

# FASH 197: Fashion Entrepreneurship

Explore the conceptualization and development of a fashion-related business through the creation of a comprehensive business plan and participation in related entrepreneurial activities. Review case studies to gain a deeper understanding challenges and successes in entrepreneurship. Assess person attributes needed for entrepreneurs.

**Credits:** 3

**Prerequisites/Permissions:**

FASH 004, FASH 174, FASH 187, and FASH 193, or instructor permission. Art majors only.

**Program:**

## Fashion