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	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:

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:
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	Writing 10 - 25%

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.	Problem solving 35 - 60%

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)