



**NEW YORK CITY COLLEGE OF TECHNOLOGY  
THE CITY UNIVERSITY OF NEW YORK  
DEPARTMENT OF BUSINESS**

**BUF 4700 CONTEMPORARY TOPICS IN FASHION**

**Prerequisite:** SBS 3201; **Pre- or co-requisite:** One BUF 4000 level course

**Credits:** 3

**INSTRUCTOR:**

**Faculty Office:**

**Office Hours:**

**Office Phone:**

**E-mail:**

Meeting Date/ Time:

Room:

**COURSE DESCRIPTION:**

A senior level seminar course. Students investigate a specialized topic or topics related to the fashion industry. Research, discussion, and weekly readings will culminate in a final paper and presentation. Themes vary each semester.

This course is designed to provide an exploration of contemporary issues that designers, merchandisers, product developers, and consumers confront as they create, wear, and discard fashion. The course emphasizes, but is not limited to, topics such as sustainability, globalization, and ethics. The objective of the course is to develop a dialogue on practices in fashion with a sense of sustainability, ethics and socially responsible manufacturing practices.

**LEARNING OUTCOMES:**

Upon successful completion of this course, students will be able to

<b>Outcome</b>	<b>Assessment</b>
Identify and explain current trends, and developments within the specialized topic	In class discussions, assignments, term paper & presentation
Communicate comprehensively about the specialized fashion topic.	Class discussion, term paper & oral presentation
Recognize how this particular topic impacts the fashion business.	Class discussion, assignments, midterm examination, term paper & presentations
Predict future possible directions of the topic area based on acquired knowledge.	Class discussion, term paper & oral presentation
Write a major research paper on a selected topic	Term paper
Gain experience in a seminar, graduate level style course	Class discussions & course assignments

**GENERAL EDUCATION LEARNING OUTCOMES**

<b>Outcome</b>	<b>Assessment</b>
Demonstrate intellectual honesty and personal responsibility.	Class discussions, class demeanor, term paper & oral presentations
Gather, interpret, evaluate, and apply information discerningly from a variety of sources	Term paper & oral presentation
Demonstrate expanded cultural and global awareness and sensitivity	Class discussion, term paper & oral presentation

### **RECOMMENDED TEXTBOOK:**

Selected texts will be put on reserve in the library or made available electronically for student use during the course. Students will also engage in primary research from a variety of sources. Other readings will be selected by the Fashion faculty based on the course topic.

### **ASSESSMENT AND GRADING:**

This course is a senior level seminar course, with topics determined by the professor prior to the scheduling of each section. However, all courses will include both written and oral components, and class participation (either in class or with online discussion boards or other social media) is essential.

The professor for each section of this course will determine the weighting of the individual assignments. However, they must ensure that all Student Learning Outcomes are met.

#### GRADING:

Participation	10%
Research and Development of assignments	40%
Written Final Paper	30%
Final Presentation	20%
<b>Total Percentage</b>	<b>100%</b>

### **COURSE POLICIES AND PROCEDURES:**

#### 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. Participation is 10% of 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.

#### 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, 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.

#### GUIDELINES FOR WRITTEN ASSIGNMENTS:

All papers **MUST** be typed. A page is the equivalent of a 2.0 line-spaced 8.5 x 11-inch paper with one-inch margins using 12- point type in black ink in Times New Roman font. Follow the page length guidelines for each assignment and number each page. All work **MUST** contain the student name(s), 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.

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.

#### E-PORTFOLIOS:

CUNY City Tech asks all students to participate in building a program-long ePortfolio of the work that they complete while taking classes at the College. Through a process of *collect, select, reflect, and connect*, students learn to judge the quality of their own work, speak about their learning, and present evidence of their current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection.

#### EMERGENCIES

In a case of an emergency, you may submit your assignment the following class day. For once a week courses 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. Coming late to class does not constitute an emergency.

**COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):**

See standard policy document

**SCHEDULE OF TOPICS:**

While specific details of this course will be left to the discretion and design of the individual instructor, the course will follow this basic outline.

**Week 1 - Week 3 Introduction to Course Topic and Focus**

Introduction of the topic and in-class lectures that provide a strong foundation for the research and investigation that will occur during the semester. This will include Introduction to precedent studies, overview of appropriate methodologies for research, investigation, documentation and presentation that will be required by the course.

**Week 4 - Week 9 Research, Investigation and Development**

Research, Investigation and Development will occur in parallel and may include field trips (high-impact learning practices), invited guest lecturers (in class and on-site), precedent studies and the development of new information in response to the materials presented to students during the course.

Precedent Studies include research, presentation and discussion by students of Fashion Marketing, Merchandising, or business examples relevant to the topic of the course or the subject of research.

Field Trips often include field trips to fashion retail outlets, design studios, museums, or other points of interest related to the course focus.

Invited Guest Lecturers present and discuss specialized expertise in topics related to the course focus.

**Week 10 - Week 15 Reporting, Documentation and Presentation**

All sections of the course will include Reporting, Documentation and Presentation of student findings and research. Presentations will occur in the form of "juried" presentations in which students will engage in discussion with both their peers and professions in the field.

Final Paper will be submitted at the end of the course. This is a major paper, and should adhere to all academic requirements as described for this course.

Juried Presentations are a formal discussion of graphic, written documentation and research given in an oral presentation to both student peers and invited professionals within the field. Invited professionals have specific expertise in the topic to be discussed.

**Course Activities:**

Course format will include a combination of any of the following activities:

- **Field Trips / High Impact Learning Practices:**  
Field trips will look to visit construction sites, tour newly constructed buildings and urban spaces or visit institutions, including but not limited to museums, galleries, or other colleges with discussions led by either the instructor or on-site experts in the field or the subject.
- **Lectures/ Guest Lectures:**  
Lectures will be given by either the instructor or by invited guest lecturers or experts in the field or subject.
- **Activities:**  
Students will participate in activities that provide them with the opportunity to apply what is learned in a given subject.
- **Research Activities:**  
Students will participate in research activities including case study research to address issues identified during field trips, lectures or other class activities.
- **Presentations:**  
Students will participate in written, oral and graphic presentation of course subjects and issues identified through research.

**BIBLIOGRAPHY:**

To be determined by the specific instructor and topic.