

FASH 58 Course Outline as of Fall 2000

CATALOG INFORMATION

Dept and Nbr: FASH 58

Title: FASH ENTSHIP

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	17.5	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:

**Catalog Description:**  
An in-depth study of the business of apparel, sewn product, and related small fashion enterprises, including legal aspects. Formerly CFS 302.3.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100A or ENGL 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. Formerly CFS 302.3. (Grade or P/NP)  
Prerequisites/Corequisites:  
Recommended: Eligibility for ENGL 100A or ENGL 100.  
Limits on Enrollment:  
Transfer Credit: CSU;  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>			<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>			<b>Effective:</b>	<b>Inactive:</b>
<b>IGETC:</b>	<b>Transfer Area</b>			<b>Effective:</b>	<b>Inactive:</b>
<b>CSU Transfer:</b>	Transferable	<b>Effective:</b>	Fall 1997	<b>Inactive:</b>	Spring 2005
<b>UC Transfer:</b>		<b>Effective:</b>		<b>Inactive:</b>	

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

1. Demonstrate the ability to analyze the viability and uniqueness of a design idea.
2. Demonstrate the ability to establish the costs of prototypes, samples and production of garment/accessory designs.
3. Demonstrate the ability of pricing for alterations, custom designs, etc.
4. Demonstrate the ability to develop a pricing list for services as well as goods.
5. Demonstrate the ability to analyze the marketing issues and costs to sell a fashion product.
6. Demonstrate the ability to evaluate his/her personal lifestyle parameters relative to becoming a garment/accessory manufacturer.
7. Identify and evaluate the various licenses, permits taxes, fees and insurance necessary to legally operate as a garment/accessory manufacturer.
8. Demonstrate the ability to explain the functions and illustrate the uses of accountants, enrolled agents, bookkeepers, attorneys, SCORE and the SBA.
9. Explain the differences among and definitions of trademark, registered tradename, copyright, design patent, letters of protection.
10. Explain garment manufacturing terminology and the garment designing and manufacturing process.
11. Explain the parameters of staying in business: sales, quality, on time shipping, customer service, ratio of repeat to new customers, etc.
12. Identify and explain the ways in which payment is made to manufacturers to their suppliers, contractors and suppliers.
13. Identify and explain what kind of books and records must be kept and by whom.
14. Demonstrate the ability to prepare a viable business plan.
15. Demonstrate the ability to prepare a viable sales and marketing plan.
16. Develop a plan for setting up a studio for a small business.

## **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. Professional support
  - 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. Free publicity and advertising
  - D. Direct and indirect sales, sales reps, road sales and Trade Shows
  - E. How to write an order
- VI. Producing your product
  - 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
- VIII. The Final Analysis

## **Assignment:**

- 1. Keep a notebook of personal goals and hurdles to turn a fashion design idea into profit.
- 2. Orally present a report on production related issues.
- 3. Write a business plan.

4. Project: Take a design idea step by step from inception to shopping, including costing.

### 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.

Written homework, Reading reports, NOTEBOOKS, RESEARCH REPORTS, FINAL PROJECT

Writing  
20 - 40%

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

BUSINESS PLAN, CLASS PROJECT

Problem solving  
30 - 50%

**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.

Multiple choice, Completion, SHORT ANSWERS

Exams  
10 - 20%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

ATTENDANCE & CLASS PARTICIPATION

Other Category  
5 - 20%

### Representative Textbooks and Materials:

Made in America: The Business of Apparel & Sewn Product Manufacturing, 2nd Ed., by Sue Pekarsky Gary and Connie Ulasewicz, Publisher: Garments Speak 1998