Portland Community College
Fashion Design Certificate Program
Course Syllabus
The Business of Apparel Manufacturing
Fall 2006
by
Arsenio Alvarez
Course Title: The Business of Apparel Manufacturing  
Instructor: Arsenio Alvarez  
E-mail address: arsenio.alvarez@pcc.edu  
Location: Sylvania  
Room #: HT307  
Date & Time: Wednesday 6:30 to 8:50 PM

I. Course Description

Learn the general structure of the business of apparel manufacturing and its strategic functions including the activities involved to bring garments from concept to market.


III. Course Objective

Upon successful completion of this course, the student will be able to define appropriate apparel business terminology and explain the structure of the industry including:

1. Explain and use correct terms for the apparel business.  
2. Identify and explain the industries that provide the raw materials for the apparel industry.  
3. Explain and describe the activities from concept to market.  
4. Define and distinguish between manufacturer and retailer.  
5. Define and distinguish between agent and sourcing office.  
6. Define and distinguish between vendor and sub-contractor.  
7. Define and distinguish between Private Label and Brands.  
8. List the Federal mandated legal requirements.  
9. Identify who enforces U. S. import requirements.  
10. Identify trade associations.  
11. Identify trade shows.  
12. Identify low-wage producing apparel centers.  
13. Explain the reasons of trade regulations agreements governing apparel imports.
IV. Style of Teaching

Lecture presentations and visual materials.

V. Exams and Oral Presentation

1. Mid-Term
2. Oral Presentation
3. Final exam
4. No make-up Mid-Term, Oral Presentation or Final Exam will be given.

VI. Attendance

Attendance is mandatory. Students are responsible for signing the roll.

VII. Grading Scale

1. Eight Lectures (50 points each) = 400 points
2. Mid-Term = 200 points
3. Oral Presentation = 200
4. Final Exam = 200 points
5. Total Possible Points = 1000

VIII. Grading procedure

1. Pass = >70%
2. No Pass= < 69.9%
IX. Topic Course Outline

1. Session One
   A. Introduction to course
   B. History (Chapter 1)
   C. The Business of Apparel Companies (132-155)
   D. Structure
   E. Characteristics

2. Session Two and Three
   A. The Business of Textile Companies (Chapter 3: 84-126)
   B. Structure
   C. Characteristics

3. Session Four and Five
   A. Mid-Term
   B. The activities from concept to market
      (Chapter5, 6, 7,9)

4. Session Six
   A. Oral Presentations: Trade Associations
      Research an Apparel Trade Association and prepare an oral report of 2
      minutes explaining the following:
      i. Name
      ii. Mission
      iii. The segment of the industry they serve.
      iv. Type of services they provide.
      v. Examples: AAFA, TC², and A²TC²
   B. Product Integrity (Chapter 11: 430-432)
   C. Social Compliance
   D. Sourcing (Chapter 10)

5. Session Seven
   A. Oral Presentations: Trade Associations continued
   B. Federal mandated legal requirements
   C. U.S. Customs and Border Protection
   D. Trade Regulations

6. Session Eight
   A. Trade Shows
   B. Final Exam
X. About the Instructor

ARSENIO ALVAREZ

Background

Arsenio Alvarez joined Portland Community College (PCC) in July 2006, as an Instructor. In this role, he is developing and teaching Textiles Courses in the Fashion Design Program. Prior to joining PCC, Arsenio held a wide range of corporate assignments in the textile industry, including tenure at Columbia Sportswear, Nordstrom, Fruit of the Loom and Jasper Textiles.

Arsenio’s background includes Fabric Sourcing, Manufacturing, Materials Research, Product Integrity, and Technical Support and Wet Processing experience. Arsenio began his career at Fruit of the Loom, where he worked as a production supervisor and following his tenure at Nordstrom, he returned as the quality control manager. An additional manufacturing position included work as the Dyeing and Finishing Supervisor at Jasper Textiles. At Nordstrom’s, as a quality engineer he created and implemented product performance specifications and created and managed the color control program. At Columbia Sportswear, he utilized his technical expertise to create and execute fabric development that met the aesthetic, technical and financial goals of the company.

Arsenio grew up in Wisconsin and received his Bachelors of Science Degree in Textiles and Apparel Management from North Carolina State University and is currently pursuing his MBA from Marylhurst University in Oregon. He now considers Oregon his home. He is fluent in Spanish and an avid traveler. His hobbies include cardio kickboxing, hiking, mountain biking and playing with his terrier, Whitman.