

# GENERAL STUDIES COURSE PROPOSAL COVER FORM

# **Course information:**

Copy and p College/S	· ·			<i>tion from <u>Clas</u></i> e for Design an	s <u>Search/Cours</u> d the Arts	<u>se Catalog</u> .  Department/School	Schoo	ol of Art, Fashion
Prefix:	FSH	Number:	300	Title:	Global Fashi	on Industry		Units: 3
Course d	escriptio	n: <b>3</b>						
Is this a	cross-list	ed course?		No	If yes, pleas	se identify course(s):		
Is this a s	shared co	ourse?		No	If so, list all	academic units offering this	s course	:
designation	ı requested	. By submitting	this lette	r of support, the ch	air/director agrees	nair/director of <u>each</u> department tha s to ensure that all faculty teaching h approved designation.	it offers th the course	ne course is required for <u>each</u> e are aware of the General Studies
Is this a p	permanei	nt-numbered	l course	with topics?	Yes			
for the ap	proved de	signation(s).	It is the r	esponsibility of	the chair/director	a manner that meets the criteria to ensure that all faculty here to the above guidelines.	Ch	air/Director Initials (Required)
-	_	nation: Glo				Mandatory	Review	: (Choose one)
Note- a <u>se</u>	<mark>parate</mark> pr	oposal is req	uired for	each designation	n.			
_	•	nent number ontact <u>Phyllis</u>			mpleted the unive	ersity's review and approval pro	ocess. For	r the rules governing approval of
Submiss	ion dead	llines dates	are as f	follow:				
F	or Fall 2	018 Effectiv	e Date:	October 1, 201	17	For Spring 2019 Ef	fective I	Date: March 10, 2018
Area(s) p	roposed	course will	serve:					
With depar program of	tmental co	onsent, an app	proved G	eneral Studies co		s in two core areas simultaneous anted toward both the General S		
	_	eral studies ach the appr	_					
-			-					
· · · · · · · · · · · · · · · · · · ·				courses (L)				
		core courses		pplications core	a agurgas (CS)			
				courses (HU)	e courses (CS)			
				courses (SB)				
		ces core cou						
				tates courses (	7)			
		ness courses		tates courses (	<u> </u>			
		areness cour						
		al should ir						
-		ourse propo		er form				
	Criteria	checklist for	Genera		nation being re	equested		
		atalog desci						
		syllabus for			11:4 - 6			
						uired readings/books cally with all files compile	d into o	no PDE
Contact in			ու թւ օր	osais are subm	iitteu electroni	icany with an mes compile	u mto oi	iic I Dr.
Name		ta Sewell		E-mail	dennita.sew	rell@asu.edu	Phone	602-738-2833
Departme	nt Chair	/Director a	pproval	: (Required)				
Chair/Direc	ctor nam	e (Typed):	Dei	nnita Sewell		1	Date:	2/27/18
Chair/Direc	ctor (Sign	nature):						

# Arizona State University Criteria Checklist for

# GLOBAL AWARENESS [G]

### **Rationale and Objectives**

Human organizations and relationships have evolved from being family and village centered to modern global interdependence. The greatest challenge in the nuclear age is developing and maintaining a global perspective which fosters international cooperation. While the modern world is comprised of politically independent states, people must transcend nationalism and recognize the significant interdependence among peoples of the world. The exposure of students to different cultural systems provides the background of thought necessary to developing a global perspective.

Cultural learning is present in many disciplines. Exposure to perspectives on art, business, engineering, music, and the natural and social sciences that lead to an understanding of the contemporary world supports the view that intercultural interaction has become a daily necessity. The complexity of American society forces people to balance regional and national goals with global concerns. Many of the most serious problems are world issues and require solutions which exhibit mutuality and reciprocity. No longer are hunger, ecology, health care delivery, language planning, information exchanges, economic and social developments, law, technology transfer, philosophy, and the arts solely national concerns; they affect all the people of the world. Survival may be dependent on the ability to generate global solutions to some of the most pressing problems.

The word university, from universitas, implies that knowledge comes from many sources and is not restricted to local, regional, or national perspectives. The Global Awareness Area recognizes the need for an understanding of the values, elements, and social processes of cultures other than the culture of the United States. Learning which recognizes the nature of others cultures and the relationship of America's cultural system to generic human goals and welfare will help create the multicultural and global perspective necessary for effective interaction in the human community.

