



**Department of Business:**

**Course Outline for BUF 1101-DOS5 (Intro. To The Fashion Industry)**

**Fall 2019 (August 27 – December 20, 2019)**

**Fashion Merchandising - 3 Credits/3 Hours a week**

**Instructor:** Dr. Robert L. Woods

**Class Hours:** Tuesday: 10 – 11:15 AM

**Classroom #:** Namm N-605

**Office Hours:** By Appointment – or shortly after class on Tuesdays

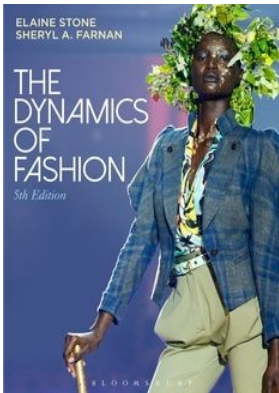
**Email:** For all class related issues and questions about assignments, exams, grades or schedule clarifications, etc., speak with me directly or via my email: [Rwoods@citytech.cuny.edu](mailto:Rwoods@citytech.cuny.edu). When using email, please be certain to indicate your class (BUF 1101) in the Subject Area of your Correspondence.

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**Pre-requisites & Co-requisites: MKT 1210 & MKT 1214.**

**Required Textbook(s) & Supplemental Material(s): Dynamics of Fashion 5th Edition, by Stone.**

**Publisher: Fairchild.**



**Course Description/Overview:** The course introduces you to the elements of merchandising in the fashion industry. It encompasses the major segments of fashion merchandising: textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers. The role of technology, and the dynamics of fashion retailing in the age of the Internet, is also emphasized. Students will develop an understanding of how the business of fashion has evolved into the fast-paced multimedia global entity that we witness today. Consequently, whenever possible, you will be expected to adopt visual merchandising technologies and multimedia techniques for your activities in this course. Aspects of 21st century marketing are integral to an understanding of this subject.

**Learning Objectives - Course Specific:**



- Understand the major segments of the fashion industry, including

textile mills; designers and manufacturers as well as other producers; auxiliary fashion industries; and retailers.

- Develop an overview of the fashion merchandising process from the raw materials through production and distribution, and (into the final phase) the product created for the end user or consumer.
- Describe the role of the designer, fashion editor, fashion show producer, and merchandiser (or retailer) in the entire system.
- Understand the role of technology in 21st century fashion.
- Understand how business as well as social and cultural trends affect the fashion industry.
- Understand the global implications of fashion.
- Develop an overview of the diverse career opportunities available in the fashion industry. Analyze how the process of change (including fashion change) affects and is affected by dress across time and cultures

#### Learning Objectives - General Education:

- Foster an inquisitive mind that includes perspective taking and the ability to see relations in context.
- Locate, interpret, and critically analyze appropriate resources.
- Derive solutions through processes of communication and negotiation.
- Understand and evaluate value/moral systems in a social structural context that are part of organization, institutions, and cultures.

#### Student Learning Outcomes – Course Specific:

- Demonstrate knowledge of the primary, secondary, and ancillary levels of the fashion industry and the use of Quick Response in these areas.
- Evaluate the interrelationship between the domestic and international fashion markets and their significance to the fashion industry.
- Develop knowledge of fibers, yarns, cloth construction, finishes and textile terminology necessary to determine quality of fabrics.
- Illustrate the importance of studying consumer behavior and its impact on merchandising strategies.
- Distinguish the relationship between fashion forecasting and the design and development of collections, lines and private label merchandise.
- Outline the various career opportunities in the fashion industry.

#### Student Learning Outcomes – General Education:

- Effectively communicate ideas in written, oral, visual, and mathematical forms using appropriate technology.
- Develop critical thinking skills that move freely between core business principles and industry specific objectives.
- Develop professional level skills in the areas of comprehensive reading, writing and analytical skills.



**New York.** Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades, and/or disciplinary sanctions, including suspension, or expulsion. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise.

Plagiarism is the act of presenting another person's ideas, research or writings as your own. The following are some examples of plagiarism, but by no means is it an exhaustive list:

Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and "cutting and pasting" from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

[http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)

### **Class Format:**

This is a fully in-the-physical classroom course supported by Blackboard, an online course management system. The course includes individual problem solving and/or participation/discussions; quizzes, a written research report, and two-full examinations. The course uses the Blackboard Learning Management platform for making information available, communicating, and as a means for you to benefit from peer-to-peer learning. All full exams must be physically taken in class. Quizzes may be administered via Blackboard. *If you need special arrangements in order to successfully take this course please contact me immediately.*

Additionally, the Blackboard site contains the following resources:

- a) Course Information (Syllabus, Announcements etc.,)
- b) Power-point slides
- c) Instructor Chapter Notes
- d) Select solutions for problems and exercises
- e) Peer-peer Student Based Discussion Board
- f) Occasional articles and industry referenced websites.

