

BS IN FASHION MERCHANDISING AND MANAGEMENT

In Workflow

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Approval Path

1. Fri, 28 Feb 2020 19:51:43 GMT
Mical Shilts (shiltsm): Approved for FACS Committee Chair
2. Mon, 02 Mar 2020 23:56:30 GMT
Lynn Hanna (lhanna): Approved for FACS Chair
3. Wed, 18 Mar 2020 22:44:54 GMT
Mical Shilts (shiltsm): Approved for SSIS College Committee Chair
4. Thu, 19 Mar 2020 14:42:55 GMT
Marya Endriga (mendriga): Approved for SSIS Dean
5. Wed, 08 Apr 2020 18:27:43 GMT
Janett Torset (torsetj): Approved for Academic Services

History

1. Jan 3, 2019 by 212408496
2. Aug 5, 2019 by Dong Shen (dshen)

Date Submitted: Thu, 27 Feb 2020 02:56:54 GMT

Viewing: BS in Fashion Merchandising and Management

Last approved: Mon, 05 Aug 2019 17:41:47 GMT

Last edit: Thu, 27 Feb 2020 02:56:51 GMT

Changes proposed by: Dong Shen (101016574)

Academic Group: (College)

Social Sciences & Interdisciplinary Studies

Academic Organization: (Department)

Family and Consumer Sciences; Family Life Education

Catalog Year Effective:

2021-2022 Catalog

Individual(s) primarily responsible for drafting the proposed degree major program:

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

Type of Program Proposal:

Major

Program Change Type:

Non-Substantive

Is this a pilot program?

No

Is this a Fast Track program?

Yes

Title of the Program:

BS in Fashion Merchandising and Management

Designation: (degree terminology)

Bachelor of Science

Briefly describe the program proposal (new or change) and provide a justification:

The changes we are making in this proposal are (1) to move one upper division required course (FASH 137) to the upper division elective category joining another existing two elective courses; (2) to add one approved new course FASH 146 to the upper division required course category. These changes will benefit the FASH students by (1) better preparing them for the job market; (2) offering more FASH elective courses; and (3) not increasing the total required units for the FASH students.

FASH 146, Fashion Entrepreneurship, was developed and approved as a new upper division course to address both recent changes to the FASH program and the current career trends in the job market. The Fashion Merchandising and Management program became a stand-alone program in fall 2019 with a more specific focus on fashion marketing and management. FASH 146 on fashion entrepreneurship alligns well with the program focus and direction toward marketing and management. In the current job market, more entrepreneurship opportunities in small businesses, especially in the fashion business, are emerging due to the rapid development of social media, online business, and digital marketing. FASH 146 needs to be an upper division required course for all the FASH students in order to better serve our students and allign with the program focus.

FASH 137, Clothing, Culture, and Society, became a GE course in Area D in fall 2019 with focuses on social psychology of fashion. This course is not specifically career related. Rather, it provides general background knowledge on the relationship of humans and clothing within their cultural and social environment. Changing FASH 137 from a required course to an elective course will still provide the option to students who are interested in the course content and need a GE upper division course in Area D. Currently, there are two upper division electives, FASH 133 and FASH 148. By adding FASH 137 to this group, students will have one more option for their upper division electives. These three elective courses will be rotated for offering. Therefore, these changes will not have impacts on the fiscal resources.

Objectives of the degree program:

The major prepares students for careers in the global fashion industry, including management, marketing, buying, advertisement, promotion, manufacturing, sourcing, distribution, retailing, and many more. The program also emphasizes the contemporary and historical ways of meeting the economic, physiological, aesthetic, psychological, sociological, and cultural needs of consumers relative to fashion products.

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

Will this program be 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

Do these changes impact the Smart Planner roadmap?

Yes

Please attach the Smart Planner roadmap:

2020_FASH_Roadmap.docx

Briefly describe the change:

As showing in the new Smart Planner roadmap, FASH 146 is scheduled in the 7th semester of Year 4. What was placed in this spot was MKTG 101, and MKTG 101 is moved to the 5th semester of Year 3. What was placed in the 5th semester of Year 3 was FASH 137, and FASH 137 is moved to the 7th semester of Year 4, and listed under FASH elective with FASH 148 and 133 as noted under "***". What was placed at this spot was GE B5 UD, and it is moved to the 8th semester of Year 4.

Catalog Description:

Units required for Major: 51

Total units required for BS: 120

Program Description

The major prepares students for careers in the global fashion industry, including management, marketing, buying, advertisement, promotion, manufacturing, sourcing, distribution, retailing, and many more. The program also emphasizes the contemporary and historical ways of meeting the economic, physiological, aesthetic, psychological, sociological, and cultural needs of consumers relative to fashion products.

Admission Requirements: Course prerequisites and other criteria for admission of students to the degree major program, and for their continuation in it.

