

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

A detailed description is prepared for each specific workshop at the time it is offered. An example follows:

Fashion Entrepreneur:

- A. Entrepreneurship - An introduction
- B. Entrepreneur - Is it you?
- C. Finding the right business
- D. What to do next?
- E. Business cards, etc.
- F. Pricing your goods/services
- G. Marketing
- H. Advertising and promotion
- I. Managing your business
- J. Legalities and attorneys
- K. Accounting and taxes
- L. Insurance
- M. Local entrepreneurs

REQUIRED READING:

Brochures, data sheets, and various materials provided by instructor.

SUGGESTED READING:

California Apparel News

Daily News Record

Visual Merchandising

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WWD

REQUIRED WRITING:

Reports (3 pages minimum), evaluations (1 page), or summaries as assigned by instructor (1 page), related field trips (3 pages), critiques and interviews (3 pages minimum).

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short-term classes.

Related field trips and interviews.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

lecture

laboratory

lecture-laboratory combination
 directed study

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply.

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
 Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
 Two-Way Video Conferencing (Two-way interactive video and audio)
 One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
 Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Reports	30%
Evaluations	50%
Field Trips	10%
Interviews	10%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 4

If yes, identify specific provision of Title 5 Division 2 section(s), 55761-55763 and 58161 which qualifies course as repeatable: 58161 (c) (2)

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SIGNATURES ON FILE