

FASH 100
INTRODUCTION TO THE FASHION INDUSTRY
SYLLABUS, SPRING 2026

1. Course Basics

Course Name: Introduction to the Fashion Industry

Course Prefix: FASH 100

Course Section: Section 801

Course CRN: 48441

Course time: Asynchronous

Location: Online, CANVAS

2. Instructor Information

Instructor: Dr. Diana Saiki

Department: Applied Business Studies

Program: Fashion Industry Studies

Office: AT 206E

Phone: 5-2293

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Office hours: M, W 12-2 AT 206E. Feel free to stop by if I am in my office or set up an appointment with me. You can also make an appointment with me on zoom.

3. Course Information

Course Content: A survey of the business of fashion through design, manufacture, distribution, and promotion.

Course Prerequisite: None

Course Objectives: Following successful completion of the course, the student will be able to:

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- Describe the interrelationship of the areas of the fashion industry
- Demonstrate the principles, dynamics, and nature of fashion and consumer fashion demand
- Describe the fashion system
- Describe fashion theories as they relate to dress and the individual
- Identify fashion products and services
- Use correct fashion terminology for the written and oral communication of fashion ideas, products, and information
- Demonstrate awareness of technology used in the fashion industry

- Identify current issues in the fashion industry, such as sustainability
- Identify career opportunities in the fashion industry

Course Modality/Format. This class will be an asynchronous online course. Asynchronous means students will complete their work and listen to the lecture at different times and on different days of the week. The course is mainly taught with lectures supplemented by online discussion, activities, presentations, and projects. Students will complete short activities weekly. Every week or two weeks, students will take a proctored quiz on the subject. A larger assignment will be due at midterm and at the end of the term (see course schedule).

Course Content:

- What is fashion?
- Terminology and definitions
- Fashion Theory
- Consumer
- Textiles and Design
- Production
- History and progress of manufacture
- Manufacturing procedures
- Foreign production
- Careers in production
- Distribution
- Channels of distribution
- Nature of retailing
- Classification of retailers
- Careers in distribution
- Promotion
- Display
- Advertising
- Publicity
- Special events

Course Rationale: Provides students with the opportunity to explore the fashion industry to acquire knowledge of procedures and career possibilities within each facet. Understanding the dynamics and nature of fashion, fashion theories.

4. Course Materials

Texts:

Diamond, J., & Diamond, E. (2013). *The world of fashion*. Bloomsbury Publishing: New York.

Reilly, A. (2020). *Introducing fashion Theory*. Bloomsbury Visual Arts: New York.

Other Sources

Stone, E. & Farnan, S. A. (2018). *The Dynamics of Fashion*. Bloomsbury Publishing: New York

CANVAS:

Copies of the syllabus, assignment descriptions and submission pages, exam links, study guide pages, and course related announcements are available on CANVAS at website: <https://bsu.instructure.com/>

5. Course Assignments and Assessments

Assignments: Throughout the course, students will complete two projects. A full description of each assignment will be posted on Canvas at appropriate times during the semester. Assignment due dates will be made available with the assignment description. A preliminary schedule is detailed below. The due date will also be noted on the CANVAS course calendar.

Activities:

These activities will be designed to help you learn the material and to guide you through the class (e.g. select a company for your main project). This survey will be scheduled every two weeks (10 points).

Quizzes:

Each week, students will complete a proctored quiz. It will have set time limit. It will have multiple choice, true/false, and short answer questions.

6. Course Expectations and Policies

Assignment Late Submission Policy:

- a. Late assignments and labs will be accepted no more than one week after the due date.
 - All assignments are due by midnight EST/EDT time on the due dates indicated.
 - Late assignments will be reduced by 5% per weekday, starting after the class period in which the assignment was due and will **NOT** be accepted more than one week after the due date.
 - Turn in all assignments using Canvas. DO NOT submit assignments by E-MAIL. Assignments submitted by e-mail will not be considered “turned in,” so will not be graded.
 - All assignments should be submitted as Word documents with extensions of .doc or .docx unless otherwise indicated in the assignment description.
 - If you have technical problems submitting assignments on Canvas, notify the help desk, link <http://cms.bsu.edu/About/AdministrativeOffices/HelpDesk.aspx> and send an e-mail to Dr. Saiki specifying the problem
- b. **Quizzes:** Complete all quizzes with the module assigned that week. There will be two make-up days for quizzes (midterm and last day of class). If you miss these opportunities, only in extreme cases or excused absences will make-up quizzes be allowed.
- c. **Activities:** Activities are to be completed with the module assigned. The activities will serve as “attendance.” If you have any concerns regarding completing the module activity, please let me know.

