHION ENTREPRENEURSHIP

Full Title: Fashion Entrepreneurship

Last Reviewed: 9/26/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: FASH 58

Catalog Description:

An in-depth study of the business of apparel, sewn product, and related small fashion enterprises, including legal aspects of business ownership.

Prerequisites/Corequisites:**Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:**Schedule of Classes Information:**

Description: An in-depth study of the business of apparel, sewn product, and related small fashion enterprises, including legal aspects of business ownership. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon completion of the course, students will be able to:

1. Analyze the viability and uniqueness of a design idea.
2. Establish the costs of prototypes, samples, and production of garment/accessory designs.
3. Analyze price alterations and custom designs.
4. Develop a pricing list for services as well as goods.
5. Analyze the marketing issues and costs to sell a fashion product.
6. Evaluate his/her personal lifestyle parameters relative to becoming a garment/accessory manufacturer.
7. Identify and evaluate the various licenses, permits taxes, fees, and insurance necessary to legally operate as a garment/accessory manufacturer.
8. Explain the functions and illustrate the uses of accountants, enrolled agents, bookkeepers, attorneys, SCORE (Counselors to America's Small Businesses), and the SBA (Small Business Association).
9. Explain the differences among and definitions of trademark, registered trade name, copyright, design patent, and letters of protection.
10. Explain garment manufacturing terminology and the garment designing and manufacturing process.
11. Explain the parameters of staying in business: sales, quality, on-time shipping, customer service, ratio of repeat to new customers, etc.
12. Identify and explain the ways in which payment is made to manufacturers to their suppliers, contractors and suppliers.
13. Identify and explain what kind of books and records must be kept and by whom.
14. Prepare a viable business plan.
15. Prepare a viable sales and marketing plan.
16. Develop a plan for setting up a studio for a small business.

Topics and Scope:

- I. Evaluation of skills and product or service for development
 - A. Manufacturer/entrepreneur quotient
 1. Skills and personal availability

2. Commitment to design idea
3. Marketing realities
- B. Product or service in the marketplace
 1. Market research
 2. Product research
 3. Sourcing and costing
- II. Defining and protecting the image and form of company and product
 - A. Business plan
 - B. Business identity and logo
 - C. Protecting your business name, logo, and creativity; trademarks; copyright; design patent
 - D. Sole proprietorship, partnership, or corporation
 - E. Business licenses, permits, and sales tax
 - F. Professional support
 - G. Office and design/production facility set up and organization
- III. Production design
 - A. Product line
 - B. Prototype, patterns, and pattern makers
 - C. The fabric and trim search
 - D. Manufacturing services, licenses, and registration
 - E. Contractors vs. in-house production
- IV. Costing
 - A. Initial costing based on time and material
 - B. Cost sheets
- V. Sales and promotional tools for selling your product
 - A. Selling seasons
 - B. Line sheets and samples for selling purposes
 - C. Free publicity and advertising
 - D. Direct and indirect sales, sales reps, road sales, & trade shows
 - E. How to write an order
- VI. Producing your product
 - A. How to decide what and how much to manufacture
 - B. The basic steps to manufacture what you have sold
 - C. Quality control
- VII. Product distribution, management, and payment
 - A. Inventory management
 - B. Shipping
 - C. Collecting your money
- VIII. The final analysis

Assignment:

1. Notebook of personal goals and hurdles to turn a fashion design idea into profit
2. Oral report (1) on production related issues
3. Written business plan
4. Project: take a design idea step by step from inception to retail, including costing
5. 3 business/market research reports
6. Reading of approximately 20 pages per week from text
7. 4 to 6 tests

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Written homework, 6 production related issue reports, notebook, 3 business/market research reports

Writing
20 - 40%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Business plan, class project, oral report

Problem solving
25 - 50%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations
0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, completion, short answers

Exams
15 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and class participation

Other Category
15 - 20%

Representative Textbooks and Materials:

The Fashion Designer Survival Guide, by Mary Gehler. Revised & Expanded Edition, 2008, published by Kaplan.