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CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

APP-3/19/96

Sen App - 4/2/96

I. CONTACT

Contact Person Mary E. Swinker Phone 2336

Department Human Development & Environmental Studies

II. PROPOSAL TYPE (Check All Appropriate Lines)

FM 357 COURSE Global Issues
Suggested 20 character title

New Course * FM 357 Global Issues in Textiles & Apparel
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

_____ New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: Major Minor Track

New Program * _____
Program Name

Program Revision * _____
Program Name

Program Deletion * _____
Program Name

Title Change _____
Old Program Name

III. Approvals (signatures and date)

[Signature] 4-17-95
Department Curriculum Committee

[Signature] 4/17/95
Department Chair

4/24 [Signature]
College Curriculum Committee

_____ College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

Part IV. COURSE PROPOSALS**A. New courses**

1. FM357 Global Issues in Textiles and Apparel
 - b. Description of Curriculum Change
 - 1) New Syllabus of Record

CATALOG DESCRIPTION

FM357 Global Issues in Textiles and Apparel (3c-01-3sh)

Prerequisite: EC121 Principles of Economics I

The study of the global textiles and apparel industry with emphasis on the U.S. textile complex and the U.S. market within an international context.

- C. The International Setting (2 hours)
 - 1. The United States in the Global Trade Environment
 - 2. Country Groupings and Regions of Special Relevance to US Textiles and Apparel Production and Trade
 - 3. The Division between North and South
 - 4. Economics Systems
 - 5. Political Systems
 - 6. Economic and Political Systems related to Textiles and Apparel
 - 7. Cultural Environments

- D. The Global Textile Complex (4 hours)
 - 1. Historical Perspective
 - 2. Global Patterns of Development for the Textile Complex
 - 3. Global Patterns of Production
 - 4. Global Patterns of Employment
 - 5. Global Patterns of Consumption

- E. Global Patterns of Textiles and Apparel Trade (3 hours)
 - 1. Trade in Textiles
 - 2. Trade in Apparel
 - 3. Influences on Trade

- F. The US Textile Complex (3 hours)
 - 1. Major Segments of the Textile Complex
 - 2. Contributions of the Textile Complex to the US Economy
 - 3. Impact of Consumer Demand
 - 4. Challenges to the US Textile Complex
 - 5. Changes in the Textile Complex
 - 6. US Textile Complex in the International Market
 - 7. Foreign Investment in US Textile Complex

- G. The US Textile Industry (3 hours)
 - 1. Product Classification Systems
 - 2. Fiber Industry
 - 3. Textile Mill Products Industry
 - 4. Industry Segments That Produce Finished Products Other Than Traditional Apparel
 - 5. Textile Machinery Industry

- H. The US Apparel Industry (3 hours)
 - 1. Product Classification Systems
 - 2. Apparel Industry Overview
 - 3. Production
 - 4. Markets
 - 5. Employment
 - 6. Trade
 - 7. Footwear and Leather Products

- I. Textiles and Apparel Trade Policies (3 hours)
 - 1. Short-Term Arrangement (STA)
 - 2. Long-Term Arrangements (LTA)
 - 3. Multifiber Arrangement (MFA)
 - 4. MFA in Operation
 - 5. Controlling Imports through the Legislative Process
 - 6. Comprehensive Trade Legislation: The "Omnibus Trade Bill"
 - 7. Multilateral Trade Negotiations (MTN)
 - 8. Generalized System of Preferences (GSP)
 - 9. Canada-US Free Trade Agreement
 - 10. North American Free Trade Agreement (NAFTA)

- J. Structures for Facilitating and Managing Textiles and Apparel Trade (3 hours)
 - 1. "Official" Governmental Structures
 - 2. Special Interest Group
 - 3. Structures at the National Level: The US
 - 4. Structures in the EU and Canada

- K. The Interests of Industry and Labor in Textiles and Apparel Trade (1.5 hours)
 - 1. Adjustment Strategies
 - 2. Policy Strategies
 - 3. Arguments to Justify Policy Strategies for Special Protection
 - 4. "Level Playing Field"
 - 5. Unexpected Outcomes of Protection
 - 6. New Marketing Initiatives for US Textiles/Apparel Producers
 - 7. International Production and Marketing Arrangements
 - 8. International Marketing Considerations