Assignment Submission Policy:

- Assignments should be submitted in the file that it is made (e.g. word, powerpoint).
- Assignments, unless otherwise indicated, should be submitted on CANVAS using the assignment link in the module.

Attendance:

Faculty are required to establish attendance policies for their courses and to communicate these policies in their course syllabi. In some cases, faculty may be asked to provide the last date of attendance for a student in association with a financial aid requirement.

Students are expected to review course syllabi regarding absence guidelines and follow those guidelines. Course attendance policies must be consistent with University policy. The University has a number of specific policies regarding student absences that are housed within different areas. [Explore Ball State course attendance policies.](#)

As an online course, regularly completing module activities will serve as attendance. The activities are assigned point values; however, there are no direct attendance points. This attendance will be included in the university's reporting.

Communication Policy: Announcements and class messages/reminders will be sent to you through CANVAS announcement board and class e-mail. Make CANVAS accessible by setting the e-mails/announcements distributed to your e-mail, checking the site frequently, downloading the app, and/or set messages to your phone.

Engagement Expectations: To support a respectful and engaging academic community that encourages the free exchange of ideas and civil discourse, we will follow these ground rules:

- **Respect different perspectives.** Share your ideas and let others share theirs.
- **Challenge ideas, not people.** Disagree respectfully. No personal attacks or put-downs. Focus on exploring ideas critically and constructively.
- **Listen to understand.** Stay curious, ask questions to understand, and give others space to speak.
- **Assume good intentions.** Approach discussions with curiosity and compassion.
- **Keep it private.** What is shared in class stays in class. Do not share others' words or work without permission.
- **Be respectful.** Avoid hurtful language, stereotypes, or content that may demean others. Keep feedback constructive.

Feedback Policy:

- I will respond to email from your official Ball State email address within 24 hours during week days (Monday-Friday) and within 48 hours on the weekend. If you have not heard from me within this period, please send the e-mail again.
- Quizzes will be graded within a week of the due date.
- Assignments will be graded within 5 business days of submission
- Days absent and any points deducted will be recorded once a week.
- Contact me directly if you have questions or concerns about your performance in class.

Grading Policy:

- It is my policy that appropriate evaluation of your academic performance is an integral part of your learning experience.
- In the absence of mistakes, fraud, bad faith or incompetence, I will be the key decision-maker on the assignment of grades.

Participation Expectations:

- This course is designed with weekly activities, and other forms of regular collaboration and communication.
- It is recommended that you log into your Canvas course 3 to 4 times a week and check your official Ball State email account daily to view announcements and prepare for class.
- Complete all assignments and quizzes by the stated due dates.

7. University Policies and Statements

University Statement:

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse. If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible.

Disability Statement

If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's [Disability Services Office](#) coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

Freedom of Expression:

In this course, we are committed to fostering a learning environment that values intellectual diversity, encourages free expression, and promotes open inquiry. As members of the Ball State Community, we treat each person in the Ball State community with civility, courtesy, compassion, and dignity and respect and learn from differences in people, ideas, and opinions. Please review Ball State University's [Statement on Freedom of Expression](#), the resources on Ball State's [Freedom of Expression webpage](#), and [Ball State's Beneficence Pledge](#).

Title IX

Ball State University is committed to providing a safe and inclusive learning environment for all students. If you or someone you know has experienced sexual harassment—including sexual assault, dating violence, domestic violence, or stalking, please know that you are not alone. The University offers support services and resources. For more information or to report an incident, please visit bsu.edu/titleix or contact the Title IX Coordinator at 765-285-1545 or at titleix@bsu.edu

As your instructor, I am a mandatory reporter under the Title IX policy and required to report any information I receive about possible sexual harassment. This includes information shared in class discussions, assignments, or private conversations.