Courses which meet the requirement in global awareness are of one or more of the following types: (1) indepth area studies which are concerned with an examination of culture-specific elements of a region of the world, country, or culture group, (2) the study of contemporary non-English language courses that have a significant cultural component, (3) comparative cultural studies with an emphasis on non-U.S. areas, and (4) in-depth studies of non-U.S. centered cultural interrelationships of global scope such as the global interdependence produced by problems of world ecology, multinational corporations, migration, and the threat of nuclear war.

Reviewed 4/2014

Proposer: Please complete the following section and attach appropriate documentation.

	ASU[G] CRITERIA						
		GLOBAL AWARENESS [G]					
YES	NO		Identify Documentation Submitted				
		1. Studies <b>must</b> be composed of subject matter that addresses or leads to an understanding of the contemporary world outside the U.S.	syllabus				
		2. The course must match at least one of the following descriptions: (check all which may apply):					
		a. In-depth area studies which are concerned with an examination of culture-specific elements of a region, country or culture group. The area or culture studied must be non-U.S. and the study must contribute to an understanding of the contemporary world.	Syllabus See Part 3				
		b. The course is a language course for a contemporary non-English language, and has a significant cultural component.					
		c. The course is a comparative cultural study in which most, i.e., more than half, of the material is devoted to non-U.S. areas.	syllabus				
		d. The course is a study of the cultural significance of a non-U.Scentered global issue. The course examines the role of its target issue within each culture and the interrelatedness of various global cultures on that issue. It looks at the cultural significance of its issue in various cultures outside the U.S., both examining the issue's place within each culture and the effects of that issue on world cultures."	syllabus and Panel presentation guidelines				

Page 3 of 4

Course Prefix	Number	Title	Designation
FSH	300	Global Fashion Industry	Global Awareness (G)

Explain in detail which student activities correspond to the specific designation criteria. Please use the following organizer to explain how the criteria are being met.

Criteria (from checksheet)	How course meets spirit (contextualize specific examples in next column)	Please provide detailed evidence of how course meets criteria (i.e., where in syllabus)
SAMPLE: 2d: study the cultural significance of a non-U.S. centered global issue	SAMPLE: The course examines the cultural significance of financial markets Japan, Korea, and the UK.	SAMPLE: Module 2 shows how Japanese literature has shaped how Japanese people understand world markets. Module 3 shows how Japanese popular culture has been changed by the world financial market system. Modules 4 & 5 do the same for Korea and modules 6 & 7 do the same for the UK.
1. understanding of contemporary world outside of US	This course discusses the fashion industry in and its business and cultural workings in every continent	Part 1 discusses perspectives for the examination of global issues and critical thinking required for understanding those issues. This section establishes terms that will be used to evaluate coutnries in later chapters as well as defining various types of factories and trade conditions and agreements.
2a. in-depth examination of non-US culture	Cultural aspects, transportaion and logistics are discussed in relation to the fashion industry and what is manufactured in each and what challenges they face.	Part 1 provides tools to examine relationships between a country's level of economic development and its role in the textile and apparel industry. This is expanded upon in Part 3 that examines each country in depth and individually. the importance of cultural understanding is emphasised along with governmental trade agreements.
2c. comparative cultural study that is based in which more than half of the material is based outside of US.	The textile and apparel industry involves a complex combination of considerations for making decisions about the cost-efficient location of design, services, materials, production and finished goods. Since the 1980s, the majority of garments sold in the US are producted in other countries. This course examines why and how some countries become major producers and exporters and how companies decide where the garments will be designed and produced. China is the undisputed apparel	Part 2 examins characteristics of countries around the globe by 1) level of development including overall stability and security, bureaucratic efficiency, education, human rights, infrastructure and labor cost and 2) by geographic location including considerations for shipping costs, shipping time, cultural values and norms, import duties and risk of natural disasters. Characteristics of countries that impact sourcing decisions including cultural values and norms, tarrifs, and logistics are used to evaluate sourcing locations for different types of companies and products. The course fosters a holistic approach to understanding how these conditions

	manufacturing leader and is given significant consideration in this course.	support or prohibit the flow of materials, products and services that make world wide sourcing in the texitle and apparel industry possible.
2d. study the significance of a non-US centered global issue. course examines various global cultures on that issue and effects of that issue on world cultures.	This course examines textile and apparel industries in countries in the four major parts of the worldEurope, Americas and Carribian, Asia and Oceania, and the Middle East and Africa. The Global Competitieness Index is uesd to discuss the level of a countries productivity and asses the industry's role in this global industry and how countries use the fashion industry to advance their level of economic and industrial development.	Part 3 explores the unique evolution of economic and political organization of each country including geographic size, population, literacy, GDP, GDP per capita, inflation rate, labor force and political structure and how those factors determine their areas of expertise in the industry. Case studies examine real companies in each country. For example, Chapter 12 establishes the roles of textile and apparel in the economies, liefestyles and politics of the Middle East and Africa. this chapter explores the economic, political and cultural strengths within and among individual countries in this region. This region is heavily impacted by cultural patterns rooted in religious affiliations. Sensitivity to cultural differences is critical for doing business there including the perceptions of the role of women. An additional example from chapter 11 is the discussion of the formulation of the ASEAN Economic Community. This agreement establishes rules and flow for the movement of capital, services and goods among 10 Asian countries. Its establishment including removing barriers and sharing of resources have allowed this region to acquire a larger share of manufacturing from around the world.