- L. Interests of Retailers and Importers in Textiles and Apparel Trade (1.5 hours)
 - 1. Retail Sector
 - 2. Background on Channel Relationships
 - 3. Retailers and Imports
 - 4. Imports versus Domestic Buying
 - 5. Retailers Actively Seeking Domestic Merchandise
 - 6. Retailers and Textile Trade Policies
 - 7. Global Retailing

- M. Interests of Consumers in Textiles and Apparel Trade (1.5 hours)
 - 1. Consumer Textiles/Apparel Expenditure
 - 2. Consumer Gains from Textiles/Apparel Trade
 - 3. Consumer Perspective Related to Textiles/Apparel Trade Restraints
 - 4. Consumers' Lack of an Organized Voice

- N. Policymakers and Textiles/Apparel Trade (1.5 hours)
1. Textiles/Apparel Trade as a Special Problem
 2. Textile Trade and the US Political Process
 3. Congressional Textile Bills
 4. Textile Trade and the Global Political Process
 5. Reflections on Policymaking and Textile Trade
- O. Conclusions: A Problem with No Answers (3 hours)
1. The Dilemma
 2. Future Outlook for the Developing Countries in Textiles/Apparel Trade
 3. Future Outlook for Textiles/Apparel Trade Policies
 4. Developing an International Perspective
 5. Implications for Industry Professionals

NOTE: Two hours will be used for exams. Two and a half hours will be used for country reports and one and a half hours will be used for issue reports.

IV. EVALUATION METHODS

The final grade will be determined as follows:

- 60% Tests. Three tests (equally spaced throughout the semester) will be given. The tests may consist of multiple choice, true/false, matching, and short answer (20% each). The exams will test the students comprehension and application of major concepts addressed in the course.
- 10% Current Event. Students will report on eight current event articles. The report will be summarized on note cards (5 x 8) and may be presented orally to the class. The current event assignment will be evaluated on the relevance of the article and the student's understanding of the concepts presented.
- 15% Developed/Developing Country Report. Students will research a country (with instructors approval) and present the material to the class on day indicated in the syllabus. Students will examine the following aspects: economic status, population characteristics, labor force and wages related to textiles and apparel, imports and exports of textile goods, and scope of the textiles and apparel industry. Students will distribute to the class an outline of material to be presented and a bibliography. Students should have a minimum of five sources. The presentation should be limited to 15-20 minutes. The reports will be evaluated on the completeness of material presented, evidence of adequate research, and the understanding of material presented.

- 15% Textiles and Apparel Issue Report. Issues will be identified by the instructor and students will select and research an issue. Students will present the material to the class on the day indicated in the syllabus and distribute to the class an outline of the material to be presented and a bibliography. Students should have a minimum of five sources. The presentation should be limited to 15 minutes. The issue report will be evaluated on the depth and completeness of material presented.

Grading Scale:

90% - 100%	=	A
80% - 89%	=	B
70% - 79%	=	C
60% - 69%	=	D
59% & Below	=	F

V. REQUIRED TEXT

Dickerson, K.G. (1995). Textiles & Apparel in the Global Economy. Englewood Cliffs, NJ: Prentice Hall.

VI. SPECIAL RESOURCE REQUIREMENTS

None

VII. BIBLIOGRAPHY

Abowd, J. M., & Freeman, R. B. (Eds.). (1991). Immigration, trade, and the labor market. Chicago: University of Chicago Press.

Cline, W. (1987). The future of world trade in textiles and apparel. Washington, DC: The Institute for International Economics.

Cohen, A. (1989). Marketing textiles: From fiber to retail. New York: Fairchild Publications.

General Agreement on Tariffs and Trade (Annual). GATT International Trade (annual). Geneva: GATT.

Ghadar, F., Davidson, W. & Feigenoff, C. (1987). U.S. industrial competitiveness. The case of the textile and apparel industries. Lexington, Massachusetts: Lexington Books.