What happens after I report? The Title IX Coordinator will email the person who experienced sexual harassment (complainant) and invite them to schedule a meeting. If the complainant **chooses** to meet with the Title IX Coordinator,

- Title IX Coordinator will offer supportive measures (e.g., counseling, extensions on deadlines, course-related adjustments, changes to work or class schedules, and/or referrals to campus offices), review the policy, and discuss options to move forward.
- If a complaint is filed by the complainant or the University, an investigation will begin following University policy.

University Grade Appeal Policy:

If you believe you received a final course grade that does not reflect your performance due to fairness or a procedural issue, you have the right to file an appeal within 5 school days after final grades are posted by the Office of the Registrar. Review the [University Grade Appeal Policy and Process.](#)]

Student Academic Ethics Policy:

Honesty, trust, and personal responsibility are fundamental attributes of the university community. Academic dishonesty and other forms of academic misconduct threaten the foundation of an institution dedicated to the pursuit of knowledge and will not be tolerated. To maintain its credibility and reputation, and to equitably assign evaluations of scholastic and creative performance, Ball State University is committed to maintaining a climate that upholds and values the highest standards of academic integrity. Visit the VPAA's [academic integrity website](#) (Students tab) for resources on understanding academic integrity, citing sources properly, and avoiding inadvertent academic dishonesty. To learn about BSU's academic integrity expectations and students' rights, please read the University [Student Academic Ethics Policy](#).

Academic integrity violations include giving or receiving an unfair academic advantage (cheating), presenting someone else's ideas or work as your own (plagiarism), and falsifying academic records. Unless otherwise indicated, you must work independently by yourself. Check with me if you are unsure whether something constitutes academic dishonesty. Examples of academic integrity violations include but are not limited to:

- Using resources not authorized by the faculty member (including devices, AI tools, hidden notes, and open books)
- Using commercial study websites to find answers to graded assignments (Chegg, Course Hero, StudyPool, OneClass, etc.).
- Without the instructor's written permission, giving away, buying, or selling graded assignments class notes, exams, study guides, or other course materials to other students or to third-party vendors (Course Hero, Chegg, 24HourAnswers, etc.).
- Working with another person on any assignment other than authorized group projects.
- Sharing or allowing others to access your files, whether done with permission or not.
- Reusing your own work from another semester, course, or section.
- Sharing answers with others during exams (passing notes, texting, whispering, gesturing)
- Discussing exam questions and answers with students who have not taken the exam.

- Soliciting others to complete work for you.

Generative AI Statement:

All work conducted and/or submitted in this course must be your own, completed in accordance with the Ball State University's [Student Academic Ethics Policy](#). You may not collaborate with or make use of ChatGPT or any other generative AI applications at any time to develop materials submitted in this course. [Indicate your expectations regarding the use of applications with AI built-in features].

8. Student Support Services

The Learning Center

The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State. Students can make appointments for online (Zoom) or in-person (NQ 350) appointments. To make an appointment, visit myballstate.bsu.edu and click on “Navigate” in the Academic Tools section, or just go directly to bsu.navigate.eab.com.

Testing accommodations for students with disabilities are available for students who have received the appropriate documentation from Disability Services. Tests may be administered in the Learning Center. Supplemental Instruction is available in select courses. If you have an SI leader for your course, that person will provide students with information the first week of school regarding weekly study sessions. For more information about Learning Center programming, visit bsu.edu/learningcenter or call 765-285-1006. Follow us on Instagram: [BallStateLC](#).

The Writing Center

All writers improve with practice and feedback, so as a student in this course, you are encouraged to use the Writing Center (in Robert Bell 295 during weekdays, Bracken Library First Floor West in the evenings, or online during any of our regularly scheduled hours) to get additional feedback on your writing.

The Writing Center offers free planning, feedback, and accountability sessions (in person and online) to all students composing essays, reports, reflections, research projects, web content, lesson plans, slideshows, poster presentations, resumes, and other digital or print texts. To schedule a free appointment to discuss your writing, go to bsu.edu/writingcenter. Online and in-person appointments are available; however, plan ahead because appointments book quickly!

The Basic Needs Hub

If you are having difficulty affording enough food, do not have a safe and reliable place to sleep, and/or experiencing an emergency or crisis, help is available through the [Basic Needs Hub](#). The Basic Needs Hub has information, resources, and provides individualized support to students. To talk with a supportive staff member about your experience, receive one on one assistance, or learn more about resources, you can submit a [Basic Needs Assistance Form](#).

