



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Fashion Business and Entrepreneurship

Degree/Certificate: BS

Options: NA

Delivery Site(s): Online, St. Charles, MO

CIP Classification: 52.1902

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: 08/01/2017

Cooperative Partners: NA

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Marilyn Abbott, Provost and VPAA WMA Abbott 3/27/2017
Name/Title of Institutional Officer Signature Date

Joe Alsobrook, Dean of Arts, Media and Communications 636-949-4164
Person to Contact for More Information Telephone



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	30	50	70	80	80
Part Time	5	5	10	10	10
Total	35	55	80	90	90

Please provide a rationale regarding how student enrollment projections were calculated:

The enrollment projections were calculated through a review of inquiries into related programs through our Enrollment Management Office and anecdotal evidence of students currently in related programs surveyed for their interest. Since Fall 2015 there have been 138 inquiries into Fashion Design.

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

We lose about a third of our incoming Fashion Design students each year due to the fact that they do not want to learn fabrication, but instead entrepreneurial skills. No other institution has this program in the state or region. This program provides students who are interested in pursuing fashion design as an entrepreneur the necessary knowledge of the field, as well as the specific business courses to succeed. Occupational Outlook Handbook 2015 median income of \$63,670 per year; 23,100 current job openings <http://www.bls.gov/ooh/arts-and-design/fashion-designers.htm> Spotlight on Statistics <http://www.bls.gov/spotlight/2012/fashion/EmploymentTrends> http://acinet.org/occ_rep.asp?next=occ_rep&Level=edu3&optstatus=101000000&jobfam=27&id=1&nodeid=2&soccode=271022&menuMode=&stfips=29&x=36&y=5Student/

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PROGRAM STRUCTURE

A. Total credits required for graduation: 120

B. Residency requirements, if any: NA

C. General education: Total credits: 42

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENGL 150000	3	Strategies for University Writing
ENGL 170000	3	Research and Argumentation
GE Math	3	
GE US History/ Government	3	
GE Social Science	3	
GE Natural Science w Lab	3	
GE Science Elective	3	
GE Science Elective	3	
GE Arts	3	
GE Literature	3	
GE Human Cultures Elective	3	
GE Human Cultures Elective	3	
GE Elective	3	
GE Elective	3	

D. Major requirements: Total credits: 60

Course Number	Credits	Course Title
MGMT 16022	3	Introduction to Business and Free Enterprise (Prereq: none)
ACCT 21010	3	Principles of Financial Accounting (Prereq: MTH 141)
ECON 23020	3	Principles of Microeconomics (Prereq: MTH 141)
FIN 32000	3	Principles of Finance (Prereq: ACCT 21010 or MTH 141)
INTL 38000	3	Global Business and Society
MGMT 16022	3	Introduction to Business and Free Enterprise
MGMT 26032	3	Principles of Management
MRKT 35010	3	Principles of Marketing (Prereq: ENGL 170)
ENTR 37510	3	Small Business and Entrepreneurship (Prereq: MGMT 26032)
INTL 48010	3	International Marketing (Prereq: INTL 38000)
MGMT 36042	3	Supply Chain Management (Prereq: ECON 23020 or ECON 23030)

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MRKT 35050	3	Selling (Prereq: MRKT 35010)
MRKT 35030	3	Pricing Strategy and Negotiations (Prereq: MRKT 35010)
MRKT 35040	3	Advertising and Promotional Strategy (Prereq: MRKT 35010)
FD 37200	3	History of Costume to 1900 (Prereq: none)
FD 37300	3	History of Costume from 1900 (Prereq: none)
FD 20000	3	Introduction to Fashion Design (Prereq: ART 13000; or permission of dean)
FD 35000	3	Computer-Aided Design I: Apparel Design (Prereq: ART 12000; or permission of dean)
FD 38500	3	Fashion Business and Entrepreneurship (Prereq: FD 20000)
FD 46500	3	Fashion Internship (Prereq: Junior standing, successful completion of the WPA or ENGL 21000, and permission of dean)

E. Free elective credits:

18

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

The final Fashion Business Capstone and Internship require application of skills in a “real-world” environment, as well the production of a research paper, portfolio and business prospectus.

G. Any unique features such as interdepartmental cooperation:

NA



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University
Program Name BS Fashion Business and Entrepreneurship
Date 01/08/17

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
There are no special qualifications for this program.
- Characteristics of a specific population to be served, if applicable.
The population to be served by the Fashion Business and Entrepreneurship degree are individuals who are interested in Fashion Design, but who are not interested in the construction of garments. Instead this population wishes to gain the skills necessary to work in the industry as a purchaser, entrepreneur, etc. Business skills are thus important along with the contextual information for understanding the history and nature of Fashion Design.

2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty will need to hold one of the following degrees to teach in this degree: PhD in Fashion Design, MFA in Fashion Design, MBA, PhD Fashion Merchandising and Textile Management
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
Full-time faculty will offer 50% of the course work required for the degree.
- Expectations for professional activities, special student contact, teaching/learning innovation.
NA

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3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
80
- Percent of full time and part time enrollment by the end of five years.
75% full time and 25% part time.

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation. We anticipate 10 graduates at three years and 15 graduates at five years after implementation.
- Special skills specific to the program.
NA
- Proportion of students who will achieve licensing, certification, or registration.
NA
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
The university has recently revised its Institutional Learning Outcomes to support our institutional goals and has demonstrated commitment to meaningful assessment. This is the first year that data has begun to be gathered. Comparison of student achievement against national standards will be possible after a full four years of the new program that officially launches in the catalog of 2017-18. However, assessment data can be found since 2008-2009 archived here: <http://lindenwood.libguides.com/assessment>.
- Placement rates in related fields, in other fields, unemployed.
According to the Bureau of Labor Statistics, the job outlook growth rate is slower than average for Fashion Designers (3%) and Buyers and Purchasing Agents (2%).
- Transfer rates, continuous study.
Transfer rates for the degree cannot be measured at this time given the lack of data available and that this will be the only program in the region. Continuous study of student trends will be carried out by Academic Services, the school, and program.

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**

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The program has been approved by the Higher Learning Commission. No specialized accreditation is required.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys*.
The Office of Alumni Development surveys alumni annually and seeks a 90% satisfaction rate of recent graduates, and tracks those who have secured a position in their particular field within six months.
- Expected satisfaction rates for employers, including timing and method of surveys.
The Office of Alumni Development, as well as individual programs in the school, survey employers annually and seeks a 90% satisfaction rate of recent graduates who are now employed.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
The School already has a strong Fashion Design program and faculty who possess terminal degrees teaching within it. As well, the Plaster School of Business and Entrepreneurship is highly ranked and is well-equipped to assist in bolstering the business management and skills necessary to thrive in an entrepreneurial environment.