

FASH A192: RESEARCH AND DEVELOPMENT FOR APPAREL INDUSTRY SUSTAINABILITY

Item	Value
Curriculum Committee Approval Date	02/12/2025
Top Code	130300 - Fashion
Units	2 Total Units
Hours	36 Total Hours (Lecture Hours 36)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Research, evaluate, and interpret sustainable fashion theory and current company processes. The course will review current sustainability programs companies are marketing, as well as assessing and evaluating their compliance programs. Through case and field studies you will apply knowledge and participate in the development and presentation of a brand or company that encapsulates ethical and sustainable practices. PREREQUISITE: FASH A190. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Review and interpret a sustainability report and/or a corporate strategy and assess its strengths, weaknesses, shortcomings, and identify opportunities that may exist for the company.
2. Define, translate, and apply sustainable solutions available in chemical, raw materials and manufacturing processes to a fashion related business or service.

Course Objectives

- 1. Implement knowledge of sustainability social responsibility and how it impacts design and manufacturing decisions in the apparel industry both on people and the planet.
- 2. Explore critique the programs and initiatives that fashion brands/ companies have communicated to their stakeholders
- 3. Through field studies and industry interviews, examine local brands and companies to identify their sustainability objectives.
- 4. Research, develop and present a fashion/apparel/accessories brand, or a service provider, that exemplifies your knowledge of sustainability, social responsibility, and better business practices.
- 5. Demonstrate the skill to ask critical and well-intentioned questions of brands and their leadership when it comes to environmental sustainability and social responsibility topics.
- 6. Discover, chronicle, and rank a catalog of brands in the apparel industry (big and small) who are doing meaningful/sustainable/responsible work in the supply chain.
- 7. Create portfolio work representing sustainable brand development or a service provider.

Lecture Content

A. Becoming Experts: Recall and connection to terminology and theory
 1. Concepts definitions review a. Climate Change b. Deforestation c. Oceans - Acidification, micro plastic pollution, etc. d. Air Pollution e. Land Use Biodiversity Loss f. Labor Practices
 2. Current events, solutions, research, discussions reports (Industry reports, etc.) a. Farming/Fibers b. Processing c. Dyeing and printing d. Cutting sewing (Labor) e. Printing Packaging f. Warehousing g. Transportation h. Retail (Marketing Sales) i. Offices/workspaces j. Consumer usek. End of lifeB. Brand assessment- Categories and Brands to include but, not limited to: 1. Sportswear: Nike, Adidas etc2. High street chains; Zara, HM etc3. Outdoor: Patagonia, North Face etc4. Multi Corporation Groups; PVMH, Inditex etc 5. Action Sports; Burton, Houdini etc 6. Sustainable Brands; Allbirds, Outerknown etc7. Denim brands; Levis, Unspun etcC. B-Corporations1.B-Corp assessment, stages2.B-Corp application and certification3.B-Corp business examplesD. UN Sustainable Development Goals1. Research goals2. Application of UN SDGs to Apparel Industry3. Discussion and analysisE. Guest Speakers / Industry Experts / Project Work 1. Research and new brand development following the sustainability model 2. Presentation 3. Assessment of portfolio level project

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, demonstration, field observation, guest speakers, conferences (as available), critique, guided online/print resources, documentary reviews, conference archives. Optional Internship with Sustainable focused Fashion brand

Reading Assignments

Reading Assignments - Guided online and print resources provided by the instructor. Textbook reading. 2-3 hours per week

Writing Assignments

Writing Assignments - Research paper. Assessments, reviews, and evaluations submitted in writing. 2-3 hours per week. Portfolio Presentation Research and develop presentation of a mock sustainable brand or service business

Out-of-class Assignments

Out of Class Assignments - Field/site observations and assessments. Documentary reviews. 1-2 hours per week.

Demonstration of Critical Thinking

Reading and instructor-graded writing assignments Research, analysis and critique Preparation of a business case proposal Quizzes Exams Class participation and discussion

Required Writing, Problem Solving, Skills Demonstration

Reading/writing assignments Short answer forums Theory and solution analysis Prepare a business case proposal for an apparel company s executive team Assess a business operations setting and propose more sustainable solutions Prepare a sustainability lesson plan, specific to a fashion brand, for peers/colleagues

Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Earth science: Master's degree in geology, geophysics, earth sciences, meteorology, oceanography, or paleontology OR bachelor's degree in geology AND master's degree in geography, physics, or geochemistry OR the equivalent. Master's degree required. Fashion and related technologies (merchandising, design, production): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Hawken, P. . The Ecology of Commerce. A Declaration of Sustainability., revised ed. Harper Business, 2010 Rationale: historic reference 2. Required Honetman, R. and Jane, T.. The B Corp Handbook. How You Can Use Business as a Force for Good., latest ed. Berrett-Koehler Publishers, Inc, 2019

Periodicals Resources

1. . Bloomsbury Fashion Business Case Studies, Volume 2023

Other Resources

1. Bloomsbury Fashion Central database