

BUF 1101 INTRODUCTION TO THE FASHION INDUSTRY

Spring 2017

Instructor: Dr. Tsun-Yin (Tracie) Tung

Credits: 3 (3 Hours a week)

Email: TYTung@citytech.cuny.edu

Class Time: Mon & Wed 4-5:15 pm

*** For emails, please indicate “BUF1101” in the subject line to avoid deletion**

Tel: 718-260-5694

Class Room: Namm 1019

Office: Namm 1025

Office Hours: Mon & Wed 2:30-3:30pm or by appointment.

Pre-requisites & Co-requisites: ENG1101

Required Textbook(s) & Supplemental Material(s):

Required: Stone, E. (2013). *The dynamics of fashion* (4th ed.). New York, NY: Fairchild Books.

DISCOUNT info. from the publisher:

Purchase a brand new text at a fraction of the cost, go to www.bloomsbury.com and enter code **DF17** at the time of checkout for a brand new text at \$80 with the STUDIO, Free Shipping and a Digital Download for 30 days.

Additional Resources: Burns, L.D., Mullet, K., & Bryant, N.O. (2016). *The Business of Fashion: Designing, Manufacturing, and Marketin* (5th ed.). New York, NY : Fairchild Books.

1 COURSE DESCRIPTION/OVERVIEW

This course focuses on the organization and operation of the fashion industry—how fashion brands (apparel, accessories, and home fashions) are designed, manufactured, marketed, and distributed within a global context. This course captures the dynamics of the fashion industry, with its various components, by emphasizing the changing nature of the industries—technological changes, organizational changes, and changes in the global nature of the industries involved.

2 LEARNING OBJECTIVES - COURSE SPECIFIC

Upon satisfactory completion of this course, students will be able to:

- Describe the roles and functions of industry sectors involved in the designing, production, marketing, and distribution of fashion brands within the global context.
- Describe the business strategies of industry sectors involved in the designing, production, marketing, and distribution of fashion brands within the global context.
- Use appropriate terminology to describe the global fashion supply chain.
- Describe the interrelationships among line planning, line development, and line presentation at manufacturing and retail levels.
- Provide examples of the fashion industry’s environmental and social impact.
- Synthesize industry-relevant information on current issues in the fashion industry.

3 LEARNING OBJECTIVES - GENERAL EDUCATION

- The development of breadth and depth of knowledge and lifelong learning.
- The acquisition of communication skills, including inquiry and analysis.
- The integration of information literacies.
- The formation and application of professional and personal development, ethics and values, community and civic engagement, and a global and multicultural orientation.

4 STUDENT LEARNING OUTCOMES – COURSE SPECIFIC

Upon successfully completing this course, students will have a theoretical and practical understanding of the fashion industry. Above all, students will learn the dynamic nature of fashion industry and obtain overall concept of fashion product development process through the written report and presentation, and develop a clearer career path and cultivate professional development through mentoring and newfound knowledge of the textiles and apparel industries through readings and course work.

5 STUDENT LEARNING OUTCOMES – GENERAL EDUCATION

- The ability to use the arts and humanities as a forum for the study of values and ethical principles.
- The acquisition of tools for lifelong learning.
- The skills necessary for communicating in diverse settings and groups through the use of written, oral and visual means.
- Employ logical and critical thinking.
- Gather, interpret, evaluate, and apply information discerningly from a variety of sources.
- Demonstrate intellectual honesty and personal responsibility.
- Discern multiple perspectives.
- Use awareness of cultural differences to bridge cultural and linguistic barriers.

6 COURSE POLICIES & PROCEDURES

6.1 LEARNING THROUGH WRITING

This is a Writing Intensive Course (WIC). This means that the course is structured around learning through writing with the goal of improving your writing and communication skills. Students will:

Develop and articulate content knowledge and critical thinking in the discipline through frequent practice of informal and formal writing. Demonstrate the ability to compose a document of at least 2000 words through multiple aspects of writing, including brainstorming, drafting, using sources appropriately, and revising comprehensively after receiving feedback on a draft.

- **Informal writing activities:** These are informal writing assignments (Weekly Industry Reports) on concepts related to course material.
- **Formal writing assignments:** The term project will allow students to incorporate given feedback throughout the term on drafts as The Term Project is approximately 14-20 pages in length.

Term Project: Involves researching, analyzing, synthesizing, and presenting relevant industry information towards constructing an original fashion apparel or interiors product

line. Content of the project will reflect on the student's ability to comprehend and apply course content presented in the textbook and lectures/assignments

6.2 ATTENDANCE

Class attendance is expected. **FOUR** or **more** absences and/or excessive lateness and/or leaving early will automatically lead to a FAILED GRADE (F). **TWO** tardy arrivals are equal to an absence.

