

ENTREPRENEURSHIP IN FASHION

CO-TAUGHT BY Asst. Professor Susan Becker, School of Art & Design and Jeff Kurtz, Gies College of Business

Entrepreneurship in Fashion: From Concept to Consumer is an interdisciplinary hybrid course that introduces students to the process of launching a fashion brand—from initial idea to consumer-ready product. Each module addresses key questions and decisions in the entrepreneurial journey, including customer identification, mission development, business planning, product design and production, branding, public relations, and sales strategy. The course culminates in a Shark Tank-style pitch, where teams present their brand concepts to a panel of industry experts for mock funding. No prior experience in fashion or business is required. Required in-person sessions will be in Classroom 1000 in Siebel Center for Design on September 2, September 16, September 30, October 14, October 28, November 11, December 2, and December 9 from 6:00-7:50PM.

ARTS 499 / BADM395

CRN 63281

HYBRID

8 IN-PERSON SESSIONS

T/TH 6-7:50PM

