### FASH 139 Course Outline as of Fall 2023

## **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	<b>Course Hours Total</b>	
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:**

Students will investigate the process for developing a fashion product from concept to consumer and the steps required to launch a fashion enterprise.

#### **Prerequisites/Corequisites:**

**Recommended Preparation:** Eligibility for ENGL 100 or ESL 100

#### **Limits on Enrollment:**

#### **Schedule of Classes Information:**

Description: Students will investigate the process for developing a fashion product from concept to consumer and the steps required to launch a fashion enterprise. (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: CSU GE:	Area Transfer Area	Effective: Effective:	Inactive: Inactive:
<b>IGETC:</b>	Transfer Area	Effective:	Inactive:
CSU Transfer	: Effective:	Inactive:	
UC Transfer:	Effective:	Inactive:	

## CID:

## **Certificate/Major Applicable:**

Both Certificate and Major Applicable

# **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Demonstrate knowledge of the terminology and manufacturing processes used in the fashion industry.

2. Develop a business and marketing plan for starting a fashion enterprise.

## **Objectives:**

At the conclusion of this course, the student should be able to:

1. Explain the legal aspects of business ownership and identify the parameters of a successful business.

2. Analyze the market viability of a design or product concept.

3. Establish the costs for production of a fashion product.

4. Explain the role of accountants, enrolled agents, bookkeepers, attorneys, Service Core of Retired Executives (SCORE), and the Small Business Association (SBA).

5. Identify the functions of a trademark, a registered trade name, a copyright, and a patent.

6. Identify methods of payment to manufacturers, contractors, and suppliers.

## **Topics and Scope:**

- I. Evaluating the Product or Service Idea
  - A. Entrepreneurial quotient
  - B. Market research
  - C. Product research
  - D. Initial sourcing and costing

II. Defining and Protecting the Company, Product, and Brand

- A. Business plan
- B. Brand identity and logo
- C. Protecting your identity, trademark, copyright, patent
- D. Business structures: sole proprietorship, partnership, or corporation
- E. Business licenses, permits, and sales tax

F. The support team: accountants, enrolled agents, bookkeepers, attorneys, SCORE, SBA

III. Product Design

- A. Product line development
- B. Prototype, patterns, and pattern makers
- C. Sourcing fabric and trim
- 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, Marketing and Promotion
  - A. Selling seasons
  - B. Line sheets and samples
  - C. Social media
  - D. Direct and indirect sales, sales reps, road sales, and trade shows
  - E. Sales and marketing plan
- VI. Manufacture and Production
  - A. How to decide what and how much to manufacture
  - B. The basic steps to manufacture what you have sold
  - C. Quality control
- VII. Distribution, Sales, and Payment
  - A. Inventory management
  - B. Shipping
  - C. Collecting your money

#### Assignment:

- 1. Reading (15-25 pages per week)
- 2. Notebook of inspiration and resources to turn a fashion design idea into profit
- 3. Oral report on business, marketing, or production related issues
- 4. Write a business and marketing plan
- 5. Class Project: Propose, sample, and cost a potential fashion product from concept to consumer
- 6. Written assignments, such as summaries/responses (4-5, Total word count 1000-1250)
- 7. Tests (2-4)

## 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.

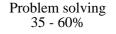
Business and marketing plan, written assignments

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

Business and marketing plan, class project, oral report, and notebook.

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

Writing 10 - 25%



None	Skill Demonstrations 0 - 0%
<b>Exams:</b> All forms of formal testing, other than skill performance exams.	
Tests	Exams 15 - 20%
<b>Other:</b> 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:**

Guide to Fashion Entrepreneurship, The Plan, The Product, The Process. Carr, Melissa G. and Newell, Lisa Hopkins, Fairchild Books: 2014 (Classic)