

FASH 139 Course Outline as of Fall 2016**CATALOG INFORMATION**

Dept and Nbr: FASH 139 Title: FASHION ENTREPRENEURSHIP

Full Title: Fashion Entrepreneurship

Last Reviewed: 2/8/2016

| 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:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

Upon completion of the course, 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.

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. Develop a pricing list for services as well as goods.
4. Analyze the marketing issues and costs to sell a fashion product.
5. Identify and evaluate the various licenses, permits, taxes, fees, and insurance necessary to legally operate as a garment/accessory manufacturer.
6. Explain the functions and illustrate the uses of accountants, enrolled agents, bookkeepers, attorneys, SCORE (Service Core of Retired Executives), and the SBA (Small Business Association).
7. Explain the differences among and definitions of trademark, registered trade name, copyright, design patent, and letters of protection.
8. Explain garment manufacturing terminology and the garment designing and manufacturing process.
9. Explain the parameters of staying in business: sales, quality, on-time shipping, customer service, ratio of repeat to new customers, etc.
10. Identify and explain the ways in which payment is made to manufacturers to their suppliers, contractors and suppliers.
11. Prepare a viable business plan.
12. Prepare a viable sales and marketing plan.
13. Develop a plan for setting up an office and production facility.

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. Understand support offered by accountants, enrolled agents, bookkeepers, attorneys, SCORE, and the SBA.
 - 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. Social Media
 - D. Direct and indirect sales, sales reps, road sales, & trade shows
 - E. Sales and marketing plan
- VI. Producing your product and staying in business
 - 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

Assignment:

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

Notebook, 3 business/market research reports

Writing
1 - 35%

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

Business plan, class project, oral report, 3 business/market research reports.

Problem solving
30 - 65%

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.

Four to six 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:

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