

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: BUSINESS

Date: 8/25/17

Title Of Course Or Degree: BF 1900 - Fashion Forecasting

Change(s) Initiated: (Please check)

- | | |
|---|---|
| <input type="checkbox"/> Closing of Degree | <input type="checkbox"/> Change in Degree or Certificate Requirements |
| <input type="checkbox"/> Closing of Certificate | <input type="checkbox"/> Change in Degree Requirements (adding concentration) |
| <input type="checkbox"/> New Certificate Proposal | <input type="checkbox"/> Change in Pre/Co-Requisite |
| <input type="checkbox"/> New Degree Proposal | <input type="checkbox"/> Change in Course Designation |
| <input checked="" type="checkbox"/> New Course | <input type="checkbox"/> Change in Course Description |
| <input type="checkbox"/> New 82 Course | <input type="checkbox"/> Change in Course Title, Numbers Credit and/or Hour |
| <input type="checkbox"/> Deletion of Course | <input type="checkbox"/> Change in Academic Policy |
| | <input type="checkbox"/> Pathways Submission: |
| | <input type="checkbox"/> Life and Physical Science |
| | <input type="checkbox"/> Math and Quantitative Reasoning |
| | <input type="checkbox"/> A. World Cultures and Global Issues |
| | <input type="checkbox"/> B. U.S. Experience in its Diversity |
| | <input type="checkbox"/> C. Creative Expression |
| | <input type="checkbox"/> D. Individual and Society |
| | <input type="checkbox"/> E. Scientific World |

Other (please describe): _____

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: 8/25/17 Signature, Committee Chairperson: *Jacqueline J. [Signature]*

I have reviewed the attached material/proposal

Signature, Department Chairperson: *AJ*

**KINGSBOROUGH COMMUNITY COLLEGE
THE CITY UNIVERSITY OF NEW YORK**

NEW COURSE PROPOSAL FORM

1. DEPARTMENT OF BUSINESS, BF 1900, FASHION FORECASTING.
2. DOES THIS COURSE MEET A GENERAL EDUCATION/CUNY CORE CATEGORY? No
3. TRANSFERABILITY: This course will transfer to senior fashion business programs at FIT, LIM, and NYC Tech.
4. BULLETIN DESCRIPTION OF COURSE: Students will learn to identify socio-cultural indicators in fashion, past and present trends, and apply methods for determining future trends in fashion and related industries culminating in a trend forecasting project.
5. CREDITS AND HOURS* (PLEASE CHECK ONE APPROPRIATE BOX BELOW BASED ON CREDITS):

1-credit:	<input type="checkbox"/> 1 hour lecture <input type="checkbox"/> 2 hours lab/field/gym
2-credits:	<input type="checkbox"/> 2 hours lecture <input type="checkbox"/> 1 hour lecture, 2 hours lab/field <input type="checkbox"/> 4 hours lab/field
3-credits:	<input type="checkbox"/> × 3 hours lecture <input type="checkbox"/> 2 hours lecture, 2 hours lab/field <input type="checkbox"/> 1 hour lecture, 4 hours lab/field <input type="checkbox"/> 6 hours lab/field
4-credits:	<input type="checkbox"/> 4 hours lecture <input type="checkbox"/> 3 hours lecture, 2 hours lab/field <input type="checkbox"/> 2 hours lecture, 4 hours lab/field <input type="checkbox"/> 1 hour lecture, 6 hours lab/field <input type="checkbox"/> 8 hours lab/field
More than 4-credits: <input type="checkbox"/> Number of credits: _____ (explain mix lecture/lab below)	
_____ Lecture _____ Lab	
Explanation: _____	

***Hours are hours per week in a typical 12-week semester**

6. NUMBER OF EQUATED CREDITS IN ITEM #5: none
7. COURSE PREREQUISITES AND COREQUISITES (IF NONE PLEASE INDICATE FOR EACH)
 - A. PREREQUISITE(S): None
 - B. COREQUISITE(S): None
 - C. PRE/COREQUISITE(S): None

8. BRIEF RATIONALE TO JUSTIFY PROPOSED COURSE TO INCLUDE:

- A. ENROLLMENT SUMMARY: N/A
- B. PROJECTED ENROLLMENT – 25-30
- C. SUGGESTED CLASS LIMIT – 25
- D. FREQUENCY OF COURSE: OFFERED ONLY IN THE FALL SEMESTER
- E. ROLE OF COURSE IN DEPARTMENT'S CURRICULUM AND COLLEGE MISSION: New required course for adjusted Business of Fashion AAS degree adding the missing component of forecasting to student skills necessary for employment.

9. COURSES TO BE WITHDRAWN: FM 37 FASHION MERCHANDISING

10. INTERNSHIP OR INDEPENDENT STUDY? N/A

11. PROPOSED TEXTBOOK: Fashion Forecasting, Evelyn L. Brannon and Lorynn Divita, 4th ed., Bloomsbury Fashion Central, 2015.

12. REQUIRED COURSE FOR MAJOR OR AREA OF CONCENTRATION? YES

13. OPEN TO SELECTED STUDENTS: BF MAJORS

14. WHAT WILL STUDENTS KNOW AND BE ABLE TO DO? Students will have the real-world skills to conduct research to determine short and long-term trends for the development of new products and overall themes for the fashion industry

15. METHODS OF TEACHING: Case studies and real-life situations that call upon students to formulate a response; lectures, guest speakers, trend forecasting project.

16. ASSIGNMENTS TO STUDENTS: Trend Notebook, In-class activities, team and group projects, case studies, quizzes and end term presentations.

17. EVALUATION:

Weekly assignments tied to each chapter and in-class activities, 10%

In-class activities, 10%

Exams, 40%

End-term project and presentation, 40%.

18. TOPICAL COURSE OUTLINE:

1. The Fashion Forecasting Process
2. Innovation
3. Theories of Fashion Change
4. Modern Forecasting Methods
5. Popular Culture and Forecasting
6. Color Forecasting
7. Textile Forecasting
8. Design Concepts
9. Consumer Research
10. Sales Forecasting

11. Competitive Analysis

12. Presentation

19. **SELECTED BIBLIOGRAPHY:** Web resources: www.fashionsnoops.com, www.stylescript.com, www.trendstop.com, www.wgsn.com, www.promostyl.com, www.metmuseum.com/timeline.com, Fashion trend forecasting, Gwyneth Holland and Rae Jones, Laurence King Publishing, 2017; Understanding Aesthetics, Ann Marie Fiore, Fairchild Books, 2010; Fashion Trends, Analysis and Forecasting, Annmarie Fiore and Kim Hyejeong, Bloomsbury Fashion Central, 2011.

Revised/Dec.2015/AK