# FAID Merchandising and Entrepreneurship Course No. 30112 Credit: 0.5

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| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Fashion, Apparel, Interior Design (19.0999)

Course Description: **Technical Level:** Interior and Textile Merchandising is a course that centers upon the merchandising of interior and textile products in a variety of settings. Topics include exploring cycles, trends, and style as well as the techniques in coordination, promotion, display and sales of interior and textile items. Basic management and entrepreneurship will be introduced as will the relationship of the skills to set and exhibit design.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Analyze business practices within the fashion, apparel and interior design industry.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Identify quality customer service indicators. |  |
| 1.2 | Analyze the considerations necessary when working with culturally diverse clients. |  |
| 1.3 | Investigate common methods of promoting FAID services. |  |
| 1.4 | Analyze influence of mark up, mark down, cash flow, pricing custom work, staffing costs and overhead on profit margin. |  |
| 1.5 | Critique merchandising layout and strategies for effectiveness in meeting target client needs. |  |

## Benchmark 2: Analyze merchandising and entrepreneurship in fashion, apparel and interior design applications.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Understand human needs vs wants and impact on merchandising products and developing new products. |  |
| 2.2 | Analyze the role of professional organizations in offering entrepreneurship support. |  |
| 2.3 | Illustrate use of color in merchandising and sales (both in store theme and product displays). |  |
| 2.4 | Analyze layout, traffic flow, and sales enhancement strategies in fashion or interior décor project business stores. |  |
| 2.5 | Demonstrate ability to select fibers for best application as determined by consumer need, trend, form and function. |  |
| 2.6 | Analyze a basic business plan. |  |
| 2.7 | Critique types of businesses (e.g. franchise, independent owner, and corporation) and entrepreneurship options. |  |
| 2.8 | Analyze the role of entrepreneurship in addressing innovation and trends, and meeting niche needs. |  |

## Benchmark 3: Demonstrate technical knowledge and skills related to merchandizing and entrepreneurship used in fashion and apparel.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Generate a store design and merchandising plans that takes into consideration energy conservation, and needs of diverse audiences and price points. |  |
| 3.2 | Demonstrate visual display skills utilizing design elements and principles effectively. |  |
| 3.3 | Analyze the need for sales to move product and free cash flow. |  |
| 3.4 | Demonstrate abilities to merchandize projects to meet a variety of target audiences. |  |

## Benchmark 4: Develop career readiness in the fashion, apparel and textile industry.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Participate in civic/community leadership and teamwork opportunities to enhance customer relation skills (i.e. FCCLA). |  |
| 4.2 | Interpret directions to appropriately use tools, follow procedures and establish foundational industry work habits. |  |
| 4.3 | Create a reference of reliable sources of information (informational texts, internet, and/or technical materials) to review and apply in completing design or production assignments. |  |
| 4.4 | Develop personal goals and objectives, including prioritizing tasks to be completed using timelines and time management knowledge and skills to improve workflow and meet deadlines. |  |
| 4.5 | Generate new and creative ideas to solve problems by brainstorming possible solutions in lab settings. |  |
| 4.6 | Compare and contrast the cost of doing business across price points (e.g. constructing, manufacturing, altering, or repairing textile, apparel, and fashion products, how to set pricing for fashion design work). |  |
| 4.7 | Demonstrate safe work habits and procedures, including injury protocol, for reporting and handling accidents and safety incidents in a production lab (i.e. electrical equipment, use of technology, cutting tools, storage of equipment, first aid, etc.). |  |
| 4.8 | Demonstrate ability to communicate and resolve conflicts with a diverse classroom setting independently. |  |
| 4.9 | Manage personal work habits to accomplish assignments. |  |
| 4.10 | Create an electronic or physical portfolio for use in demonstrating knowledge, skills and experiences to include evaluations of garments, product samples, floor plans and pictures of completed work. |  |
| 4.11 | Communicate fashion, apparel, textiles, and interior design knowledge to others. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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