Class Search / Course Catalog 2/27/18, 4:01 PM

# FSH 300 - Global Fashion Industry

# **Course Description**

Considers the textile and apparel industries in a global context. Examines issues from several viewpoints providing the facts and data needed to consider the ramifications of events with unbiased perspectives.

Component: Lecture

# **Enrollment requirements**

Prerequisite(s): FSH 204 or FSH 206 with C or better

# Offered by

Herberger Institute for Design and the Arts

# **Additional Class Details**

General Studies: No

Units: 3 Instruction Mode: In-Person

Repeatable for credit: No

# **Important Deadlines**

Last day to enroll: August 22, 2018 Drop deadline: August 22, 2018

Course withdrawal deadline: October 31, 2018

# Fall 2018 | Class # 87078

Seats Open: 34 of 40 ●

Add Class

Days	Dates	Start	End	Location	Instruc
T Th	08/16 - 11/30	10:30 AM	11:45 AM	Tempe - TMPCT154	Staff

Fees: \$32 course fee

#### **Book List**

Not yet provided by instructor. Refer to syllabus for additional details.

The Arizona State University faculty is at the forefront nationally in advancing research and discovery. They inspire new ways of thinking, innovating and solving problems socially, culturally and economically in our region and in the international community.

Read more Feedback

# Arizona State University FSH 300 Global Fashion Industry

Three credits; 15 weeks

Tuesday and Thursday 9:00-10:15 am

Room: Tower A205

Instructor: Dennita Sewell dennita.sewell@asu.edu
Tempe Center, Room 153

Office Hours: Thursday 10:30-Noon or by appointment



"Its all about the globalization of fashion. I wanted a global look not a French look."

Karl Lagerfeld about the Chanel fall 2013 collection

# **Syllabus**

**Course Description**: Evaluation of key issues facing textiles and apparel businesses operating supply chains and sourcing in the global economy considering economic, political and social perspectives and professional implications.

**Enrollment Requirements:** Students should have completed one year of First Year Composition as well as FSH 204: Social Aspects of Fashion with a grade of C or better. Or approval from the instructor.

# Required reading:

Going Global, 3<sup>rd</sup> edition, Kunz and Garner and Studio Card ISBN 978-1501318337

Please note: Purchasing the standalone paperback does not include access to the STUDIO resources that accompany the text. The STUDIO card can also be purchased separately thorough Bloomsburyfashioncentral.com

https://www.bloomsbury.com/us/going-global-9781501318344/

Additional readings will occasionally be provided

# **Course Objectives**

- 1. Develop critical thinking and presentation skills.
  - a. **Evaluate** the breadth and depth of information. Read, listen, discuss, observe.
  - b. **Think about the** quality of information found in primary and secondary sources; evaluate fact, theory, findings, description, opinion.
  - c. **Analyze the** consistency and conflict of information; determine major points.
  - d. **Synthesize** information into a response.
- 2. Analyze the size, scope, and components of the global textile and apparel business.
- 3. Understand the concept of the global economy and basic trade regulations in effect.
- 4. Recognize the role and complexity of supply chains in the global business environment.
- 5. Comprehend the function of global sourcing in textiles and apparel.
- 6. Consider conflicts in perspectives of textiles and apparel business operations.
- 7. Compare the merits of differing perspectives when considering present and future business decisions.
- 8. Apply global concepts in planning and evaluating career opportunities and directions.

#### **Resources:**

Library: Trade press including--WWD, Vogue, Harper's Bazaar.

Newspapers including—Wall Street Journal, New York Times and international news publications.

# Requirements and assessment:

This course is made up of a series of lectures/discussions building on the assigned readings with in-class quizzes, two panel presentations, a mid-term and final exam

Attendance and in-class participation:	20%
Panel presentations:	20%
In-class quizzes	20%
Mid-term	15%
Final	25%
Total	100%

Your semester grade is based on the following scale:

```
390 or higher = A+

370-389.9 = A

360-369.9 = A-

350-359.9 = B+

330-349.9 = B

320-329.9 = B-

310-319.9 = C+

280-309.9 = C 260-279.9 = D 0-259.9 = E
```

# Weekly schedule

# Part 1—Embarking on a Global Adventure

# August 17

Introduction to class.

