Course: BF 32 Product Development  
Term: Fall 2021  
Instructor: [ Aufkleber]  
Email Address: [ Aufkleber]  
Cell Phone: [ Aufkleber]  
Office Hours:  
*I will respond to your inquiries within 24 hours of receipt.*

Course Materials:  
ePDF: 978-1-5013-1542-8  
WWD  
BOF  
Windowswear.com  

Synchronous Course Room: Thursdays 1:15pm-2:45pm  
All instruction will take place in Black Board.  
Course Technologies: Word, Power Point and familiarity with Black Board online and BB App.  
Student Black Board Support Email: helpdesk@students.kbcc.cuny.edu (M-F 8am-6pm)  
By phone: 718.368. 6679.  
Please utilize the Writing Center in editing your first revisions for the Final Project Essay.  

Course Description:  
Introduction to the concepts and methods by which retailers create special, store-branded merchandise for targeted customer segments. The process from product research through development and distribution is studied.  

Learning Outcomes:  
Students will learn: terminology of product development, the stages of the product development process, and the different components of product development. We will also engage in identifying market segments as they will determine what product may be developed. The global realities in a Pandemic world will be explored as well as conversations on ethical behavior and its impact on product development as studied through sourcing and supply chain, off-shore vs. domestic production.  

Instructional Methods  
Course Room Discussions: You will be held accountable for ALL reading assignments which are necessary to participate in our discussions. This participation is worth 10 points and is expected in a synchronous class.  
Discussion Boards: There are four (4) Discussion Boards that deal with topical issues from the global world of fashion during the semester. They each have an opening date and a close date. Each one is worth 5 points for a total of 20. There must be two (2) submissions for each Board. You will first write
your reaction to the article and will then react to the post of a fellow classmate. Each post must reflect an opinion of agreement or disagreement. Your posts must be specific.

**Page two**

**Online Journals**: There are three (3) online journals that share a global look at supply chain realities, the ongoing question of sustainable fabrics, and the notion of block chain management in the luxury goods sector. I am looking for your opinion and creativity in responses. This is NOT about form, but content. Each journal has an opening and close date.

**Mid-Term**: A comprehensive exam of work covered in Chapters 2, 3, 4, 6, 8. I will offer FIVE questions from which you will choose three. The questions will be offered to you in advance so you can prepare your answers in advance.

**Final Project**: This project represents a chance to show me what you have learned in a mock “product development” presentation. It is **worth 40 points** and consists of a Power Point presentation and a written essay. You will want to give this your attention.

**Museum Visits**
Visits to local NYC museums will be scheduled as appropriate

**Course Outline**

**Week One 9/9** The Role of Product Development in the Apparel Supply Chain  
Due today: Review of Course Outline and Final Project  
Chapter One: The Role of Product Development in the Supply Chain  
**Discussion Board 1: “Ethical Supply Chain”**  
Assignment: Read Chapter Two  
Email me your response to “How you would define an ethical supply chain?” by 6PM today.

9/16: **NO SCHEDULED CLASS** (you will complete the assigned work before next class)  
Planning for Success  
Due today: Chapter Two: Planning for Success (I will record my chapter notes in BB)  
Assignment: **Read** Chapter Three  
Read attached articles on Rana Plaza Fire

**Week Two 9/23**: Consumer Markets  
Due today: Chapter Three: Consumer Markets  
Chapter Two: Planning for Success (your questions)  
Class Discussion: What are the lessons to be learned from Rana Plaza?  
Assignment: **Read** Chapter Nine  
*Online Journal #1 RANA PLAZA (opens 9/19 closes 9/29)*

**Week Three 9/30**: Sketch to Hanger  
Due Today: Chapter Nine: Translating Concept  
**Discussion Board 2: Techno Energy infuses Fashion**  
Assignment: **Read** Chapter Four  
Attend Christian Dior Exhibit-Brooklyn Museum—*a great opportunity!*
**Christian Dior: Designer of Dreams**

*September 10, 2021–February 20, 2022 Students 13+ $16 w/valid ID.*

The New York premiere of the exhibition *Christian Dior: Designer of Dreams* traces the groundbreaking history and legacy of the House of Dior. The exhibition brings to life Dior’s many sources of inspiration—from the splendor of flowers and other natural forms to classical and contemporary art. With objects drawn primarily from the Dior archives, the exhibition includes a vast array of over two hundred haute couture garments as well as photographs, archival videos, sketches, vintage perfume elements, accessories, and works from the Museum’s collection.

200 Eastern Parkway  
Brooklyn, New York 11238-6052  
Subway: Eastern Parkway/Brooklyn Museum  
information@brooklynmuseum.org  
718.638.5000

**Week Five 10/7:** Predicting the Future  
Due today: Chapter Four: Trend Forecasting  
Class Discussion of Christian Dior Exhibit  
Assignment: Read Chapter Six  
*Online Journal #2 Eco Textiles (opens 10/3 closes 10/13)

**Week Four 10/14:** Fabrication  
Due Today: Chapter Six: Fabrication  
Mid Term Review  
Discussion Board 3: Cotton Gets Conscious  
Assignment: Read Chapter 8  
Study for Mid-term Exam (Chapters 2, 3, 4, 6 & 9)

**Week Five 10/21:**  
Due Today: Chapter Eight: Line Development  
Mid-term (Chapters 2, 3, 4, 6) Opens 10/21 closes 10/28 6PM.  
Assignment: Read Chapter Eleven  
Email your chosen brand and outline for Final Project by 6pm today.

**Week Six 10/28:** A Product Development Perspective on Quality  
Due Today: Chapter Eleven: A Product Development Perspective on Quality  
Mid-term closes today at 6PM.  
Assignment: Read Chapter Twelve  
*Online Journal #3 Block Chain & Luxury (10/24 closes 11/3)

**Week 7 11/4:** Where does it come from?  
Due Today: Chapter Twelve: The Role of Sourcing
Discussion Board 4: Xiniang Cotton Crisis
Assignment: Read Chapter Thirteen
Page four

Read Article on Lanvin (in class discussion 11/11)

Week Eight 11/11: Workshop//Lanvin Discussion
Due Today: Final Project Revised Draft emailed to me by Friday 11/19 6PM.
Online workshop with Presentation Questions
Discussion of Lanvin article

Week Nine 11/18: How much can I get?
Due today: Chapter Thirteen: Pricing and Costing
Assignment: Work on Final Project-Final Revised Essays due next week

11/25 NO SCHEDULED CLASS (practice your final presentations)

Week Ten 12/2: FINAL PROJECT PRESENTATIONS (Group 1)
Group 1: Presentation 12/2 PP emailed to me 12/1 by 6PM.
1. [Redacted]
2. [Redacted]
3. [Redacted]
4. [Redacted]
5. [Redacted]
6. [Redacted]
7. [Redacted]
8. [Redacted]
9. [Redacted]
10. [Redacted]

Week Eleven 12/9: FINAL PROJECT PRESENTATIONS (Group 2)
GROUP 2: FINAL PROJECT PRESENTATIONS (PP’s emailed to me 12/8 6PM)
1. [Redacted]
2. [Redacted]
3. [Redacted]
4. [Redacted]
5. [Redacted]
6. [Redacted]
7. [Redacted]
8. [Redacted]
9. [Redacted]

Written Final Revised Essays emailed to me by Saturday 12/11 6PM.

Week 12 12/16:
Due Today: Closing Remarks (All must attend)
A look back at “how would you define an ethical supply chain” from Week One. Please prepare a response as we end the semester to share in class and compare to your initial definition.