

**Fashion Entrepreneurship/Fash 139**  
**Course Syllabus**

***Course Description:***

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

***Instructor: Lyra Bobo***

***Email: [lbobo@santarosa.edu](mailto:lbobo@santarosa.edu)***

***Office Hours:*** On-line Fridays 12:00-12:30 pm

***Text:*** Fashion Entrepreneurship, The Plan, The Product, The Process, By Melissa G. Carr and Lisa Hopkins Newell, 2014

***Student Learning Outcomes:***

Students will be able to:

1. Explain the legal aspects of business ownership.
2. Explain the terminology and manufacturing processes used in the garment industry.
3. Determine the parameters of a successful business.
4. Develop a plan for setting up a small fashion enterprise.

***Grading:***

***Grading Scale***

Lab work & Participation	20%	100-95% = A	76 - 74% = C
Assignment	20%	94 - 90% = A-	73 - 70% = C-
Exams	20%	89 - 87% = B+	69 - 67% = D+
Projects—Research Report		86 - 84% = B	66 - 64% = D
Business Plan &	10%	83 - 80% = B-	63 - 60% = D-
Final Project	<u>30%</u>	79 - 77% = C+	59% = F
Total	100%		

***Student Responsibilities:***

1. No food in the lab. Beverages must have lids and shall be placed in a designated area.
2. Silence cell phones during class. Texting and attending to personal email are not allowed during class.
3. Assist with lab clean-up and disposal of recyclables.
4. You are expected to arrive on time. If you are tardy enter the classroom quietly so as not to disrupt your instructor or fellow students. If you are more than 20 minutes late without a reasonable excuse, you will be marked absent and not allowed to review the lecture notes for that class meeting.
5. More than two absences from class are considered excessive. (See section 2.0 of the SRJC Attendance Policy below)

## **SRJC Attendance Policy**

It shall be the policy of the Sonoma County Junior College District to maintain an attendance policy and procedures consistent with State and local requirements.

### **1.0 Attendance**

- 1.1 Students are expected to attend all sessions of the course in which they are enrolled.
- 1.2 Any student with excessive absences may be dropped from the class.

### **2.0 Excessive Absence Defined**

- 2.1 A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time.
- 2.2 Instructors shall state in each course syllabus what constitutes excessive absence for that course

### **3.0 Excused vs. Unexcused absences**

- 3.1 Unless state or federal law requires that the absence be deemed excused, no instructor shall be required to make a distinction between excused and unexcused absences.
- 3.2 If individual Instructors wish to distinguish between excused and unexcused absences the instructor shall state in each course syllabus all criteria for any excused absences in addition those required by state or federal law.

### **4.0 Nonattendance**

- 4.1 Students who fail to attend the first two class meetings of a full semester course may be dropped by the instructor.

<https://admissions.santarosa.edu/sites/admissions.santarosa.edu/files/Catalog%202016-17%20Section%203.pdf>

- 6. If you must miss class and intend to make-up work missed, you are required to email me regarding the reason for missing no later than the scheduled day of our class meeting.
- 7. Students are required to take exams at the scheduled times. If you miss an exam due to an emergency, you are required to email me the reason no later than the day of the exam to be eligible to make of the exam.
- 8. Late assignments will be lowered 2% per working day (M – F).
- 9. As a registered student in this course you are expected to abide by the Santa Rosa Junior College Student Conduct Standards  
<https://studentlife.santarosa.edu/rights-and-responsibilities>