# August 22 & 24

# Week 1: Globalization of the Textile and Apparel Industries

Lecture presentation and in-class discussion

Where textile and apparel products come from and are distributed in today's global marketplace.

Reading-Going Global, Chapter 1

- Discuss perspectives for the examination of global issues and the critical thinking required for understanding those issues
- Examine relationships between a country's level of development and its role in the textile and apparel industry
- Introduce concept of supply chain

Quiz 1

# August 29 & 31

# Week 2: Consumers, Consumption and Well-Being

Lecture presentation and in-class discussion

Explore the clothing consumption process

Reading-Going Global, Chapter 2

- Discuss the foundations of apparel choices in relation to the clothing consumption process.
- Explore the relationships between the standards of living and apparel consumption patterns around the world
- Provide a foundation for interpreting consumption expenditure data related to a developed, developing and newly developing countries

Quiz 2

# September 5 & 7

# **Week 3: Textile and Apparel Supply Matrix**

Lecture presentation and in-class discussion

Examination of classification of materials, technology and trade issues Reading-Going Global, Chapter 3

- Explain how textile maerials and apparel are classified for the purpose of documenting items as they proceed through complex international supply chains.
- Explore trade issues in the textile and apparel business

# Part 2—The Global Supply Chain

# September 12 & 14

# **Week 4: Sustainability in Textile and Apparel Industries**

Lecture presentation and in-class discussion

Examine business ethics, human resources and special interest groups

Reading-Going Global, Chapter 4

- Examine the three dimensions of sustainability in the context of textile and apparel consumption
- Explore industry and consumer sustainability initiatives and opportunities
- Analyze the role of selected special interest groups, industry and consumers in developing sustainable supply chains.

Quiz 4

### **Draw for Panel Presentation Teams**

# September 19 & 21

# Week 5: Textile and Apparel Trade: Barriers, Regulations and Politics

Lecture presentation and in-class discussion sources of apparel production, cost analysis and regulations Reading-Going Global, Chapter 5

- Explore the evolution of the global textile and apparel trade
- Examine how trade barriers limit trade and protect domestic markets
- Discuss major international trade agreements and their intrinsic trade barriers relevant to textile and apparel
- Introduce regionalization of global trade

Quiz 5

## September 26 & 28

# Week 6: Illegal and Unethical Trade Activity

Lecture presentation and in-class discussion

Evolution of textiles and apparel trade and major international trade agreements Reading-Going Global, Chapter 6

- Apply concepts related to trade barriers and regulation as a framework for customs compliance.
- Examine intellectual property rights from the perspective of intellectual property law
- Examine violations of intellectual property rights

Quiz 6

#### October 3 & 5

# **Week 7: Selecting Locations for Global Sourcing**

Lecture presentation and in-class discussion

Trade barriers and regulations, customs compliance, intellectual property rights Reading-Going Global, Chapter 7

- Examine factors that must be considered when evaluating potential sites for apparel production
- Critically evaluate forces affecting sourcing decisions, including political, economic, social and cultural forces and trade and government regulations.
- Evaluate domestic and international sourcing locations for different types of companies and products.

# October 3 Mid-term Exam (Chapter 1-6) at beginning of class followed by lecture

# October 5 Guest speaker, Sarah Grindle, Tuft & Needle

#### October 7-10 Fall Break

#### October 12

# **Week 8: Selecting Vendors for Global Sourcing**

Lecture presentation and in-class discussion

The role of politics in trade

Reading-Going Global, Chapter 8

- Discuss types of companies engaged in sourcing apparel production and importing products.
- Evaluate the advantages and disadvantages of contracting with different types of factories for apparel production
- Identify the criteria for selecting and evaluating vendors to provide appropriate apparel production capacity and related services for desired products.
- Examine methods for sourcing textile and apparel products, production and related services.

Quiz 8

# Part 3—Trading Partners

### October 17 & 19

# Week 9: Europe and the European Union

Lecture presentation and in-class discussion

Economic and political organization in Europe and the major fashion capitals Reading-Going Global, Chapter 9

- Explore the evolution of economic and political organization in Europe as related to the textile and apparel business.
- Investigate trade and economic development regulations in the region

 Examine the roles of textiles and apparel-producing and apparel-consuming countries and their areas of expertise.

