

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO

THE ACADEMIC SENATE

AP-018-167

FASHION MERCHANDISING MINOR FOR SEMESTERS

Academic Programs Committee

Date: 01/25/2017

Executive Committee
Received and Forwarded

Date: 01/25/2017

Academic Senate

Date: 02/01/2017
First Reading

BACKGROUND: The Department of Apparel Merchandising and Management (AMM) has put forward a referral for a minor in Fashion Merchandising for semesters. This is a revised program.

RESOURCES CONSULTED:

Deans
Associate Deans
Department Chairs
All Faculty

DISCUSSION:

Before reaching the Academic Programs Committee, this program was reviewed by the College Curriculum Committee in the College of Agriculture as well as the Dean of Agriculture and the Office of Academic Programs. All concerns raised at those levels were addressed.

The Academic Programs Committee then conducted campus-wide consultation, as well as its own review of the program. As part of the consultation process, we received comments from Dr. Robert Fabrize, a faculty member in the International Business and Marketing (IBM) Department in the College of Business. His concerns/suggestions were:

1. The department is no longer offering the IBM 447 course (Retailing Problems).
2. He would suggest replacing IBM 447 with IBM 435 (Advanced Professional Selling) in which a consultative approach grounded in rapport building and active listening to understand clients and their needs will be adopted. This might prove valuable to the students because they will be working to sell up and down the apparel channel.

This information was forwarded to the Chair of the AMM Department, Dr. Peter Kilduff. On Monday, Nov. 7, Dr. Kilduff responded that he concurred with the suggestion from Dr. Fabrize. The corresponding change will be made in Curriculog.

RECOMMENDATION:

The Academic Programs Committee recommends approval of the semester program minor in Fashion Merchandising.

| Fashion Merchandising Minor | | | |
|--|--|--------------------|---|
| Status | active | | |
| Hierarchy Entities | College of Agriculture, Apparel Merchandising and Management | | |
| Approval Process Name | I. Program - Q2S Existing Program/Option/Minor | | |
| Current Step | Office of Academic Programs | | |
| Originator | Muditha Senanayake | | |
| Created | 11/18/2015 04:52PM | | |
| Launched | 11/19/2015 08:54PM | | |
| Form | | | |
| General Catalog Information | | | |
| Department | College of Agriculture, Apparel Merchandising and Management | | |
| Conversion Category: | Revised | | |
| Proposal Type: | Minor | | |
| Describe or list changes | <ol style="list-style-type: none"> 1. Revised 27 Semester Unit Minor 2. Introduction of 3 sub areas of specialization <ol style="list-style-type: none"> a. Retail Buying, Marketing and Management b. International Business c. Fashion Production 3. Revised courses from the AMM degree program | | |
| Semester Program Name (e.g. Biology, B.S., Art History, B.A.) | Fashion Merchandising Minor | | |
| Program Description | <p>Offered by: the College of Agriculture, Department of Apparel Merchandising & Management and the College of Business Administration - International Business and Marketing Department. This interdisciplinary minor is designed for students who seek careers in the fashion industry. The minor provides students with a background in both fashion and business to better prepare them to seek employment in manufacturing or retailing. The minor in Fashion Merchandising is administered jointly by the Department of International Business and Marketing and the College of Agriculture.</p> <p>The attainment of a minor in Fashion Merchandising is accomplished by appropriate selection, timely scheduling and satisfactory completion of specifically designated courses and electives totaling a minimum of 27 semester units.</p> | | |
| Curriculum Sheet | See Attached | | |
| Roadmap | NA | | |
| Two-Year Course Offering | See attached overall course offering including the courses in Minor | | |
| Assessment Plan | See attached | | |
| Select Program | Program | | |
| Prospective Curriculum | | | |
| Steps | | | |
| Files | Author | Date | File |
| | Muditha Senanayake | 11/19/2015 08:50PM | AMM Minor - Curriculum Sheet.docx |
| | Muditha Senanayake | 11/19/2015 08:51PM | 2 Year Plan.xlsx |
| | Muditha Senanayake | 11/19/2015 08:53PM | Assessment Plan AMM- Minor.docx |
| | Ashley Ly | 06/06/2016 03:40PM | Fashion Merchandising Minor - Info.docx |