

Bergen Community College
Division of Humanities
Department of Visual and Performing Arts

Course Syllabus

FAB 101-01
Introduction to Fashion Systems

Basic Information About Course and Instructor:

Semester and Year:

Section Number:

Meeting Times:

Locations:

Instructor:

Office Location:

Phone:

Departmental Secretary: Pam Coles

Office Hours:

Email Address:

Course Description:

This course provides students an overview of the multifaceted, global fashion industry, including sourcing, production, sustainability, wholesale and retail, marketing, calendar, and technology. Students will also be introduced to major fashion milestones with a focus on the 19th through 21st centuries.

Credits: 3 (3 lecture)

Prerequisites: None

Co-requisites: None

Student Learning Outcomes:

As a result of meeting the requirements in this course, students will be able to:

1. Recognize overall trends and milestones in fashion history from the industrial revolution through to the present era.
 - o **Means of Assessment:** Exams, Research Paper, Presentations
 2. Identify key areas and functions of the fashion global supply chain, including sourcing, sustainability, scheduling, production, and distribution.
 - o **Means of Assessment:** Exams, Assignments, Research Paper
 3. Apply the basics of product and market classifications as well as wholesale and retail operations.
 - o **Means of Assessment:** Field Trips, Retail Critique, Assignments
 4. Apply the fundamental principles of consumer behavior analysis and marketing in a fashion environment.
 - o **Means of Assessment:** Class Discussions, Exams, Presentations
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Course Content:

This course will cover the following units of study:

- **Unit 1:** Fashion history, industrial revolution, ready-to-wear, and business operations
- **Unit 2:** Fashion environment, market trends, consumer behaviors, and fashion cycles
- **Unit 3:** Global fashion supply chain, sustainability, merchandising, and product development
- **Unit 4:** Fashion classifications including womenswear, menswear, childrenswear, innerwear, and outerwear
- **Unit 5:** Global fashion markets with a focus on NYC, Paris, Milan, and London
- **Unit 6:** Retailing variations, including department stores, boutiques, e-commerce, and social media
- **Unit 7:** Fashion marketing, branding, and industry trends

Course Texts and Other Study Materials:

Required Textbook(s):

- Stone, Elaine. *The Dynamics of Fashion*, 6th Edition, Fairchild, 2022. ISBN-13: 978-1609015008

Suggested Resources:

- Brenda Polan & Roger Tredre; *The Great Fashion Designers*, Berg Publishers, 2010. ISBN-978 1 84788 227 1
- Stegemeyer, Anne; *Who's Who in Fashion*, Fairchild Publications, 1996. ISBN-1-56365-040-2
- Angel, Samata; *Fashion Designer's Resource Book*, A&C Black, 2013. ISBN-13: 978-1408170892
- Online Resources: *The New York Times*, *WWD*, *The Wall Street Journal*

Research, Writing, and Examination Requirements:

- **Midterm Exam** – Covers the first half of the course.
- **Retail Critique** – Analysis of a retail store or virtual boutique.
- **Research Paper** – Choice of:
 - o (1) The historical and contemporary reasons humans wear clothing.
 - o (2) Comparison of a historical designer and a contemporary designer.
- **Current Events** – Weekly discussions based on fashion-related news.
- **Final Project Presentation** – Detailed instructions provided separately.
- **Final Exam** – Covers all course materials, with emphasis on the second half.

Grading Policy:

- **Midterm Exam:** 10%
- **Research Paper:** 20%
- **Retail Critique:** 10%
- **Current Events:** 10%
- **Quizzes:** 20%

- **Final Exam:** 20%
- **Class Participation:** 10%

Grading Scale:

- 90-100% = A
- 86-89% = B+
- 80-85% = B
- 76-79% = C+
- 70-75% = C
- 60-69% = D
- 0-59% = F

Attendance Policy:

BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are determined by the instructor for each section of each course. Attendance will be kept for administrative and counseling purposes.

FAB Attendance Policy:

Class participation and in-class work are key to succeeding in fashion apparel design. Three or more absences will result in a full letter grade drop for this course. Six or more absences will result in an automatic failing grade.

Other College, Divisional, and/or Departmental Policy Statements:

Statement on plagiarism and/or academic dishonesty:

[Academic Matters - Bergen Community College - Acalog ACMS™](#)

Statement on the appropriate use of AI (see the following link for guidance):

[AI-Guidance-Resource-Page.pdf \(bergen.edu\)](#)

ADA statement:

[Disability Services \(Office of Specialized Services\) | Bergen Community College](#)

Sexual Harassment statement:

[HR-003-001.2018-Policy-Prohibiting-Sexual-Harassment.pdf \(bergen.edu\)](#)

Statement on acceptable use of BCC technology:

[Acceptable-Use-Policy.pdf \(bergen.edu\)](#)

Recommended Syllabus Statements from the Office of Specialized Services:

[Syllabus Statements | Bergen Community College](#)

Statement on the purpose and value of faculty office hours.

Accessibility Statement

Bergen Community College is committed to ensuring the full participation of all students in its programs. If you have a documented disability (or think you may have a disability) and, as a result, need a reasonable accommodation to participate in this class, complete course requirements, or benefit from the College's programs or services, contact the Office of Special Services (OSS) as soon as possible at 201-612-5270 or www.bergen.edu/oss. To receive any academic accommodation, you must be appropriately registered with OSS. The OSS works with students confidentially and does not disclose any disability-related information without their permission. The OSS serves as a clearinghouse on disability issues and works in partnership with faculty and all other student service offices.

Student Support Services

Bergen Community College provides exemplary support to its students and offers a broad variety of opportunities and services. A comprehensive array of student support services including advising, tutoring, academic coaching, and more are available online at <https://bergen.edu/currentstudents/>.



Sidney Silverman Library Online Resources:

[Guides BY SUBJECT - LibGuides at Bergen Community College](#)

General Search and Databases: [Library | Bergen Community College](#)

Course Outline and Calendar:

Week	Topic	Assignments/Events
1	Introduction, Fashion Business Overview	Read syllabus, Complete Quiz 1 & 2
2	Fashion History: 1920s - Present	Complete Quiz 3, Current Event 1
3	Fashion Environment & Trends	Complete Quiz 4, Research Project Discussion
4	Virtual Field Trip – FIT Museum	Write presentation comparing exhibition themes
5	The Environment of Fashion	Complete Quiz 5 & 6
6	The Movement of Fashion	Complete Quiz 7, Team Current Event 2
7	Midterm Exam	Review previous modules
8	Business of Fashion	Complete Quiz 8 & 9
9	Textiles & Sourcing	Complete Quizzes 10, 11, & 12
10	Leather & Fur	Complete Quiz 13, Virtual Library Field Trip
11	Product Development & Merchandising	Complete Quiz 14, Retail Analysis
12	Men's & Children's Apparel	Complete Quizzes 15 & 16, Research Paper Due
13	Global Fashion Markets	Current Event 3 Due

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| 14 | Omni-Channel Retailing | Retail Analysis Due, Final Exam Review |
| 15 | Final Exam | Complete online in Canvas |

Note to Students: This Course Outline and Calendar is tentative and subject to change depending on the progress of the class.