**TIME COMMITMENT:** Please plan to devote a certain amount of time during each week to completing your assignments, reading the textbook and using the supplemental material occasionally posted on Blackboard. Do not wait until the night before assignments are due to get started. A steady measured commitment throughout the week will enhance the course experience for everyone and better assure you of doing well. If you have questions or concerns, please email me, or make an appointment to see me. You should expect to spend from 4-5 hours a week on this course outside the classroom: depending on your study habits and prior learning.

### **Course Requirements:**

It is essential that you keep up with the course. Each week we will cover a large quantity of material which is interrelated... some of which may, or may not, be included on exams. If you fall behind with the assigned readings, and homework, it will be very difficult to catch up. The best way to learn the concepts of this course is to complete the readings and homework assignments. These assignments will be the basis for in-the-classroom discussion, participation, assignments, exams, and quizzes. In the classroom participation will be monitored in terms of quality, not quantity. You are also required to complete some assignments and projects as part of a team.



You should have access to a compatible computer and software

capable of receiving and opening course related documents and programs. Google Chrome and Firefox work well with the learning platform. The on-campus computer labs are available for your use if you do not have sufficient at-home computer technology.

**Disabled Students: If you are eligible please contact me or student services for an eligibility determination and necessary accommodations.**

**Conflict Resolution: It's rare that a single course design or an instructional style will meet the needs of all the students all the time. If you feel a need to discuss issues you have in, or with the class please exercise professional respect and speak with me first to see if we can negotiate a resolution.** Please refrain at all cost from discussing personal issues, including grades on the discussion boards and through "to all" emails.

### **CLASS PARTICIPATION**

Attending class on time and participating in class discussions and exercises is greatly appreciated and noted.

### **ELECTRONIC DEVICES:**

Accordingly, this class will adhere to the following "Digital Device Policy" prohibiting the use of such devices during all in class meetings:

- Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices.
- Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class.
- If your electronic device audibly activates during class more than 3 times per given semester, you will be **deducted 5 points from your final grade.**
- If you are expecting a life and death announcement from an immediate family member— brother/sister/parent/spouse/child — please notify me before class of that situation or vibrate your phone.

**Grading Policy:** Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points via assignments, quizzes, and exams. The total possible points possible for this class are 500. Two hundred points can be earned through Examinations; 100 points through quizzes (4 at 25 pts each), 150 points via Final Written Research Project, and 50 points via the Oral Presentation, and power point, for Final Research Project. A student's score is converted into a percentage and grade will be assigned using the scale listed below. Excessive absence/lateness will affect your grade.

You are encouraged to monitor grades/total points throughout the course of this semester so that you will consistently have an idea of how well you are doing in this class. Doing so at semester's end will not help your situation.

**There are no make-up exams.**



completeness of your analysis process and conclusion 60% and on writing abilities – 20%. Avoid turning in simple one phrase, one sentence answers. Developing effective communication skills is an important objective of this course and these few assignments are the primary way that I have to assess this skill development. Plagiarized or copied answers get an automatic zero grade. Repeated violations might result in stiffer penalties. A rubric is provided for your use in doing the final course project and other select writing assignments concluding this syllabi.

There are no make-up exams or quizzes. Please check your schedules now for possible conflicts (holiday travel etc...)

**Mid-Term & Final Examinations:**

The Mid-term exam is generally administered either online or in this classroom. They are timed exams with a window of usually 75 minutes. You are advised to be in class on time for the taking of exams. Exams may contain Multiple Choice Questions, and perhaps Word-Banks, Matching, True/False Questions or Essay questions. The chapters covered in the exams are made clear in advance. The Final Examination will cover all materials that follow the Mid-Term Examination and will be administered in the classroom. In addition to the above exams, a total of four quizzes are given and dispersed throughout the duration of this course. Please check the Course Schedule for the date and time of exams.

**Disciplinary & Other Issues:**

**Due Dates:** Must be followed. Late assignments are not accepted.

**Group Assignments:** When required, failure to work in a group will result in an automatic loss of 100% of the points for the group assignment.

