



City College of San Francisco  
Course Outline of Record

I. GENERAL DESCRIPTION

A. Date	September 2013
B. Department	Fashion
C. Course Number	FASH 51
D. Course Title	Creating a Garment Business
E. Course Outline Preparer	Paul Gallo
F. Department Chairperson	Diane Green 
G. Dean	Nicholas Akinyouye 

II. COURSE SPECIFICS

A. Hours	Lecture: 3 weekly (52.5 total)
B. Units	3
C. Prerequisites	None
Corequisites	None
Advisories	FASH 35, FASH 15
D. Course Justification	A large percentage of fashion businesses are entrepreneurial. This class will teach students how to transform their ideas into business plans that consider all the elements of a successful entrepreneurial fashion business. For those students not intending to start their own business, this class teaches them the various aspects of fashion business operations.
E. Field Trips	No
F. Method of Grading	Letter, Pass/No Pass
G. Repeatability	0

III. CATALOG DESCRIPTION

Students learn how to organize and transform their ideas for clothing design into a business that is viable and sustainable. Elements of a fashion business, financing, planning, branding, marketing.

IV. MAJOR LEARNING OUTCOMES

Upon completion of this course a student will be able to:

- A. Assess his/her creative and leadership skills
- B. Describe the steps involved in organizing and operating a garment business, and write a business plan
- C. Create and deliver an "Elevator Pitch"
- D. Identify appropriate sources for labor and materials
- E. Analyze sales, branding and promotional tools
- F. Estimate first costs and wholesale prices
- G. Identify and analyze opportunities online for garment manufacturers
- H. Evaluate product distribution, financial management and cash flow issues.

## V. CONTENT

- A. Elements of product line creation
  - 1. Market segment
    - a. Target customer demographics
    - b. Price points within desired fashion market
    - c. Unique selling points
  - 2. Line of clothing or fashion service
    - a. Designs for products
    - b. Color and fabric stories
    - c. Sourcing
      - 1. Materials
      - 2. Labor
      - 3. Professional services
    - d. Business name
    - e. Logo design
    - f. Business collateral (business card, printed materials, etc)
    - g. Website and social media plan
- B. The “Elevator Pitch”
  - 1. Evaluating professional and personal entrepreneurial skills
    - a. Strengths and weaknesses of abilities
    - b. Defining short term and long term goals
    - c. Speaking with passion and clarity during presentations
  - 2. Creating clear descriptions of the garment business
    - a. Technology plan
    - b. Type of business
    - c. Financial plan
    - d. Marketing plan
    - e. Design and production cycle
- C. Business plan development
  - 1. Mission statement
  - 2. Competitive advantage
  - 3. Business type
    - a. Proprietorship
    - b. Partnership
    - c. Corporation
  - 4. Marketing and branding
  - 5. Sales and strategic partnerships
    - a. Brick and mortar versus online presence
    - b. Distribution
  - 6. Financial
    - a. First cost
    - b. Break even analysis
    - c. Wholesale price
    - d. Cash flow
    - e. Sources of financial investments
  - 7. Risk assessment

8. Development, milestones and exit plan
9. Community responsibility

## VI. INSTRUCTIONAL METHODOLOGY

### A. Assignments

1. In class
  - a. Regular oral and/or visual presentations on topics such as product or service ideas, samples, "Elevator Speech"
  - b. Participation in group discussions of topics covered in class, such as sources of financing
  - c. Quizzes and exams
2. Out of class
  - a. Readings from textbook or instructor prepared handouts, online research
  - b. Regular writing assignments covering different aspects of the business plan
  - c. Preparation of oral and/or visual presentations
  - d. Capstone project of full, written business plan for student's business idea

### B. Evaluation

1. Participation in group discussions
2. Point based rubrics for oral and visual presentations
3. Point based rubrics for written assignments
4. Point based written exams
5. Capstone project of complete business plan

### C. Textbooks and other Instructional Materials

1. *The Successful Business Plan*, 5<sup>th</sup> Edition, Rhonda Abrams, Planning Shop, 2010
2. *Why We Buy*, Paco Underhill, Simon & Schuster, 2009
3. *The Martha Rules*, Martha Stewart, Martha Stewart Living Omnimedia, 2005
4. Websites such as SBA.gov, garmentindustry411.com, SFMade.org

## VII. TITLE 5 CLASSIFICATION

CREDIT/DEGREE APPLICABLE (meets all standards of Title 5. Section 55002(a)).