Should a student be absent more than **three** days of a semester course, one must bring in documentation of the day and time of absence on official letterhead in order for the absence to be deemed an excused absence.

- **College Attendance Policy:** A student may be absent without penalty for 10% of the number of scheduled class meetings during the semester as follows:

<u>Class Meets</u>	<u>Allowable Absence(s)</u>
1 time/week	2 classes
2 times/week	3 classes
3 times/week	4 classes

It is *strongly recommended* that a student's personal appointments be scheduled at other than class times (this includes job interviews).

6.3 PARTICIPATION

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. Coming to class is NOT participation.

Participation involves:

- **Active Learning.** Taking notes, asking questions and taking responsibility for your own learning.
- **Working with others in group activities:** A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- **Attending class regularly.** If you aren't here, you can't learn.

Participation is important in this course. When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.

6.4 COURSE POLICY

Course Materials: If you are absent when an assignment is due, you are responsible for having the assignment turned in during the class period. If you are absent from class, you are responsible for the material covered. Please get the missed work and homework as you are responsible for your own work and earning your grade.

No Make-Up Activities: Students who are not present in class on the days of these assignments will

NOT be given the opportunity to make-up these activities unless the reason is one that is recognized by CUNY City tech.

Readings: It is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting.

Email Communication & Etiquette: College is a time to develop professional etiquette. Students are encouraged to 1) start with a proper salutation (e.g. Hello, Hi, Aloha, Good Morning) and the addressee's name, 2) not use "texting" languages (e.g. LOL, OMG, BTW, FYI), 3) have a proper valediction, also known as a complimentary closure (e.g. Sincerely, Best, With Regards), and 4) your name. "Hey" is generally only acceptable for friends, colleagues, and family. I reserve the right to not respond to any unprofessional emails.

Grade Monitoring: Students are strongly encouraged to monitoring their own grades on Blackboard, and keep all relevant course material filed. If there is a discrepancy in posted grade and the grade noted on the assignment, it is the student's responsibility to notify the instructor within **7 days** after grades have been posted so the difference can be rectified in a timely fashion.

Credit Hour Assignment: Course work performed outside of the classroom (such as reading, studying, writing papers, doing projects or receiving tutoring) is critical to academic success. **While the time requirements for individual students may vary somewhat, a general rule of thumb is that students should spend about two hours outside the classroom for every one hour required in it.**

No Late Work: Assignments and projects are due **at the beginning** of class as scheduled. *NO LATE work will be accepted.* Assignments delivered to the Faculty Office will *not* be accepted.

In a case of an emergency, you may submit your assignment the following class day. You may e-mail your assignment to me prior the start of the class to get full credit. Documentation on Professional Letterhead of the emergency will be expected the next class session. Coming late to class does NOT constitute an emergency.

Written Assignment Requirements:

- General Requirements:
 - Do not wait until last minute to make printouts.
 - Any computer problems will NOT be excused.
 - All written assignments must be typewritten except in-class writing assignments (Formatting requirements are provided along with assignment instructions). Hand written homework will NOT be accepted.
 - All assignments must be turned in as HARD copy. No email assignments will be accepted.
- Specific Requirements:
 - WIR:
 - Due at the beginning of class on the assigned date, unless otherwise noted prior

to. Any WIR submitted after the beginning of class on the assigned date will be considered “late.” The instructor reserves the right to amend any due dates stated in the syllabus due to the tentative nature of the schedule. The instructor will notify students of any amendments made to the syllabus/schedule in a timely manner.

- Term Project (Drafts & Final Package)
 - **A 10% grade reduction per day** will be applied to late assignments after the due dates, and assignments will not be accepted after 2 days late.

6.5 COURSE TECHNOLOGY

Blackboard: As a City Tech student it is necessary to become familiar with Blackboard, the online instructional software. In order to learn more about Blackboard you should visit the City Tech web support team in room G600 or call 718.254.8565 to find out about workshops for students. You may also visit, (use link), for a Beginner’s Guide to Blackboard.

<http://websupport1.citytech.cuny.edu/websupport1/It/online/index.htm> .

The best thing is to go to G600 and sign up for a workshop on how to use Blackboard. Be sure to register at the CUNY Portal if you need a CUNY Portal ID to access Blackboard and other online resources. Go to <http://www.cuny.edu>, click on: ”Portal Log in”, then click on “Create a new account”, then follow instructions.

Emails: The instructor will be making important course-related announcements frequently via your CUNY account. It is the student’s responsibility to check his/her CUNY email often to receive notifications.