**Assignments:** All written submission (HW, or Case Analysis, or Ethics Reports) should Be in good, professional form with your full name appearing at the top of Each page of work submitted.

**Rules/Laws:** College policies on unethical behavior, absences and other issues apply to this class. Please consult the Official Catalog of CunyTech for further information.

**Communication:** All changes and other important announcements will be transmitted by The instructor in the classroom or via Blackboard announcements feature. Please visit the site regularly. You should get a study buddy to Cover for you if you plan on missing classes. The instructor will take no responsibility for updating you on missed activities or hand-outs provided during your absence.

**Etiquette and Netiquette –** When communicating in the classroom and posting comments in Blackboard you are expected to show respect at all times. Think twice before putting in print anything you would not say and



defend in  
person.  
Avoid using

offensive or attack language and give others the benefit of doubt if you feel offended. Most of your classmates have good intentions and are here to learn. If you have a problem or issue with the class or the instructor please refrain from discussing the issue in the open classroom, on the discussion board or by using group emails. Simple send me an email and you and I will work to resolve most issues. As a rule, I ignore group complaints and postings but will always respond to emails and comments individually addressed to me.

Contact me immediately if you feel someone has violated etiquette or netiquette.

**Disabled Students:** Cuny has a long-standing policy on reasonable accommodation for students with disabilities. If you are eligible please contact me or student services for an eligibility determination and necessary accommodations.

**Respect for all:** This class is open to all who wish to learn and share ideas. The class you are a part of values the wonderful diversity of people, culture and ideas represented

**We agree to show respect for each other at all times while in this class. Appropriate communication, language and mutual respect for each other will be the rule. No Exception**

Your final grade will be determined as follows:

4 Quizzes (25 each)	100 points
Written Ethnic Report	150 points
*Oral Presentation	50 points

Midterm Exam	100 points
<u>Final Exam</u>	<u>100 points</u>
	500 points

**Grading System:**

All grades will be based in proportion to the following scale:

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9

F = 59.9 and below

**Assessment Methods: Quizzes, Designer Report, Midterm & Final exam.**

**Course Technology: Blackboard & SafeAssign**

■ **SafeAssign helps prevent plagiarism by providing both the student and the professor a feedback report that compares any student work submitted through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard’s SafeAssign software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source. For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through SafeAssign in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to SafeAssign in order to get sufficient feedback from SafeAssign reports to help minimize the risk of plagiarism. If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the professor will file a report to the Department Chair documenting the use of the paper as an action of academic dishonesty. If a student fails to submit an assignment to SafeAssign, the professor will assign a grade of zero for that assignment. Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted. By submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database.**

<b>Class Schedule:</b>	<b>Topic</b>	<b>Chapter</b>	<b>Learning Outcomes</b>
Week 1-3	The Changing World of Fashion Social and Cultural Conditions Designers and Other Influences Social & Cultural Conditions 1900s – 1990s Information Age of Fashion	Chapter 1	*Social/Cultural Conditions of Fashion *Development of Trend decades *Designers Influencers of Fash.
Week 4	Nature of Fashion The Fashion Business Terminology of Fashion Components of Fashion The Fashion Cycle	Chapter 2	*Mkt/Merchandising of Fashion Bus *Stages of Fashion Cycle *Intangibles of Fashion
<b>Week 5</b>	<b>Quiz One (Chapters 1 &amp; 2)</b>		
Week 5 - 6	Environmental Demands on Fashion Market Segmentations The Sociological Environment The Psychological Environment	Chapter 3	*Factors Affecting Fashion *Market Segmentations *Psychological Factors/Motivators
Week 6 - 7	Movement of Fashion Diffusion of Innovation Predicting movement of Fashion	Chapter 4	

