

**Wollo University**  
**Kombolcha Institute of Technology**  
**School of Textile, leather and Fashion Technology**  
**Fashion design Program**

<b>coures</b>	
Title	Entrepreneurship for Fashion Designers
Code	Fdes 4172
ECTS	2
Manager	
Instructor	Tewodros Tenagne
Target	4 <sup>th</sup> year fashion design
Lecture Hrs	Friday morning
Tutorial Hrs	

<b>Instructor</b>	
Name	Tewodros tenagne
Office location	Behind ICT bldg office No 304
Email	designertewodros@gmail.com
Phone No	0968988001
Consulation Hrs	Monday 8:00 - 11:00 Thursday 8:00 – 11:00
Do not hesitate to come at any time if I am available in my office out of the indicated time line	

**Course objectives: -**

The course is intended to equip the student with:

- entrepreneurial skills, the setting up of SSI's, market evaluation;
- Knowledge and skill for the description of manufacturing, processes, machinery requirements, system design of SSI;
- Ability for identification of small industry and product market

# Course guide book for **Enterprenership for fashion designers**

<b>Week</b>	<b>Content</b>	<b>Activity</b>
1 & 2	<ul style="list-style-type: none"> <li>➤ Introduction to Entrepreneurship:               <ul style="list-style-type: none"> <li>✓ Local and global business environments.</li> <li>✓ Key Aspects of Launching Entrepreneurial Business Ventures:</li> <li>✓ Marketing research;</li> <li>✓</li> </ul> </li> </ul>	Discussion
3,4,5	<ul style="list-style-type: none"> <li>✓ Human resources; Sales and revenue projections;</li> <li>✓ Business plans; financing options; marketing; Legal issues.</li> </ul>	Quiz 1
6,7,8	<ul style="list-style-type: none"> <li>✓ Managing an Ongoing Business Venture:</li> <li>✓ Sales and revenue projections; Marketing; Information technology; Financial analysis;</li> </ul>	Presentation by students
<b>Mid exam</b>		
9	<ul style="list-style-type: none"> <li>✓ Human relations management; Social and ethical aspects.</li> </ul>	Discussion
10,11,12,	<ul style="list-style-type: none"> <li>❖ Iternative Approaches to Starting a New Business Venture:               <ul style="list-style-type: none"> <li>✓ Startup from scratch; Buy-outs; Franchises; Advantages and disadvantages of alternatives.</li> </ul> </li> </ul>	Team presentation
13,14	<ul style="list-style-type: none"> <li>✓ Preparation of a Business Plan</li> <li>✓ Sources of Start-up and Growth Debt and Equity Capital</li> </ul>	
<b>Final exam</b>		

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## **Assessment/Evaluation & Grading System:-**

<b>Lecture Part (Weight 100%)</b>	
Mid-Term Examination	<b>30 %</b>
Assignment	<b>10 %</b>
project	<b>20 %</b>
Final Examination	<b>40 %</b>
<b>Total</b>	<b>100%</b>

## **Course policy:-**

All students are expected to abide by the code of conduct of students throughout this course. Academic dishonesty, including cheating, fabrication, and plagiarism will not be tolerated and will attract disqualification of marks or values. It is expected from students to do all the assignments they are supposed to accomplish. Students are required to submit and present the assignments provided according to the time table indicated. Teachers give directions and instruction about assignments and other responsibilities of students. The mode of delivery shall encourage active participation of students. If students miss more than 85% of the class attendance, they will not sit for final exams.

Class activities will vary day to day, ranging from lectures to discussions. Students are appreciated to ask any question at any moment in class and during consultation periods. Cell phones **MUST** be turned off before entering the class as they are disruptive and annoying to the class.

## **Reference books for the course:-**

- ✦ Timmons and Spinelli, New Venture Creation: Entrepreneurship for the 21st Century, 6th edition, McGraw-Hill/Irwin, New York, 2004.
- ✦ Allen, Kathleen R., Growing and Managing an Entrepreneurial Business, 1st Edition. . Houghton-Mifflin Company, 1999. Pradip Mehta & S.K. Bhardwaj 'Managing Quality in Apparel Industry'

### **Approved by**

Department head

Name

Ashenafi . T

Student Advisors

Instructor

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Signature

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Signature

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Date

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Date