Quiz 9

#### October 24 & 26

# Week 10: The Americans and Caribbean Basin

Lecture presentation and in-class discussion

Economic and political organization in the Americas and their areas of expertise Reading-Going Global, Chapter 10

- Examine the evolution of economic and political organization in the Americas.
- Describe the roles of selected countries in textile and apparel production and consumption, areas of expertise and specialization.
- Identify primary countries participating in the textile and apparel business.

Quiz 10

# October 31 & November 2

### Week 11: Middle East and Africa

Lecture presentation and in-class discussion

The magnitude of Asia in textile and apparel production

Reading-Going Global, Chapter 12

- Explore the economic, political and cultural strengths and limitations within and among individual countries within the Middle East and Africa
- Establish the roles of textile and apparel in the economies, lifestyles and politics of the region
- Comprehend the necessity of global connections for success in the textile and apparel industry.

Quiz 12

# November 7 & 9

### Week 12: Asia and Oceania

Lecture presentation and in-class discussion

Textile and apparel trading trends and the strengths of individual countries Reading-Going Global, Chapter 11

- Establish the magnitude of Asia as a political and economic region and is connections to Oceania and the world.
- Compare the economic and political positions of individual countries within Asia and Oceania
- Examine the status of the textile and apparel business in selected Asian countries

Quiz 11

# November 7 Guest Speaker, Christine Leffeler, AVIA Brand Director

#### **November 14 & 16**

# Week 13: Class presentations

November 14: Group 1 – 9:10-9:35 – Developed country

Group 2 – 9:40-10:05 – Developed country

November 16: Group 3 – 9:10-9:35 – Developed country

Group 4 – 9:40-10:05 – Developed country

### **November 21**

# Week 14: Class presentations

November 21: Group 5 - 9:10-9:35 - Developed countryGroup 1 - 9:40-10:05 - Developing country

#### November 28 & 30

# Week 15: Class presentations

November 14: Group 2 – 9:10-9:35 – Developing country

Group 3 – 9:40-10:05 – Developing country

November 16: Group 4 – 9:10-9:35 – Developing country

Group 5 – 9:40-10:05 – Developing country

# Week of December 4

Final Exam (Chapters 7-12)

### **Course policies**

You are expected to attend all class sessions. Because attendance and participation counts for 20% of the total points for the course, a single absence will lower your point total.

# **Absence Due to University Sanctioned Activities or Religious Observances**

If you need to miss class due to a religious observance or a university-sanctioned activity, please inform the instructor at the beginning of the semester. In the event of a medical emergency, please email the instructor when able and provide documentation if requested.

### **Academic Integrity**

ASU expects and requires its students to act with honesty, integrity, and respect.

Required behavior standards are listed in the <a href="Student Code">Student Code of Conduct and Student</a>

Disciplinary Procedures, Computer, Internet, and Electronic Communications policy, <a href="ASU Student Academic Integrity Policy">ASU Student Academic Integrity Policy</a>, and outlined by the Office of Student Rights & Responsibilities. Anyone in violation of these policies is subject to sanctions.

# Violent or threatening behavior

All incidents and allegations of violent or threatening conduct by an ASU student (whether on- or off-campus) will be reported to the ASU Police Department (ASU PD) and the Office of the Dean of Students, who will determine the appropriate disciplinary action.

# **Accommodation for a Disability**

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at the Disability Resource Center (DRC) facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities.

Qualified participants with disabilities may be eligible to receive academic support services and accommodations. Eligibility is based on qualifying disability documentation and assessment of individual need. Participants who believe they have a current and essential need for disability accommodations are responsible for requesting accommodations and providing qualifying documentation to the DRC. Every effort is made to provide reasonable accommodations for qualified participants with disabilities.

Qualified participants who wish to request an accommodation for a disability should contact <a href="http://www.asu.edu/studentaffairs/ed/drc/480-965-1234">http://www.asu.edu/studentaffairs/ed/drc/480-965-1234</a> (Voice) 480-965-9000 (TTY)

**Please turn off or silence cell phones, pagers, and PDAs** prior to coming to the face-to-face class sessions. If you have an emergency and need to keep in communication with someone, please inform your instructor ahead of time. Also, laptops are not required for this course. You may use your laptop to take notes. Please do not use class time for emails, chats, web browsing, or other non-class related activities.

# Arizona State University FSH 300 Global Fashion Industry

# **Global Panel Presentations**

# **Purpose**

- Analysis of roles of different countries in various aspects of the textiles and apparel business.
- Provide the opportunity to describe and synthesize descriptions and responses to complex issues.