7 GRADES

The following table provides a point breakdown for the examinations, class work and required assignments.

ASSIGNMENTS	PERCENTAGE
EXAM - MIDTERM	15
EXAM - FINAL	15
ATTENDANCE & PARTICIPATION Attendance, Class participation, Case Study & Pop-Up quizzes	20
WEEKLY INDUSTRY REPORTS (best 7 out of 8 @ 10 points each)	20
TERM PROJECT (see grade break-down in the Term Project Instruction)	30
TOTAL	100

Assessment Methods: The following metrics will be used to assess student mastery of the Objectives of the Course: (1) the satisfactory, individual contributions of Responses to the Marketing Case Studies; (2) the satisfactory submission of individual Weekly Industry Reports, as described below; (3) a satisfactory record of class preparation and participation; (4) the receipt of a passing grade on the Mid Term Examination; and (5) the receipt of a passing grade on the cumulative Final Examination.

- Outstanding (A) work went beyond the package and presentation requirements.
- Good (B) work met all grading criteria, performed to top standards.
- Average (C) work, met all but one or two of the grading criteria.
- Below Average (D) work met only one or two of the grading criteria.

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

Informal Activities/Assignments Grading: Activities may be graded using the following scale:

$$\checkmark+ = 100-91\% \quad \checkmark = 90-71\% \quad \checkmark- = 70-55\% \quad 0 = 0\%$$

**** IMPORTANT:** A numeric point value will be assigned to these graded assignments. Until a point value is assigned, the above noted percentage represents the approximate grade value. The informal activities/assignments will be graded based on effort to follow directions and the content level to demonstrate understanding of key concepts.

8 GUIDELINES FOR WRITTEN ASSIGNMENTS

All papers **MUST** be typed. A page is the equivalent of a 2 line-spaced 8.5 x 11-inch paper with 1 inch margins using 12- point type in Times New Roman font. Follow the page length guidelines for each assignment and number each page. All work **MUST** contain a cover page that shows the student name(s) and email address(es), the course name and number, the date the assignment is submitted, and the name of the assignment. **Please plan accordingly for all your assignment due dates.** Any computer problems will **NOT** be excused.

Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database marketing concepts and principles (including material covered in the assigned reading, lectures, and discussions).

- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.
- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

9 ACADEMIC SUPPORTS

9.1 O.W.L.:

When you want to review references on how-to write check O.W.L. The Online Writing Lab (OWL) is a marvelous resource on writing almost anything. It is maintained by Purdue University. Use it early, often and eternally. <http://owl.english.purdue.edu/>

9.2 ATRIUM LEARNING CENTER (*Located in Room: ALC AG 18*)

The Academic Learning Center offers academic assistance to all students through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Learning Center on campus. ***You are to edit your own paper once edited by ALC.***

10 CUNY'S ACADEMIC INTEGRITY POLICY

10.1 *Academic dishonesty is prohibited in The City University of 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

10.2 *SAFEASSIGN AS A LEARNING TOOL*

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.

Department of Business

- 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.

11 TENTATIVE SCHEDULE

WEEK	DATE	TOPIC	READINGS	ASSIGNMENTS DUE
1	1/30	Introduction	Ch1	
	2/1	A Century of Fashion		
2	2/6	The Nature of Fashion	Ch2	
	2/8	Library Research Lecture		WIR#1
3	2/13	<i>No class</i>	Ch3	
	2/15	The Environment of Fashion		WIR#2
4	2/20	<i>No class</i>	Ch3	
	2/22	The Environment of Fashion		WIR#3
5	2/27	The Movement of Fashion	Ch4	
	2/29			Draft 1
6	3/6	The Business of Fashion	Ch5	
	3/8			WIR#4
7	3/13	Textiles: Fibers and Fabrics	Ch6	
	3/15	Midterm		
8	3/20	Product Development	Ch8	
	3/22			WIR#5
9	3/27	Women's Apparel	Ch9	
	3/29			
10	4/3	Men's Apparel	Ch10	Draft 2
	4/5	Global Fashion Market	Ch16	WIR#6
11	4/10-12	<i>Spring Break 4/10-18</i>		
12	4/17	<i>Spring Break 4/10-18</i>		
	4/19	Global Sourcing and Merchandising	Ch17	WIR#7
13	4/24	Fashion Retailing	Ch18	Draft 3
	4/26			
14	5/1	Policies and Strategies in Fashion Retailing	Ch19	
	5/3			WIR#8
15	5/8	Working on Term Project		
	5/10	Presentation		Term Project
16	5/15	Presentation		
	5/17	Presentation		
17	5/22	Final Exam		