

Subject / 科目	
2011AY Curriculum	Field Study
2017AY Curriculum	APM Field Study
Eligible semesters to apply	3 rd ~7 th semester *Pls. refer to the Application Information for more info.
Program title	Fashion 101: Entrepreneurship, Production, and Business Management (CORTEZ, Michael Angelo A)

1. Program Title	Fashion 101: Entrepreneurship, Production, and Business Management															
2. Professor	CORTEZ, Michael Angelo A.															
3. Activity site	Metro Manila, The Philippines															
4. Academic Year	2018 Winter															
5. Subject	APM Field Study															
6. Language	English / [Language you may use in activity: English]															
7. Credits	4 <i>-Credits are not counted toward the maximum number of credits registerable per semester.</i>															
8. Overview	Fashion 101 takes students from the very design phase of fashion to production to eventual selling. Students will learn from Fashion Designers the design concepts and immerse in the production process. Things to consider are economies of scale, shelf life, seasonality, etc. Students will also get to experience the production phase where they will observe tailors and production rooms do couture and ready to wear fashion. Towards selling, the students will get to experience hands on how merchandising works in malls, client consultations, and bazaars. Finally, if time permits, students will get to experience fashion photography and a fashion show with Manila's top designers.															
9. Objectives プログラムのねらい	<ol style="list-style-type: none"> 1. To introduce fashion design to students 2. To infuse concepts on entrepreneurship 3. To illustrate production management techniques 4. To immerse on fashion merchandising and selling 5. To experience fashion activities such as photography and runway shows. 															
10. Participation Fee (Approx.) 参加費 (目安)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Item</th> <th style="width: 40%;">Amount</th> </tr> </thead> <tbody> <tr> <td>Transportation (Flight)</td> <td style="text-align: right;">¥59,800</td> </tr> <tr> <td>Accommodation</td> <td style="text-align: right;">¥60,000</td> </tr> <tr> <td>Transportation on site</td> <td style="text-align: right;">¥15,000</td> </tr> <tr> <td>Coordinate Fee</td> <td style="text-align: right;">¥5,000</td> </tr> <tr> <td>Honorarium</td> <td style="text-align: right;">¥10,000</td> </tr> <tr> <td style="text-align: right;">Total</td> <td style="text-align: right;">¥149,800</td> </tr> </tbody> </table> <p><i>[Fees not included]</i></p> <ul style="list-style-type: none"> ➤ Visa application & its related fees (if applicable) ➤ Overseas travel insurance & J-TAS (mandatory) ➤ Ground transportation in Japan ➤ Immunization (optional) 		Item	Amount	Transportation (Flight)	¥59,800	Accommodation	¥60,000	Transportation on site	¥15,000	Coordinate Fee	¥5,000	Honorarium	¥10,000	Total	¥149,800
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11. Recommended qualifications	Students should have the passion for fashion. The professor will accept students who have the potential to be fashion designers and retailers.															

knowledge 履修の目安	Students should have basic knowledge of entrepreneurship, production, accounting and marketing.		
12. Standard of Completion 到達目標	1. Attendance and active participation for all activities. 2. Business plan (written report) at the end of the course.		
13. 授業方法 Teaching Method	1. Classroom teaching. 2. Consultations with experts. 3. Observation of production rooms. 4. Experiential learning from merchandising. 5. Immersion on business events and activities. <i>[Environment and Method to implement Multicultural Cooperative Learning]</i> We will balance the multicultural lineup of students to maximize multicultural learning. We encourage students from various nationalities to enroll. With student interaction with fashion designers, they will appreciate different cultures and how it plays an important role in fashion design and businesses.		
14. Schedule スケジュール	[Pre-Lectures]		
	Wed., Dec. 5 th (4 th period)	Introduction	Fashion Business Concepts
	[Practicum]		
	Sun., March 10 th	Departure from Fukuoka to Manila	
	Mon., March 11 th	Lecture on Fashion Business	Fashion Design, Accounting, Production, Merchandising
		Research on Fashion Business	Students research on the concepts learned
	Tue., March 12 th	Field trip to production houses	Observation of the production processes
	Wed., March 13 th	Field trip to merchandising operations	Observation of inventory management and sales
	Fri., March 15 th	Field trip to fashion school	Introduction to School of Fashion and the Arts
	Sat., March 16 th	Meeting with fashion designers	Social meetings with Fashion designers and interviews
	Sun., March 17 th	Field trip to modelling agencies	Immersion on model management and selection
		Fashion photography	Actual photography shoot for fashion
	Mon., March 18 th	Fashion Show or Pageant	Actual fashion show or pageant
	Tue., March 19 th	Report Writing	
Wed., March 20 th	Case Presentation		
Thu., March 21 st	Departure from Manila to Fukuoka		
[Post-Lectures]			
Tue., March 26 th (4 th period)	Wrap-up session		
15. 成績評価方法 Method of Grade Evaluation	Attendance 50% Active Participation 20% Business Plan 30%		

16. Requirements for Students. 学生への要望事項	Students must have the following: <ul style="list-style-type: none"> ➤ Interest in fashion businesses and retailing ➤ Exhibit creativity ➤ English language proficiency ➤ Interpersonal communication skills <p>Write an essay how this field study can help their career.</p> <p><i>-When going abroad, it is necessary for participants to purchase an international insurance and a flight ticket designated by the university from the date of departure until the date of return to Japan. The Academic Office will contact individual students once their participation is confirmed.</i></p>
17. Textbook /教科書	
18. Further readings 参考文献	
19. Others / 上記以外	To be held in coordination with School of Fashion and the Arts, Manila, Philippines Featuring the following fashion designers: <ol style="list-style-type: none"> 1. Ditta Sandico 2. Ulysses King 3. Richard Papa 4. Mark Tamayo
20. Notes/その他	No. of students required: 15 maximum Minimum No. of participants: 5 minimum Hazard Information Level: Level 1