

A - New Course Proposal V. 7.2022 : Entry # 2929**DEAN Decision**

Approved

Date

09/15/2023

Is this course intracollegiate or intercollegiate?

Intercollegiate

DEAN Comments

This course is seeking Diversity designation.

SCHOOL EPC Decision

Approved

Date

10/25/2023

GEC Decision

Approved

Date

12/12/2023

APIRC Decision

Approved

Date

01/12/2024

Begin Form**Today's Date**

09/11/2023

Your Name:

Victoria Brown

Your Email:vbrown@highpoint.edu**Are you a Department Chair?**

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No

Department Chair Name

Jane Nichols

Email address of your Department Chairjnichols@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Arts & Design

Information for the Registrar**Choose the department designator from the list below.**

FMD

Proposed Course Number?

3800

Is this course cross listed?

No

Does this course replace a current course?

Yes

Is the course number being reused?

Yes

What is the title of the new course?

Global Strategies in the Fashion Industry

Write the catalog description of your proposed course:

This course provides an in-depth investigation of global business trends as they relate specifically to the apparel and textile complex. Sourcing strategies for apparel and related consumer products will be explored, as will global platforms, business and cultural environments, and trade transactions used in conducting business in the international marketplace. Trade policies, as they relate to the fashion industry, will be examined, and students will gain an understanding of contemporary issues in the global marketplace, such as corporate social responsibility and sustainability in the fashion industry. Students will also be exposed to issues of human diversity, privilege, and oppression in the domestic and global contexts. The concepts of corporate social responsibility, human rights, and the effects of unsustainable apparel production practices on local environments will also be explored.

How many credit hours will this course be?

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4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Not repeatable for credit

What is the offering cycle for this course?

Spring semester

Does your course have any prerequisites?

No

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- Yes

Does your course count in the general education core (one of the core classes that cannot be double-dipped in your major or minor)?

None of the above

Does your course count in any general education categories that can be double-dipped in the core or in a major/minor?

- Diversity

Will this course be team-taught?

No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

FMD Major - Required

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

A - New Course Proposal V. 7.2022 : Entry # 2929**Does this course participate in the GoGlobal Program?**

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

This course was the GBS course for the Fashion Merchandising minor and will now be a Diversity course. It is crucial to the FMD major because it discusses the global impacts of the fashion industry, including but not limited to, issues such as worker's rights, environmental impact, sourcing practices, and trade policies. These issues will be examined in regard to student's recognizing their own position in the world, and how they are impacted in different and similar ways than people in other parts of the world.

List all student learning outcomes for this course.

1. Demonstrate an understanding of the relationship between the historical development of the fashion and textile industry and contemporary global business practices in the industry, while demonstrating self-awareness regarding how the student's experiences and heritage shape and limit their global perspectives.
2. Recognize and discuss policies affecting trade in the fashion and textile industry and explain how various groups affect trade (e.g. policy makers).
3. Compare and critically evaluate diverse perspectives on ethical issues that have global ramifications, such as corporate social responsibility and sustainability.
4. Evaluate and discuss various sourcing practices utilized in the fashion industry by applying these concepts to real-world scenarios.
5. Communicate ideas in written, oral, and visual forms using appropriate technology.
6. Demonstrate critical and creative thinking skills by applying knowledge to real-world challenges and scenarios.
7. Identify and explain social, cultural, economic, technological, ethical, political, educational, language, and individual influences on industry issues.
8. Identify unique cultural perspectives and recognize the limitations of their own experiences in understanding this industry on a global scale.

List any units or content areas that will be required for all sections of this course.

Globalization, Consumer Well-Being, Textile and Apparel Industry, Sustainability in Fashion, Global Supply Chain, Trading Partners

List any assignments, tests, or other assessments that will be required for all sections of this course.

2 tests

1 final exam

Semester Research Project:

This project will allow students to present solutions for a pertinent issue in the global fashion industry that they identify during research (for example, sustainable practices, corporate social responsibility, global trade agreements, etc.). Students will be assigned to a trade bloc or specific country (depending on size and involvement in the industry) to research. They will investigate

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influences on their particular issue framed by their assigned country or countries' history, culture, society, economy, environment, technology, and government. Students will examine the issue both in regard to how it may directly or indirectly impact their lives and how individuals in their assigned country or countries are impacted by this issue. Some of these issues include, but are not limited to, workers' rights, environmental impact of factories, consumerism, outsourcing effects, etc. Students will explore the relationship between their own experiences and those of others through analysis of research articles, industry reports, and potential face-to-face interviews. This project will result in a deliverable of a paper.

Topics examined as homework assignments:

Using case studies, industry analysis, documentaries, etc., students will explore topics such as:

- consumer spending patterns in various cultures as compared to the US
- standards of living in US versus Bangladesh (for example)
- how purchasing counterfeit goods impacts those who make them (compare and contrast counterfeit culture in US versus China)
- the human and environmental impact of a textile company leaving a geographical area and moving to one with lower labor costs
- the cultural characteristics that the textile/apparel industry looks for when deciding where to manufacture clothing

Reflection Essay:

Describe the relationship between the historical development of the fashion and textile industry and contemporary global business practices in the industry, while also conveying self-awareness regarding how your experiences and heritage shape and limit your global perspectives. In other words, where and how do you exist in the history and development of the fashion industry (or maybe how have your experiences and heritage influenced your perspective or view on the fashion industry)?

Socially Responsible Apparel Homework/Assignment

Students are to develop specific parts of a business plan for a new socially responsible fashion retailer. This assignment challenges students to intertwine the triple bottom line framework (profit, people, planet) into their business. At least three aspirational goals relative to the United Nations (UN) Sustainable Development Goals (SDGs) should be identified in the fashion retailer's sustainable strategies. This assignment culminates in a slide deck presentation.

List any readings or other materials that will be required for all sections of this course.

Going Global by Karpova, Elena E., Kunz, Grace I., and Garner, Myrna B. (2021) ISBN: 9781501339042

List any course policies that will be required for all sections of this course.

Professional Behavior
Attendance
Final Exam
Honor Code
Resources:
OARS
Writing Center
Counseling Services
Title IX
Starfish

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

NA

Is there anything else the reviewing parties should know about this new course proposal that hasn't been addressed?

NA

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- [Diversity-Template.docx](#)