

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:

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:

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|-------------------|----------------------|-------------------|------------------|
| AS Degree: | Area | Effective: | Inactive: |
| CSU GE: | Transfer Area | Effective: | Inactive: |

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| IGETC: | Transfer Area | Effective: | Inactive: |
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| CSU Transfer: | Effective: | Inactive: |
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| UC Transfer: | Effective: | Inactive: |
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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.

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| Business and marketing plan, written assignments |
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| Writing 10 - 25% |
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Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

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| Business and marketing plan, class project, oral report, and notebook. |
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| Problem solving 35 - 60% |
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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.

Tests

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:

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