

Subject Description Form

Subject Code	SFT418E
Subject Title	Fashion Entrepreneurship Management
Credit Value	3
Level	4
Pre-requisite/ Co-requisite/ Exclusion	Exclusion: ITC4207M Fashion Entrepreneurship Management
Objectives	The subject covers entrepreneurial business principles and concept application in the fashion entrepreneurial environment.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> (a) enrich entrepreneurial mindset and skill sets and to develop core capabilities of initiating an innovative new business venture; (b) possess a well-grounded understanding of essential entrepreneurial business principles and entrepreneurial management; (c) integrate entrepreneurial theories and practical knowledge to realize opportunities, assess risks and apply the skills to transform innovative business ideas into viable and new business venture ; (d) formulate an effective business plan and a winning investor pitch for establishing a new fashion business venture (e) create a financial plan and interpret the financial ratios; (f) formulate entrepreneurial marketing plan and build competitive edge in the dynamic market place; (g) develop sustainable strategies for success in entrepreneurship and apply in the new fashion business venture. (h) Demonstrate effective teamwork and professional communication skills

Subject Synopsis/ Indicative Syllabus	<p>(I) The Foundations of Entrepreneurship The role of entrepreneurship in achieving competitive advantage Innovation and entrepreneurship Entrepreneurial leadership Forms of business ownership</p> <p>(II) Building a Winning Business Plan Entrepreneurial opportunities identification and assessment Business model ideation Company registration, steps to starting a new business Setting up premises</p> <p>Development and implementation of a business plan The art of business pitch</p> <p>(III) Creating a Successful Financial Plan Valuation of start-up venture, source of financing Projected financial statements for a small business, ratio analysis, break-even analysis Cash management: profit and loss statement, cash flow statement, balance sheet</p> <p>(IV) Entrepreneurial Marketing The principles of building an entrepreneurial marketing plan The applications of low-cost marketing, direct marketing and viral marketing Build brand identity and competitive edge in the marketplace using entrepreneurial marketing strategies</p> <p>(V) Digital Entrepreneurship Digital entrepreneurship environment Key actors, resources and technologies to facilitate digital entrepreneurship Sustainable strategies for digital entrepreneurship Innovative trends and applications of e- commerce and social commerce strategies</p> <p>Expansion, Growth and Exit Strategies Develop expansion plan for the start-ups , revenue maximization, exit strategies</p>
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Teaching/Lea rning Methodology	Lectures will cover the principles and concepts of fashion entrepreneurship. Tutorials will be structured to enhance students' understanding of the relevant entrepreneurship concepts and small business management principles through various kinds of activities, including case studies, group discussions, presentation and business plan. Guest speakers will be invited to share their knowledge of practical issues in the context of fashion entrepreneurial business.									
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/ tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)							
			a	b	c	d	e	f	g	h
	Continuous Assessment	50%	✓	✓	✓	✓	✓	✓	✓	✓
	<i>1. In-class assignment, case study, guest speaker report, mid- term test</i>	<i>25%</i>	✓	✓	✓		✓	✓	✓	✓
	<i>2. Business plan project</i>	<i>25%</i>				✓		✓	✓	✓
	Examination	50%					✓	✓	✓	✓
	Total	100%								
	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Business plan project – Students will be required to prepare a business plan and present their work by applying their subject knowledge.</p> <p>In-class assignment – Students will be required to submit individual or group work by addressing the core principles and concepts of the subject syllabus.</p> <p>Guest-speaker report – Students will be required to prepare an individual reflective journal and demonstrate their personal understanding and implications of the topic.</p> <p>Case study: Several case studies will be delivered to students. They will be required to discuss in groups and present their ideas based on the theory they have learnt in class.</p>									

	<p>Final exam: Students will be required to demonstrate their thorough understanding of the concepts of fashion entrepreneurship and its related implications.</p> <p>With proper Honour Declaration and clear elaboration on the level of GenAI usage, students may adopt AI-assisted idea generation and structuring and AI-assisted editing in their submitted work. However, their original work with no AI content must be provided in an appendix.</p>	
Student Study Effort Expected	Class contact:	
	• Lecture	26 Hrs.
	• Tutorial	12 Hrs.
	Other student study effort:	
	• Assignments/ projects	30 Hrs.
	• Self-study and further reading	38 Hrs.
	Total student study effort	106 Hrs.
Reading List and References	<p><u>Essential</u></p> <p>Scarborough, N., & Cornwall, J. (2019). <i>Essentials of entrepreneurship and small business management</i> (9th edition.; Global ed.). Harlow: Pearson.</p> <p>Barrow, C., Barrow, P., & Brown, R. (2021). <i>The Business Plan Workbook: A Step-by-Step Guide to Creating and Developing a Successful Business</i>. London: Kogan Page.</p> <p><u>Supplementary</u></p> <p>Burke, S. (2013), <i>Fashion entrepreneur: starting your own fashion business</i>. Burke Pub.</p> <p>Granger, M., Sterling, T., & Cantrell, A. (2019). <i>Fashion entrepreneurship : Retail business planning</i> (3rd ed.). New York, NY, USA: Fairchild Books, Bloomsbury Publishing.</p> <p><u>Periodicals</u></p> <p>International Journal of Entrepreneurship & Small Business International Small Business Journal Journal of Small Business Management</p>	