

FASH 146: FASHION ENTREPRENEURSHIP

In Workflow

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3. SSIS College Committee Chair (shiltsm@csus.edu)
4. SSIS Dean (mendriga@csus.edu)
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Approval Path

1. Fri, 05 Apr 2019 19:09:01 GMT
Mical Shilts (shiltsm): Approved for FACS Committee Chair
2. Sun, 07 Apr 2019 21:18:46 GMT
Lynn Hanna (lhanna): Approved for FACS Chair
3. Fri, 19 Apr 2019 14:37:14 GMT
Mical Shilts (shiltsm): Approved for SSIS College Committee Chair
4. Fri, 26 Apr 2019 17:58:19 GMT
Marya Endriga (mendriga): Approved for SSIS Dean
5. Wed, 08 May 2019 14:58:55 GMT
212408496: Approved for Academic Services
6. Wed, 15 May 2019 20:13:42 GMT
Katherine Chalmers (chalmers): Rollback to Initiator
7. Wed, 25 Sep 2019 22:42:00 GMT
Mical Shilts (shiltsm): Approved for FACS Committee Chair
8. Wed, 25 Sep 2019 23:42:13 GMT
Lynn Hanna (lhanna): Approved for FACS Chair
9. Fri, 27 Sep 2019 16:27:06 GMT
Mical Shilts (shiltsm): Approved for SSIS College Committee Chair
10. Wed, 02 Oct 2019 22:17:53 GMT
Marya Endriga (mendriga): Approved for SSIS Dean

New Course Proposal

Date Submitted: Tue, 24 Sep 2019 23:02:19 GMT

Viewing: FASH 146 : Fashion Entrepreneurship

Last edit: Tue, 24 Sep 2019 23:02:19 GMT

Changes proposed by: Dong Shen (101016574)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Dong Shen	dshen@csus.edu	916-278-5326

Catalog Title:

Fashion Entrepreneurship

Class Schedule Title:

Fashion Entrepreneurship

Academic Group: (College)

SSIS - Social Sciences & Interdisciplinary Studies

Academic Organization: (Department)

Family and Consumer Sciences; Family Life Education

Will this course be offered through the College of Continuing Education (CCE)?

No

Catalog Year Effective:

Spring 2020 (2020/2021 Catalog)

Subject Area: (prefix)

FASH - Fashion Merchandising and Management

Catalog Number: (course number)

146

Course ID: (For administrative use only.)

TBD

Units:

3

In what term(s) will this course typically be offered?

Spring term only

Does this course require a room for its final exam?

Yes, final exam requires a room

Does this course replace an existing experimental course?

No

This course complies with the credit hour policy:

Yes

Justification for course proposal:

Fashion Merchandising and Management just became a stand-alone program recently following EO 1071. The program has shifted more focus toward management from design by changing the program name from Fashion Merchandising and Design to Fashion Merchandising and Management. Aligning with this focus shift, FASH 146, Fashion Entrepreneurship, is proposed to provide the needed curriculum update. Currently we don't have any existing course focusing on fashion business innovation, the essentials of planning that are vital to entrepreneurial success, as well as a step-by step guide for starting a fashion business. With the rapid growth of social media platform, entrepreneurship business model, and omni-channel business trends in the fashion industry, students need to be better prepared for their future career by obtaining must-have knowledge in fashion entrepreneurship. Therefore, this new course would fit into the curriculum. With the new establishment of the Carlsen Center at Sac State, collaboration between this course and the Center is also under way to not only benefit small businesses and local community, but also provide hands-on experience to our students through community engagement opportunities. Being an upper division elective course, FASH 146 will be offered by rotating with the existing upper division electives. As a result, it will have limited impact on department resources.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)

This course addresses the essentials of entrepreneurship in the fashion industry, including management, market segmentation, financial statements, cash flow, accessing capital, e-commerce, omni-channel retailing, and challenges facing emerging enterprises. Special emphasis is placed on the essentials of planning that are vital to entrepreneurial success, as well as a step-by step guide for starting a fashion business.

Are one or more field trips required with this course?

No

Fee Course?

No

Is this course designated as Service Learning?

No

Does this course require safety training?

No

Does this course require personal protective equipment (PPE)?

No

Does this course have prerequisites?

Yes

Prerequisite:

FASH 134.

Prerequisites Enforced at Registration?

Yes

Does this course have corequisites?

No

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Lecture

Lecture Classification

CS#02 - Lecture/Discussion (K-factor=1WTU per unit)

Lecture Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."

At the conclusion of this course, students will be able to:

1. Evaluate factors that contribute to retail business success.
2. Identify the key qualities of a successful entrepreneur to conceptualize and sustain a business.
3. Examine, construct, and present a comprehensive business plan to demonstrate the significance of a well-researched business plan and its benefits to both the entrepreneur and other parties.
4. Interpret the steps involved in starting a business and define the different forms of business organization (partnership, corporation, proprietorship).
5. Analyze market research and identify the structure of a marketing plan, with an overview of the industry, the potential growth and trends.
6. Explain market penetration and select the most effective way to reach an intended customer base by analyzing the competition and identifying geographic location for business.
7. Examine the process of how e-commerce buys and sells merchandise via the internet.
8. Develop a financial plan for a retail business that includes startup costs, sales projections, operating costs, financial statements, operations and control functions of the fashion retail business.
9. Evaluate an operating structure to include personnel, technology, facilities, and vendor structure.

Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.

- Three exams (two midterms and one final)

The tests will include multiple choices, true false questions, and essays (to assess Course Learning Objective No.1-9).

- One Midterm Project

For the midterm assignment/project, students will construct a company profile including a company overview and SWOT analysis (expand on each section) (to assess Course Learning Objective No.1, 4, 5, and 6).

• One Final project

Throughout the semester, students will work on creating a business plan for the start-up of a new fashion-related company, product, or service. This is the opportunity for students to combine the content introduced in class with their analyses to form a well-executed final business plan, and the opportunity for students to relate the topics discussed in the class to their new business and gain entrepreneurial experience (to assess Course Learning Objective No.1-9).

For whom is this course being developed?

Majors in the Dept

Is this course required in a degree program (major, minor, graduate degree, certificate?)

No

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Knowledge of human cultures and the physical and natural world
Integrative learning
Personal and social responsibility
Intellectual and practical skills

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Please attach any additional files not requested above:

ConsultationFACS146FashionEntrepreneurship.docx
FASH146FashionEntrepreneurshipSyllabus_9_24_19.docx

Reviewer Comments:

212408496 (Mon, 29 Apr 2019 15:34:16 GMT):Prerequisite updated to FASH 134. FACS 134 is an obsolete course due to an overhaul change in the subject area prefixes for the BS in Fashion Merchandising and Management degree.

212408496 (Mon, 29 Apr 2019 21:14:14 GMT):Edited subject area prefix to FASH from FACS. FACS for Fashion courses is no longer being used per the department's approved subject area prefixes changed in Spring 2019.

Katherine Chalmers (chalmers) (Wed, 15 May 2019 20:13:42 GMT):Rollback: ELOs #3, 8, and 9 are not measurable as currently written.

Key: 14030