

Fashion Entrepreneurship

Lecturer	Kathleen Hanhee Kye
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Course Description & Objectives:

The course's objective for *Fashion Entrepreneurship* is to provide students with the knowledge and necessary skills equipped to succeed in the fashion industry. Throughout the course, various guest speakers from fashion industry will be invited to share their experiences and insights. Students will also have the opportunity to learn about Korean Fashion, Art and Culture through field trips, conjoined with *Critical Fashion Thinking & Practice* course. Overall, the course will provide students with comprehensive understanding of the fashion entrepreneurship and business insights, prepare them for the challenges and opportunities of launching and developing fashion businesses.

Materials/Text:

Will be provided by lecturer in class

Requirements:

As determined by the University

Schedule:

Monday – Thursday 9:00am – 12:00 pm, July 11th – August 3^d

WEEK 1: Introduction to Fashion Entrepreneurship

July 10th, 2023: Course Orientation

July 11th, 2023: Introduction to fashion entrepreneurship and business

July 12th, 2023: Field Trip to *Seokjuseon Memorial Museum*

July 13th, 2023: Identifying successful fashion brand and businesses

WEEK 2: Branding and Marketing in Fashion

July 17th, 2023: Weekly assignment- Identifying successful fashion branding/ Guest speaker:

Young ah Hahn (Hahn Global, Assouline Korea)

July 18th, 2023: Field Trip to *Musinsa Studio, Dongdaemun Design Plaza & Dongdaemun Fabric Market*

July 19th, 2023: Brand Identity, strategy and marketing/ guest speaker: Jake Jihoon Kim (CRM, Cartier Korea)

July 20th, 2023: Field Trip to *National Museum of Modern and Contemporary Art, Minju Kim Studio visit & Gyeongbokgung Palace*

WEEK 3 : Operation for Fashion Businesses

July 24th, 2023: weekly assignment: Marketing plan for hypothetical/existing fashion brand/
guest speaker: Hyunmin Kim (Executive fashion consultant)

July 25th, 2023: Legal, financial and operation strategies for fashion business.

July 26th, 2023: Field trip to *Eyeye official, Clio Cosmetics HQ* and others in Sungsu area

July 27th, 2023: Pitching and presenting your business/ in class activity

WEEK 4:

July 31st, 2023: Field trip to *National Museum of Korea*

August 1st, 2023: In class studies for the final project

August 2nd, 2023: Field Trip to *Marie Claire Korea, Nike Korea (circle 81- pending)* & more

August 3rd, 2023: Final Project Presentation

Assignments:

- Weekly Individual / Group Assignments
- Final Assignment

Evaluation:

Final grade will be determined by attendance, participation, quality of assignments and presentation.

CATEGORY	POINTS	CONTENT
Attendance	25	<i>*As described below</i>
Participation	35	Active participation in class and group activity is required
Assignments & Final presentation	40	Weekly assignments and final presentation

TOTAL	100	
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A+	A	B+	B	C+	C	D+	D	F
100-95	94-90	89-85	84-80	79-75	74-70	69-65	64-60	59-0

**All students are expected to arrive on time and prepare for class. Any student arriving later than five minutes after class starts will be considered LATE or TARDY. Any student leaving the class earlier than scheduled class time will also be considered LATE or TARDY. Any student with 4 LATENESS or TARDY attendances will accumulate 1 unexcused absence towards class attendance. Missing 1/3(more than 5 classes) will automatically result in failure of the class.*