#### Overview

- Panels are made up of 3-4 members.
- Teams will be formed by random a drawing
- Each team will present two rounds of panels, the first focusing on developed countries, and the second focusing on developing countries, provide opportunities for contrast and comparison of opportunities and issues within these countries.

# **Functions of Panels**

- Organize and present two 25-minute panel presentations.
- Analyze and discuss opportunities and challenges associated with the operation of textileand apparel-related industries in the selected regions and countries.
- Evaluate the content and quality of other panel presentations.

# **Organization of First Meeting of Panel Members**

- Get acquainted—share names, addresses, and telephone numbers.
- Delegate responsibilities within the group and assign responsibilities for each presentation.
- At the end of the first meeting, hand in names, addresses, phone numbers, and e-mail addresses of the people on your panel, and include work assignments for each presentation, as well as the countries selected by the group.
- Act as a support group for individual members.
- Sit together during each class period so that meetings and/or consultations can be conveniently held after class.

# **Possible Work Distribution among Panel Members**

- **Meeting Coordinator**—organize group meetings, set agendas, direct discussion, stimulate participation of all group members, and notify members of meetings.
- **Recorder**—keep records of group activities, including when you meet, where, how long, who attends, and what is discussed.
- **Library research coordinator**—organize library search efforts, delegate responsibilities, and coordinate preparation of the annotated bibliography of library resources.

- **Internet research coordinator**—organize Internet search efforts, delegate responsibilities, and coordinate preparation of the annotated bibliography of Internet resources.
- **Fact sheet coordinator**—identify appropriate information for the Fact Sheet; stimulate creativity, coordinate preparation and duplication, and organize presentation.
- **Panel presentation coordinator**—chair panel presentation, organize presentation content, and delegate presentation responsibility.

#### Items to Submit for Each Panel Presentation

- Fact Sheet that outlines the characteristics of the county's level of development and geographic location including geographic size, population, ethnic heritage, politics, economic conditions, demographics, cultural values and norms, education, overall stability, and infrastructure.
  - Provide a handout of Fact Sheet for each class member on the day of panel presentation.
- 2. On day of panel presentation, submit presentation summary, which includes:
  - Cover sheet with title, date, presentation number, topic and region, and group members' names
  - Abstract of presentation content, not exceeding two pages, double-spaced
  - Annotated bibliography of sources
  - Record of group activities and participation by group members, including dates, times, and locations of meetings and names of people participating in each

### Issues to be Address in Fact Sheets and Panel Presentations

- 1. Where are the region/countries located, and what is the nature of that part of the world in terms of culture, politics, and weather?
- 2. What is the level of industrial development?
- 3. What is the political orientation(s)?
- 4. What are the demographics and psychographics of the labor force?
- 5. What is the role in world trade of textiles and apparel?
- 6. What types of trade barriers and incentives are in effect?
- 7. What types of textiles/apparel are produced, exported, and imported?
- 8. What types of technology are in use for textiles and apparel?
- 9. What is the nature of wholesale and retail retailing systems?
- 10. What are the advantages and disadvantages of involvement in the textiles/apparel business in this region/country?
- 11. What are the contributions to sustainability of supply chains?

# **Criteria for Evaluation of Fact Sheets and Panel Presentations**

- 1. Accuracy/critical thinking
- 2. Depth of understanding/global perspective
- 3. Creativity of content and presentation
- 4. Quality of sources
- 5. Professionalism of presentation

Name			
-			

# **Group 5 Developed**

# **Issues that Might Be Addressed in Fact Sheets and Panel Presentations**

- 1. Where are the region/countries located, and what is the nature of that part of the world in terms of culture, politics, and weather?
- 2. What is the level of industrial development?
- 3. What is the political orientation(s)?
- 4. What are the demographics and psychographics of the labor force?
- 5. What is the role in world trade of textiles and apparel?
- 6. What types of trade barriers and incentives are in effect?
- 7. What types of textiles/apparel are produced, exported, and imported?
- 8. What types of technology are in use for textiles and apparel?
- 9. What is the nature of wholesale and retail retailing systems?
- 10. What are the advantages and disadvantages of involvement in the textiles/apparel business in this region/country?
- 11. What are the contributions to sustainability of supply chains?

# **Criteria for Evaluation of Fact Sheets and Panel Presentations**

- 1. Accuracy/critical thinking
- 2. Depth of understanding/global perspective
- 3. Creativity of content and presentation
- 4. Quality of sources
- 5. Professionalism of presentation

		111		- 1		
ы	ee	<b>a</b>	ha	$\sim$	7	•
		ш	110		Ν.	

