

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO

THE ACADEMIC SENATE

AP-004-201

**Discontinuation of the Fashion Retail Management and
Fashion Retail Merchandising Emphases in the AMM BS – Fashion Retailing
Option**

Academic Programs Committee

Date: 02/9/2021

**Executive Committee
Received and Forwarded**

Date: 02/17/2019

Academic Senate

**Date: 03/10/2019
First Reading
04/14/2021
Second Reading**

BACKGROUND:

The Apparel Management and Merchandizing Department (AMM) offers three options in its undergraduate program, one of which is Fashion Retailing. In the conversion to semesters, two emphases were created within this subplan – Fashion Retail Management and Fashion Retail Merchandising. The two emphases are distinguished by separate option electives totaling 9 units, where each emphasis list consists of exactly three 3-unit courses. Students are currently permitted to take classes from either emphasis to fulfill graduation requirements. The emphases thus essentially serve as a guideline for career interests.

The AMM Department proposes to delete the two emphases within the Fashion Retailing option and redistributing the (total six) emphasis classes into this option as either “option-required” or “choose one of” courses. No courses are being deleted. The AMM Department does not anticipate negative impact on enrollment demand from these changes. The rationale for the proposal is outlined in the Discussion Section.

The proposal has been approved by the AMM curriculum committee, the AMM Chair, the College Curriculum Committee, the College Dean, and the Office of Academic Programs.

RESOURCES CONSULTED:

Dean Lisa Kessler, Don B. Huntley College of Agriculture
Associate Dean Peter Kilduff, Don B. Huntley College of Agriculture
Dr. Muditha Senanayake, AMM Chair
Dr. Chitra Dabas, AMM Curriculum Committee
Dr. Saemee Lyu, AMM Curriculum Committee

DISCUSSION:

The Academic Programs Committee has consulted with the resources listed above and discussed the proposal.

Since the current catalog already allows students to mix choices across emphases, the effect of the proposed changes is to

1. streamline the subplan, simplifying advising and improving course/section demand; and
2. require specific emphases courses that students have been skipping for convenience, leading to negative outcomes in the capstone course. This potentially affects graduation rates and career success.

There was unanimous approval of the proposal in the AMM Curriculum Committee. There are no accreditation issues arising from the proposed changes.

Currently enrolled students will not be affected since no courses are being cancelled and they will be allowed to complete graduation requirements as per their curriculum year. Additionally, the Department is willing to advise and petition for course substitution, if necessary, so as not to impact graduation timelines.

RECOMMENDATION:

The Academic Programs Committee recommends adopting the proposal to remove the Fashion Retail Merchandising and Fashion Retail Management Emphases in the AMM B.S. Fashion Retailing Option.