The Counseling Center

The Ball State University Counseling Center offers free and confidential services to all students. The

Counseling Center is located in Lucina Hall, Room 320. To schedule an appointment, you can contact us at 765-285-1736. Ball State also offers a 24/7 Crisis Line, which can be reached at 765-285-HOPE (4673). The Crisis Line is a mental health resource for those who are struggling with any mental health concerns, including thoughts of self-harm and/or suicide.

At the Ball State Counseling Center, we see students for a variety of reasons, some of which include homesickness, relationship concerns, anxiety, and depression. At your first appointment, you will work with a therapist to create a plan that will connect you with resources that best fit your needs. We assist students with getting connected to therapy at our Center as well as connecting students to self-help resources, other on-campus resources, and community-based resources. All Ball State students also have access to several on-demand, self-help resources through a variety of different platforms. All of these resources, including a direct link to our website, can be found [here](#).

The Speaking Center

The [Speaking Center](#) is a free resource available to all members of the BSU community wanting to improve their public speaking abilities. We offer personalized coaching designed to help you become a more confident and effective speaker. Our trained coaches provide constructive feedback and support throughout the entire speech preparation process, whether you are in the early stages of brainstorming ideas and organizing your thoughts, or you need to practice your delivery and refine your message.

The Center is in the David Letterman Communication and Media Building, room 302. To schedule an appointment, please access us through your Navigate app or use this [direct link](#) to sign up for a time. Appointments are available both in person and on Zoom. Appointments are available in person, on Zoom, and in virtual reality (VR) for those interested in practicing in an immersive speaking environment.

9. Canvas and Student Privacy

Canvas Accessibility

Canvas provides a user experience that is easy, simple, and intuitive. Special attention has been paid to making Canvas screen-readable. The Rich Content Editor encourages users to create accessible content pages (i.e. text formatting is accomplished using styles). Canvas is designed to allow limited customization of colors and schemes to be accessible for all users. The National Federation of the Blind granted Canvas the Gold Level Web Certification in 2010.

Find more information by visiting the [Canvas Voluntary Product Accessibility Template \(VPAT\)](#).

FERPA and Privacy

As a student, your educational records are considered confidential. Under FERPA (Family Educational Rights and Privacy Act), your records are confidential and protected. Under most circumstances, your records will not be released without your written and signed consent. However, some directory information may be released to third parties without your prior consent unless a written request to restrict this is on file. You can learn more about student rights to privacy by reading [Ball State's FERPA and Privacy and Protection](#).

Plagiarism Detection

The campus subscribes to Turnitin, a plagiarism prevention service, through Canvas. You may need to submit written assignments to Turnitin. Student work will be used for plagiarism detection and for no other purpose. The student may indicate in writing to the instructor that he/she refuses to participate in the plagiarism detection process, in which case the instructor can use other electronic means to verify the originality of their work.

Academic misconduct: Ethical behavior is an important part of the business world and is expected in the academic environment as well. Acts of academic dishonesty include, but are not limited to, cheating on exams, copying the work of others and claiming it to be your own, submitting your work from a different class, having another person sign the attendance sheet for you on a day you did not attend class, and helping another cheat. Violations will be subjected to failure of that aspect of the course

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- I will grade quizzes within a week of taking it
- I will grade assignments within 5 business days.
- Days absent and any points deducted will be recorded once a week.
- Contact me directly if you have questions or concerns about your performance in class.

Participation Policy:

- This course is designed with lecture, discussion, and other forms of regular collaboration and communication.
- In class it is expected that you participate in these activities.
- Participation includes taking notes on material covered in class.
- Complete all assignments, quizzes and any other activities by the stated due dates..
 - Making fraudulent or dishonest statements regarding your work.
 - Soliciting others to complete work for you.
 - Posting course files and resources on study or content sharing websites.

Special needs: If you need course adaptations or accommodations because of a disability, please contact me as soon as possible. Ball State's Disability Services office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

10. Course Schedule

See CANVAS course site for the course schedule

11. Subject to Change Statement

This syllabus is subject to change in the event of extenuating circumstances.