

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

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

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