# **CONTENTS**

Extended Contents vi Preface xi Instructor and Student Resources xvi Acknowledgments xvii

# PART ONE EMBARKING ON A GLOBAL ADVENTURE 1

Chapter 1 Introduction to Globalization 2Chapter 2 Consumers, Consumption, and

Well-Being 38

Chapter 3 Textile and Apparel Supply Matrix 60Chapter 4 Sustainability in Textile and Apparel

Industries 92

# PART TWO THE GLOBAL SUPPLY CHAIN 127

**Chapter 5** Textile and Apparel Trade: Barriers,

Regulations, and Politics 128

Chapter 6 Illegal and Unethical Trade Activity 164

Chapter 7 Selecting Locations for Global

Sourcing 192

**Chapter 8** Selecting Vendors for Global Sourcing 232

# PART THREE TRADING PARTNERS 267

**Chapter 9** Europe and the European Union 268

Chapter 10 The Americas and the Caribbean Basin 308

Chapter 11 Asia and Oceania 346

Chapter 12 The Middle East and Africa 390

Glossary 425

Photo Credits 433

Index 435

# **EXTENDED CONTENTS**

Preface xi Instructor and Student Resources xvi Acknowledgments xvii

# PART ONE EMBARKING ON A GLOBAL ADVENTURE 1

# Chapter 1 Introduction to Globalization 2

Perspectives for Consideration of Globalization  $\,6\,$ 

Case 1.1. For Bangladeshi Women, Factory Work Is Worth the Risks 7

Case 1.2. Study Says Most Apparel Jobs Are in US Even if the Label Says "Made in China" 9

# Levels of Trade 9

International Trade 10 Global Trade 10 Measuring Levels of Trade 11

Classification of Countries by Levels of Economic

Development 12

Other Indicators of Economic Development 15

Textile and Apparel Industries 17

Developed Countries 19 Developing Countries 20 Newly Developing Countries 21

Organization and Operation of the Textile

Complex 21

Structure of the Textile Complex 22
Role of Apparel Firms in the Textile Complex 29
Role of Retailing in the Textile Complex 30
Case 1.3. H&M—Fashion at the Best Price 31
Customer Demand 33

Establishing Sustainable Supply Chains Using Global Sourcing 34 Summary 35 Learning Activities 36 References 37

# Chapter 2 Consumers, Consumption, and Well-Being 38

Fundamentals of the Clothing Consumption Process 40

The Nature of Apparel Choices 42

Basic, Fashion, and Fast Fashion Goods 43 Case 2.1. Facts About Textile Waste and the Life Cycle of Secondhand Clothing 47

Levels and Standards of Consumption 48
Income and Price Elasticity of Demand 50
Definitions of Consumer Income 50
Definitions of Poverty 52

Case 2.2. World Bank Group's Mission—"Our Dream Is a World Free of Poverty" 52

Meaning of Consumption Expenditure Data 53

Interpreting the Well-Being of Families 53
Expenditure Patterns in the United States 53
Case 2.3. China's Economy Overtaking the US Does
Not Tell the Whole Story 54
Other Factors Affecting Consumption Expenditure
Patterns 56

Summary 58

Learning Activities 58

References 59

# Chapter 3 Textile and Apparel Supply Matrix 60

Background of the Textile and Apparel Supply Matrix 62 Systems for Product Classification 66

Textile Mills (NAICS 313) 68

Fiber, Yarn, and Thread Mills (NAICS 3131) 68 Case 3.1 The Development of NAICS 69 Textile and Fabric Finishing and Fabric Coating Mills (NAICS 3133) 73

# Textile Product Mills (NAICS 314) 73

Case 3.2 Nanotechnology Applications for Textiles and Apparel 74

Apparel Knitting Mills (NAICS 3151) 74

# Cut-and-Sew Apparel Manufacturing (NAICS

**3152)** 77

Cut-and-Sew Apparel Contractor (Vendor) (NAICS 31521) 77

Men's and Boys' Apparel Trimmings and Findings (NAICS 315211) and Women's, Girls', and Infants' Trimmings and Findings (NAICS 315212) 78

Men's and Boys' Cut-and-Sew Apparel Manufacturing (NAICS 31522) 78

Women's and Girls' Cut-and-Sew Apparel Manufacturing (NAICS 31523) 79

Other Cut-and-Sew Apparel Manufacturing (31529) 80 Apparel Accessories and Other Apparel Manufacturing (NAICS 3159) 81

