

FASH 0019 - FASHION ENTREPRENEURSHIP

Catalog Description

Hours: 54 lecture

Description: Examines the skills needed to conceive, finance, open, and operate a successful fashion business. It addresses the creation of a small business specific to fashion retail or apparel design and manufacturing. Topics include recognizing and creating business opportunities, as well as marketing and selling techniques. A model business plan is developed by exploring resources necessary to be a successful entrepreneur in the fashion industry. (CSU)

Course Student Learning Outcomes

- CSLO #1: Create a fashion business plan.
- CSLO #2: Identify the the steps in creating a marketing program for a fashion business.

Effective Term

Fall 2024

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

1. describe the steps needed to become a fashion retail business entrepreneur;
2. explain the process of analyzing fashion industry needs and identifying the right customers;
3. discuss the process of identifying the needed product and creating the business concept;
4. demonstrate what's involved in planning a strategy to open a business;
5. identify and describe the steps used to find the right location for the business;
6. explain the process used to build a business using the the internet and social media;
7. identify and explain the ways to reach customers and drive sales;
8. describe the process of building a team to drive success;
9. list the steps involved in planning the merchandise assortment;

10. explain the importance of building the financial plan;
11. explain operating and control systems used in a fashion business;
12. outline the steps needed to create a fashion business plan.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Essay Examinations
 - Example: (Essay exam question) Students will be given a fictional fashion business and will be asked to explain how they would go about creating an internet and social media plan for that business. Students will be evaluated based on the accuracy and level of detail in developing their answers.
- Projects
 - Example: (Semester project) Students will create a fashion business plan that will be split up into sections (a management plan, product plan, location plan, web plan summary, marketing plan, financial plan, and a retail operations plan) throughout the semester. Each section will be graded as a rough draft with instructor comments for improvements if needed. A final draft of all sections will be turned in at the end of the semester and a presentation of their plan will be given to the class. Students will be evaluated on thoroughness of completing each section, making edits and presenting the final plan.
- Other
 - Example: (Quiz question) After the lecture/discussion on merchandising assortment, the students will be given the steps involved in the planning and asked to put them in sequential order. They will also have to show understanding of this concept as part of their product plan. Students will be evaluated on the accuracy of their answers.

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. The instructor will present lecture/discussion on the process of analyzing fashion industry needs and identifying the right customers. The instructor will then guide the class in brainstorming the current fashion retail needs in the local fashion area. The students will then choose one idea from the list to research and create a customer profile for the possible target market. Students will present their findings to the class. Online students will be able to brainstorm ideas, choose a topic, and present their findings through a discussion board assignment.

Distance Learning

1. The instructor will present lecture/discussion on the process of analyzing fashion industry needs and identifying the right customers. The instructor will then guide the class in brainstorming the current fashion retail needs in the local fashion area. The students will then choose one idea from the list to research and create a customer profile for the possible target market. Students will present their findings to the class. Online students will be able to brainstorm ideas, choose a topic, and present their findings through a discussion board assignment.

- Classic Textbook?:
- OER Link:
- OER:

Other materials and-or supplies required of students that contribute to the cost of the course.

Typical Out of Class Assignments

Reading Assignments

1. Read the chapter in the text book on planning a strategy to open a business and identify the 3 main methods of entering the market as a fashion entrepreneur. Be prepared to discuss the findings in class.
2. Read articles about the current state of the fashion retail industry and be prepared to share your findings with the class.

Writing, Problem Solving or Performance

1. Visit a fashion retail store and write a review on their merchandise assortment, visual displays, and customer service.
2. Write a list of possible niche market business ideas for a specific target market and geographic location.

Other (Term projects, research papers, portfolios, etc.)

Create a business plan that would include a management plan, product plan, location plan, web plan summary, marketing plan, financial plan, and a retail operations plan.

Required Materials

- Fashion Entrepreneurship: The Creation of the Global Fashion Business (Mastering Fashion Management)
 - Author: Neri Karra
 - Publisher: Routledge
 - Publication Date: Dec. 2021
 - Text Edition: 1st
 - Classic Textbook?:
 - OER Link:
 - OER:
- Fashion Business Cases
 - Author: Leslie Davis Burns
 - Publisher: Fairchild
 - Publication Date: Dec 2020
 - Text Edition: 1st
 - Classic Textbook?:
 - OER Link:
 - OER:
- Fashion Entrepreneurship: Retail Business Planning
 - Author: Granger, Sterling, Cantre
 - Publisher: Fairchild
 - Publication Date: 2019
 - Text Edition: 3rd