Minimum Grade Requirement

A minimum grade of "C-" is required for all prerequisite courses within and outside the Department.

As defined by policy <http://www.csus.edu/umannual/acadaff/fsm00010.htm>, a change in units constitutes a substantive change to the program. If your changes constitute a substantive change, please refer back to the "Program Change Type" field above to ensure that "Substantive" is selected.

Program Requirements: (If new courses are being created as part of a new program, it will be useful to propose courses first.)

Program Requirements

Code	Title	Units
Required Core Courses (18 Units)		
ECON 1A or PHOT 11	Introduction to Macroeconomic Analysis ¹ Digital Photography I	3
ECON 1B or GPHD 5	Introduction to Microeconomic Analysis ¹ Introduction to Graphic Design	3
FASH 30	Fashion and Human Environment ¹	3
FASH 31	Textiles	3
FASH 32	Fundamentals of Apparel Production	3
MATH 24 or STAT 1	Modern Business Mathematics ¹ Introduction to Statistics	3
Required Upper Division Courses (30 Units)		
FACS 100	Research: Methods and Application in Family and Consumer Sciences	3
FACS 168	Senior Seminar	3
FASH 130	History Of Fashion	3
FASH 131	Quality Analysis: Apparel	3
FASH 134	Introduction to Fashion Industry	3
FASH 135	Merchandise Buying	3
FASH 136	Fashion Retailing	3
FASH 139	Textiles and Apparel in the Global Economy	3
FASH 146	Fashion Entrepreneurship	3
MKTG 101	Principles Of Marketing	3
Elective Upper Division Courses (Select one from the following three courses)		
FASH 133	Creative Principles of Apparel Design	3
FASH 137	Clothing, Society, and Culture	3
FASH 148	Fashion Law	3
Total Units		51

¹ Course also satisfies General Education (GE)/Graduation Requirement.

General Education Requirements¹

Code	Title	Units
Area A: Basic Subjects (9 Units)		
A1	Oral Communication	3
A2	Written Communication	3
A3	Critical Thinking	3
Area B: Physical Universe and Its Life Forms (10 Units)		
B1	Physical Science	3
B2	Life Forms	3
B3	Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)	1

B4 - Math Concepts ²	0
B5 - Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.	3
Area C: Arts and Humanities (9-12 Units)	
C1 - Arts ^{2,3,4}	0 - 3
C2 - Humanities	3
C1/C2 - Area C Course	3
C1/C2 - Area C Course - Take upper-division course to complete Area & upper division requirements.	3
Area D: The Individual and Society (9 Units)	
Area D Course	3
Area D Course	3
Area D Course ²	0
Area D Course - Take upper-division course to complete Area & upper division requirements.	3
Area E: Understanding Personal Development (3 Units)	
Area E Course	3
Total Units	40-43

- ¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<http://catalog.csus.edu/colleges/academic-affairs/general-education/>).
- Note:** There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).
- ² Required in Major; also satisfies GE.
- ³ Department offers students an "OR" option for ECON 1A and PHOT 11:
- If student chooses to take ECON 1A, they will meet one area of Area D and will still be required to complete an Area C1 course.
 - If student chooses to take PHOT 11, they will meet Area C1 and will not need this area of Area D which is met through FACS 30.
- ⁴ Department offers students an "OR" option for ECON 1B and GPHD 5:
- If student chooses to take ECON 1B, they will meet one area of Area D and will still be required to complete an Area C1 course.
 - If student chooses to take GPHD 5, they will meet Area C1 and will not need this area of Area D which is met through FASH 30.

Graduation Requirements ¹

Code	Title	Units
Graduation Requirements (required by CSU) (9 Units)		
	American Institutions: U.S. History	3
	American Institutions: U.S. Constitution & CA Government	3
	Writing Intensive (WI)	3
Graduation Requirements (required by Sacramento State) (12 Units)		
	English Composition II	3
	Race and Ethnicity in American Society (RE)	3
	Foreign Language Proficiency Requirement ²	6

- ¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<http://catalog.csus.edu/colleges/academic-affairs/general-education/>).
- Note:** There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).
- ² If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/wll/flgr/>

Fiscal Impact to Change an Existing Program

Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:

The proposed program changes will only have impact on the fashion majors. No programmatic or fiscal impact on other academic units or programs are identified.

Provide a fiscal analysis of the proposed changes:

FASH 137 has been offered as an upper division required course for all FASH majors. Since it will be moved to the elective category, the resources required by FASH 137 will be lessened and saved. In return, the saved resources will be moved to the FASH 146 offering. Therefore, the proposed changes won't require additional resources. It won't have impact on the budget. Therefore, no five-year budget projection table is uploaded here.

How will the above changes be accommodated within the department/College existing fiscal resources?

No additional fiscal resources need to be accommodated by the existing department/college resources.

Will the proposed changes require additional resources?

No

What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?

No additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed.

Key: 433