



**El Camino College**  
**COURSE OUTLINE OF RECORD – Official**

<b>Subject:</b>	FASH
<b>Course Number:</b>	500
<b>Descriptive Title:</b>	Online and Small Business Fashion Startup
<b>Division:</b>	Industry and Technology
<b>Department:</b>	Fashion
<b>Course Disciplines:</b>	Fashion
<b>Catalog Description:</b>	This noncredit class covers the principles of a successful online fashion business. The range of topics include the development of ideas, sourcing, manufacturing, shipping, logistics, and supply chain and sales channels. Students will be encouraged to develop and work on their own projects.
<b>Prerequisite:</b>	
<b>Co-requisite:</b>	
<b>Recommended Preparation:</b>	
<b>Enrollment Limitation:</b>	
<b>Hours Lecture (per week):</b>	1.75
<b>Hours Laboratory (per week):</b>	0.2
<b>Outside Study Hours:</b>	0
<b>Total Course Hours:</b>	35
<b>Course Units:</b>	0
<b>Grading Method:</b>	Pass/No Pass only
<b>Credit Status:</b>	Non Credit
<b>Transfer CSU:</b>	No
<b>Effective Date:</b>	
<b>Transfer UC:</b>	No
<b>Effective Date:</b>	
<b>General Education ECC:</b>	
<b>Term:</b>	
<b>Other:</b>	
<b>CSU GE:</b>	
<b>Term:</b>	
<b>Other:</b>	
<b>IGETC:</b>	
<b>Term:</b>	
<b>Other:</b>	

<p><b>Student Learning Outcomes:</b></p>	<p><b>SLO #1</b></p> <p>Describe the apparel manufacturing process.</p> <p><b>SLO #2</b></p> <p>Outline manufacturing principles for a product or product line.</p> <p><b>SLO #3</b></p> <p>Develop a line plan based on merchandising principles.</p>
<p><b>Course Objectives:</b></p>	<ol style="list-style-type: none"> <li>1. Explain foundational principles of starting a product line.</li> <li>2. Understand idea selection, research and development.</li> <li>3. Explore manufacturing options.</li> <li>4. Explore sales and funding opportunities.</li> <li>5. Define principles of business filing and documentation.</li> <li>6. Understand Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis.</li> <li>7. Understand business plan concepts.</li> </ol>
<p><b>Major Topics:</b></p>	<p><b>I. CUSTOMER PROFILE (2.5 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Market research</li> <li>B. Sales channels</li> <li>C. Understanding exclusivity</li> </ul> <p><b>II. DISTRIBUTION CHANNELS (2 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Websites</li> <li>B. Online, storefronts</li> </ul> <p><b>III. DISTRIBUTION CHANNELS (0.5 hours, lab)</b></p> <ul style="list-style-type: none"> <li>A. Websites</li> <li>B. Online, storefronts</li> </ul> <p><b>IV. MARKETING (2 hours, lecture)</b></p> <ul style="list-style-type: none"> <li>A. Channels</li> <li>B. Opportunities</li> </ul> <p><b>V. MARKETING (0.5 hours, lab)</b></p> <ul style="list-style-type: none"> <li>A. Channels</li> <li>B. Opportunities</li> </ul>

**VI. BUSINESS STATUS (2.5 hours, lecture)**

- A. Domain establishment
- B. Business types
- C. Filing procedures

**VII. FUNDING (2 hours, lecture)**

- A. Options
- B. Pros and cons

**VIII. FUNDING (0.5 hours, lab)**

- A. Options
- B. Pros and cons

**IX. PRODUCT BUILDING (3 hours, lecture)**

- A. Market research
- B. Competition
- C. Differentiation
- D. Create vs. manufacture
- E. Reselling, source ideation

**X. PRODUCT BUILDING (2 hours, lab)**

- A. Market research
- B. Competition
- C. Differentiation
- D. Create vs. manufacture
- E. Reselling, source ideation

**XI. PRODUCT DEVELOPMENT (2.5 hours, lecture)**

- A. Product types
- B. Upcycling/repurposing

**XII. MANUFACTURING (2.5 hours, lecture)**

	<p>A. Self-manufacturing</p> <p>B. Domestic manufacturing</p> <p>C. Offshore manufacturing</p> <p><b>XIII. SOURCING (2.5 hours, lecture)</b></p> <p>A. Procurement</p> <p>B. Process</p> <p><b>XIV. SALES (2.5 hours, lecture)</b></p> <p>A. Projections</p> <p>B. Management</p> <p>C. Growth</p> <p>D. Open air marketplaces</p> <p><b>XV. LOGISTICS: PACKING AND SHIPPING (2.5 hours, lecture)</b></p> <p>A. Inventory</p> <p>B. Picking</p> <p>C. Packing</p> <p>D. Self-shipping vs drop shipping</p> <p><b>XVI. INFLUENCERS (2.5 hours, lecture)</b></p> <p>A. New channels</p> <p>B. History and change</p> <p><b>XVII. PRESENTATIONS (2.5 hours, lecture)</b></p> <p>A. Sales pitch</p> <p>B. Critique and evaluation</p>
<b>Total Lecture Hours:</b>	31.5
<b>Total Laboratory Hours:</b>	3.5
<b>Total Hours:</b>	35
<b>Primary Method of Evaluation:</b>	1) Substantial writing assignments
<b>Typical Assignment Using Primary Method of Evaluation:</b>	Research the market based on new product development concepts with the idea of procuring funding for your project. Write a two-page report on your findings and submit to instructor for evaluation.

<b>Critical Thinking Assignment 1:</b>	Prepare a two-page SWOT analysis report on your business. Submit to instructor for evaluation.
<b>Critical Thinking Assignment 2:</b>	Create a two-page written sales pitch for investors. Include market research findings and production differentiation. Submit to instructor for evaluation.
<b>Other Evaluation Methods:</b>	Fieldwork, Journal kept throughout course, Presentation, Term or Other Papers, Written Homework
<b>If Other:</b>	
<b>Instructional Methods:</b>	Demonstration, Discussion, Guest Speakers, Lab, Lecture, Role play/simulation
<b>If other:</b>	Internet presentation/resources
<b>Work Outside of Class:</b>	Journal (done on a continuing basis throughout the semester), Observation of or participation in an activity related to course content (such as theatre event, museum, concert, debate, meeting), Problem solving activity
<b>If Other:</b>	Research
<b>Up-To-Date Representative Texts:</b>	Allan Dib.1-PAGE MARKETING PLAN – Paperback. Page Two. 2018. (Discipline Standard) Michelle Granger, Tina Sterling. FASHION ENTREPRENEURSHIP, 3 <sup>rd</sup> edition. 2019. (Discipline Standard)
<b>Alternative Texts:</b>	
<b>Required Supplementary Readings:</b>	
<b>Other Required Materials:</b>	
<b>Requisite Category</b>	
<b>Requisite course:</b>	
<b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).</b>	
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<b>Requisite Skill and Matching skill(s): Bold</b>	

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<b>Enrollment Limitations and Category:</b>	
<b>Enrollment Limitations Impact:</b>	
<b>Course Created by:</b>	William Hoover and Vera Ashley
<b>Date:</b>	10/23/2023
<b>Original Board Approval Date:</b>	03/21/2024
<b>Effective Term:</b>	FALL 2024