Standard and Poor's (Annual). Textiles, Apparel and Home Furnishings--Basic Analysis, and Apparel and Home Furnishings--Current Analysis.

United States Department of Commerce (Annual). Chapters on textiles, apparel, and leather. U.S. industrial outlook (year). Washington, DC: U.S. Government Printing Office.

World Bank (Annual). World development report. Washington, DC: World Bank.

HISTORICAL REFERENCES
(1984 or earlier)

Aggarwal, W. K. & Haggard, S. (1983). The politics of protection in the U.S. textile and apparel industries. In Zysman, J., & Tyson, L. (Eds.). American industry in international competition, (pp 249-312) Ithaca: Cornell University Press.

Sherman, J. & Hertz, E. (1979). Woman power in textile and apparel sales. New York: Fairchild Publications.

Stein, L. (Ed.). (1977). Out of the sweatshop. New York: Quadrangle.

Toyne, B., Arpan, J. S., Barnett, A. H., et al. (1984). World industry studies 2: the global textile industry. London: George allen & Unwin.

Woodruff, J. L. (Ed.). (1982). Handbook of textile marketing. New York: Fairchild Publications.

Yoffie, D. (1983). Adjustments in the footwear industry: The consequences of orderly marketing agreements. In Zysman, J., & Tyson, L. (Eds.). American industry in international competition, (pp 313-349) Ithaca: Cornell University Press.

Course Analysis Questionnaire

A. Details of the Course

- A1. This course will be offered as a major controlled elective for students in the B.S. Fashion Merchandising program. This course is not intended for inclusion in the Liberal Studies program.
- A2. This course does not require changes in any other courses or programs in the department.
- A3. This course is being offered as a Special Topic course listed as Economics of the Textiles/Apparel Industry during the Spring 1995 term.
- A4. This course is not intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at these institutions:

University of Akron: 7400:485/585 Seminar: Textiles and Apparel Industry (3 credits).

Ohio University: HETC 407 Textiles and Fashion Industries (4 credits).

The Ohio State University: TXTL & CLO 576 Textiles and Apparel Industry (3 credits). (This is an undergraduate course.)

NOTE: Complete catalog descriptions are on page 43.

- A7. The content of this course is not recommended or required by a professional society, accrediting authority, law or other external agency.

B. Interdisciplinary Implications

- B1. This course will be taught by one faculty member from the Fashion Merchandising area of the Human Development and Environmental Studies Department.
- B2. This course does not overlap with any other courses at the University.
- B3. One seat in each section of this course will be reserved for a student in the School of Continuing Education.

C. Implementation

- C1. No new faculty are needed to teach this course. One section of this course can be accommodated in M. E. Swinker's Spring semester teaching schedule each year. In order to accommodate the class, CS493 Internships (which was a three credit assignment) will not be the responsibility of Swinker. CS 493 Internships will be handled in each of the major program areas.
- C2. Other Resources
- a. Current space allocations are adequate to offer this course.
 - b. No additional tools or equipment are required
 - c. The department budget is sufficient to purchase supplies for this course.
 - d. Library holdings are adequate. Two important periodical sources Women's Wear Daily and Daily News Record are purchased by the department.
 - e. No travel funds will be needed to offer this course.
- C3. No grant funds are associated with this course.
- C4. This course will be offered once every year, usually in the Spring.
- C5. Only one section of this course will be offered at a time.
- C6. Forty students will be accommodated in this course.
- C7. No professional society recommends enrollment limits in this course.

D. Miscellaneous

No additional information is necessary.

Catalog descriptions of courses offered at other institutions:

University of Akron: 7400:485/585 Seminar: Textiles and Apparel Industry (3 credits). Defines the scope and challenge to the textiles and apparel industry in the global market. Examines theories, concepts and problems relating to the global trade of textiles and apparel products.

Ohio University: HETC 407 Textiles and Fashion Industries (4 credits). Economic factors influencing textiles and fashion industries treated in depth.

The Ohio State University: TXTL & CLO 576 Textiles and Apparel Industry (3 credits). Forces affecting the Textiles and Apparel industry and their impact on the economy and consumers.