Leaders/Followers

Week 7	<b>Midterm Review/Examination</b> Scope of the Fashion Industry Retailing Formats	Chapter 13	<b>Chapters 1,2,3, and 4</b>  *History/Development of Accessories *Footwear/Jewelry *handbags, belts, gloves, hats, etc.,
Week 7			
Week 8 & 9	Business of Fashion Materials/Textiles for Apparel Textile Fibers Textile Production Leather/Fur Industries Video: Made in Asia: Fast, Cheap & Fair?	Chapter 5 Chapter 6,7	*Fashion Business Ownership/Levels *Steps in Fabric Production *Natural/Manufactured fibers *Leather Categories/Finished *Major Groups of Fur Industry
Week 9	<b>Quiz Two Chapter 5</b>		
Week 10-11	Product Development an Apparel Line Product Lifecycle Management	Chapter 8	
Week 11	Global Women, Men and Children's apparel  <b>Quiz Three Chapter 9</b>	Chapter 9	*Line Categories/Development *Product/Designing Apparel Line *Sizes and Price Zones *Trends in Apparel Industry
Week 12	History of Retailing Retailing in a Global Market Place	Chapter 15 & 17	*International Trade Laws/Agreements *Importing/Exporting *Markets, Marts, Trade shoes *Fashion Influence & Hm. Furnishings
Week 13	Global sourcing and merchandising <b>Quiz Four Chapter 15</b>	Chapter 10	*Offshore Production/Development
Week 14	<b>Term Project Due</b> <b>Presentations of Ethical Report</b>		
Week 15	Review for Final Exam		

**Final Exam**

## **FINAL CLASS PROJECT:**

### **BUF 1101: Introduction to the Fashion Industry Diversity in the**

### **Fashion Industry Research Paper (5 pp)**

**The term paper will cover the following areas:**

- A. Identify an issue that is related to diversity in the fashion industry. Issues of diversity can include: body size, race, social class, religion/modesty, gender, LGBTQ, cultural appropriation as well as the lack of diversity in the board room and the runway to digital editing in fashion magazines, etc. Remember that the fashion industry includes beauty—skin, nail and hair care, color cosmetics, fragrance;



B. Why is this issue important?  
Here you can include a personal  
viewpoint and evaluation;

- C. How does this issue manifest in the fashion industry? Examples?
- D. Describe the impact this issue has on the fashion industry (lost revenue, brand image, etc.);
- E. What is the impact on consumers?
- F. Your suggestions for change: how can this issue be resolved or how can its negative impact be minimized?
- G. Use library research databases for research.

***Also to be included:***

- Headings between each of the above sections: Introduction, Diversity Issue (A, B, C), Impact on Fashion Industry (D), Impact on Consumers (E), Suggestions for Change, (F) Conclusion;
- Write in detail and description. Must be APA in-text citation and references;
- Five pages, double-spaced, normal margins, 12-point font.

Please note that any visuals (photos, charts, graphs, etc.) are *in addition* to the five-page paper. APA format for documentation should be carefully followed. Be sure to use the Writing Center to proof read your work. Use the library databases and contact your liaison should you need assistance.

This paper is to be presented orally, and presentation should be approximately 5 minutes in length. All students must partake in the presentation. Instruction for oral presentation requirements with power point visual will be discussed and given at appropriate time of presentation.

*\*to be used in GenEd assessment (ethics), Spring 2019.*

NOTE: All Written Assignments are Subject to the Following Rubric:

Ethics Assignment – Rubric				
Criteria	Ratings			Points
Prepare attractive and professionally	Very well formed writing and	Average formed writing and paragraphs.	Some ill-formed phrases and	



written document in word or pdf	paragraphs. References used and cited correctly into document. Required elements observed i.e., page or word count and, strong executive summary or opinion. (5-pts)	References are not well used and cited correctly. Missing one element like word or page count and, lacks a strong executive summary or opinion. (4-pts)	awkward paragraphs. Two or more required elements missed. (2-pts)
Effectively address problems and issues presented	Answers or addresses the issue/questions and includes other interesting references/support/facts. (5-pts)	Answers or addresses all issues/questions and includes no other interesting references/support/facts. (4-pts)	Fails to answer or address the issue/questions in the assignment (2-pts)
Uses and cites the required number of resources (or more to support the writer's position	Uses and cites the required references (5-pts)	Uses and cites references but fails to use the required number (4-pts)	Fails to use and cite any references (2-pts)
Formulates and expresses conclusions, opinions and recommendations based on research and further readings	Presents a logical explanation for conclusions and addresses all of the questions and issues in the assignment. (5-pts)	Presents an illogical explanation for findings and addresses few questions and issues in the assignment. (4-pts)	Presents an illogical explanation for and does not adequately address any of the questions and issues suggested in the assignment. (2-pts)
Uses appropriate grammar & spelling when	Paper follows the conventions of	Paper follows the conventions of English grammar,	Paper does not follow the



generating written report	English grammar, spelling, and usage. (5-pts)	spelling, and usage with almost no errors. (4-pts)	convention s of English grammar, spelling, and usage with several errors. (2-pts)	
TOTAL POINTS				25 Max

Thank you,  
Dr. Robert L. Woods