FS 4211 - FASHION ENTREPRENEURSHIP

Credits: 3

This advanced-level course prepares the Fashion major with fundamental knowledge of how a fashion business functions. Students will gain hands-on experience on how to write a formidable business plan, learning the ins-and-outs of taking an idea and building it into a viable fashion business. Entrepreneurship methods such as determining products and services, developing a vision, identifying competitors and customers, operational management and financial planning will be introduced to help students transform their ideas into sound business strategies that can actually be launched.

Prerequisites: Completion of 90+ credit hours

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Course Learning						
Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
	Student work displayed an	Student work displayed a				
	excellent degree of	satisfactory degree of	Student work displayed a	Student work displayed no		
	competence in	competence in	limited degree of competence	degree of competence in		
Demonstrate fundamental	demonstrating fundamental	demonstrating fundamental	demonstrating fundamental	demonstrating fundamental		
knowledge of how a fashion	knowledge of how a fashion	knowledge of how a fashion	knowledge of how a fashion	knowledge of how a fashion		
industry business functions	industry business functions	industry business functions	industry business functions	industry business functions		Critical Thinking, Cultural
from an entrepreneurial	from an entrepreneurial	from an entrepreneurial	from an entrepreneurial	from an entrepreneurial		Competence, Design
perspective.	perspective.	perspective.	perspective.	perspective.	FS1	Competence
	Student work displayed an	Student work displayed a	Student work displayed a	Student work displayed no		
	excellent degree of	satisfactory degree of	limited degree of competence			
	competence in developing a	competence in developing a	in developing a capsule	developing a capsule		
Develop a capsule collection	capsule collection and	capsule collection and	collection and identifying	collection and identifying		
and Identify approaches to	identifying approaches to	identifying approaches to		approaches to take the idea to		Design Competence, Cultura
take the idea to market.	take the idea to market.	take the idea to market.	market.	market.	FS5	Competence, Critical Thinkin
	Student work displayed an	Student work displayed a				
Conduct detailed research	excellent degree of	satisfactory degree of	Student work displayed a	Student work displayed no		
and market analysis to	competence in conducting	competence in conducting	limited degree of competence	degree of competence in		Critical Thinking, Cultural
support the product launch	detailed research and market	detailed research and market	in conducting detailed	conducting detailed research		Competence, Design
concept.	analysis.	analysis.	research and market analysis.	and market analysis.	FS2	Competence
	Student work displayed an	Student work displayed a	Student work displayed a	Student work displayed no		
	excellent degree of	satisfactory degree of	limited degree of competence	degree of competence in		
Determine the brand's	competence in determining	competence in determining	in determining the brand's	determining the brand's		Critical Thinking,
identity, vision, positioning as	the brand's identity, vision,	the brand's identity, vision,	identity, vision, positioning as	identity, vision, positioning as		Communication Competence
well as the short and long	positioning as well as the	positioning as well as the	well as the short and long	well as the short and long		Design Competence, Cultura
range goals.	short and long range goals.	short and long range goals.	range goals.	range goals.	FS2	Competence
	Student work displayed an	Student work displayed a				
	excellent degree of	satisfactory degree of	Student work displayed a	Student work displayed no		
	competence in developing an	competence in developing an	limited degree of competence	degree of competence in		Critical Thinking,
Develop an operational and		operational and management	in developing an operational	developing an operational		Communication Competence
management plan to support	plan to support financial	plan to support financial	and management plan to	and management plan to		Design Competence, Cultura
financial planning.	planning.	planning.	support financial planning.	support financial planning.	FS6	Competence
	Student work displayed an	Student work displayed a	Student work displayed a			
	excellent degree of	satisfactory degree of	limited degree of competence	Student work displayed no		
	competence in developing a	competence in developing a	in developing a	degree of competence in		Critical Thinking,
Develop a comprehensive and	comprehensive and	comprehensive and	comprehensive and	developing a comprehensive		Communication Competence
professional business plan	professional business plan	professional business plan	professional business plan	and professional business		Design Competence, Cultura
presentation deck.	presentation deck.	presentation deck.	presentation deck.	plan presentation deck.	FS6	Competence