# Necessity of Profits and Addressing the Technology/

# Low Cost Labor Paradox 81

Case 3.3. Coats Industrial: Sewing Thread, Yarn, and Zip Manufacturer 82

Transportation and Logistics 83

Universal Product Code 84

Radio Frequency Identification 85

Communication 85

Other Impacts of Computer Technology

Applications 85

Experimenting with New Methods of Producing Apparel 87

The Ongoing Need for Low-Cost Labor 87

# Summary 89

Learning Activities 89

References 90

# Chapter 4 Sustainability in Textile and Apparel Industries 92

Social Responsibility 94

**Economic Responsibility 96** 

#### **Environmental Responsibility 97**

Environmental Problems 99

Industry Environmental Initiatives 102

Case 4.1. Gap Inc.: Striving for Sustainable

Business 103

# Sustainability Matrix for Textile-Based

Products' Life Cycle 104

Avoid and Reduce Strategies 106

Reuse Strategy 106

Recycle and Recover Strategies 106

Incineration and Landfilling 107

# Application of the Sustainability Matrix 107

Design and Product Development 107

Manufacturing and All Input Resources 109

Case 4.2. VF Corporation's CHEM IQ 112

Distribution, Transportation, and Retail 113

Case 4.3. From Trucks to Bags: A Sustainable Fashion

Accessories Business 114

Consumption and Disposal 117

# Summary 123

Learning Activities 123

References 124

# PART TWO THE GLOBAL SUPPLY CHAIN 127

# Chapter 5 Textile and Apparel Trade: Barriers, Regulations, and Politics 128

#### The Evolution of Trade 130

Political Manipulation of Trade 131

#### Protected Trade 132

Monitoring Imports and Exports 132

Customs Services 132

Case 5.1. Engineering Cost-Saving Tariff Strategies 137

#### Trade Agreements 143

Implementation of Tariffs in the United States 143

General Agreement on Tariffs and Trade (GATT),

1947 to 1994 144

Multifiber Arrangement (MFA), 1974 to 1994 144

World Trade Organization (WTO) (1994-present) 146

WTO Agreement on Textiles and Clothing (ATC),

1995 to 2004 148

Case 5.2. Crafting a New FTA: Free or Protected Trade? 150

# Free Trade Zones 151

# Political Positioning and Orientation of the US

#### Textile Complex 152

Trade Associations 152

Evolution of the US Textile Complex 153

The 1950s and 1960s: Entrepreneurism 155

The 1970s 155

The 1980s 156

The 1990s 157

The 2000s 157

The 2010s 158

# Regionalization of Global Markets 159

Europe and the European Union 160

The Americas 160

Asia and Oceania 160

Middle East and Africa 161

# Summary 161

Learning Activities 162

References 163

# Chapter 6 Illegal and Unethical Trade Activity 164

# Introduction to Intellectual Property Law 164

Legal Transfer of Intellectual Property Rights 169

Protecting Intellectual Property (IP) Rights 169

Case 6.1. WTO and WIPO Hold the Fifth Advanced

Course on Intellectual Property for Government Officials 170

Patent Infringement 171

Case 6.2. Shoe Connector Litigation Case 174

# $Cyber\ Crime,\ Counterfeiting,\ and\ Espionage\ in$

Textiles and Apparel 175

The Value of a Brand and Trademark, and/or

Patent 176

Counterfeiting in Textiles and Apparel 179

Knockoffs 180

Case 6.3. Negotiated Settlement of Trademark

Infringement Lawsuit between Under Armour and Nike 180

# Other Customs Violations 181

Misrepresentation of Country of Origin 181

Misclassification of Goods 183

Legal Transshipment 184

Illegal Transshipment 184

Undocumented Immigrant Workers 185

Unauthorized Immigrants in the US 187

Immigration Reform 188

#### Summary 189

Learning Activities 189

References 190

# Chapter 7 Selecting Locations for Global Sourcing 192

Role of Global Sourcing 194

# Characteristics of Countries that Impact Sourcing

Decisions 195

Factors Related to Levels of Development 197

Case 7.1. Shoe Production in Brazil 210

Factors Related to Geographic Location 213

# Trends in Global Sourcing: Effects on Selecting

Countries for Apparel Assembly 224

Regionalization 224

Reshoring 225

# What Factors Are the Most Critical When Selecting

Locations for Apparel Sourcing 225

Case 7.2. The Reemergence of US Apparel

Manufacturing 226

# Summary 228

Learning Activities 229

References 230

# Chapter 8 Selecting Vendors for Global Sourcing 232

# **Apparel Importers** 232

Private Brand Retailer 232

Brand Manager 234

Apparel Sourcing Intermediary 235

# Apparel Manufacturers 235

CMT Factories 236

Full-Package Factories 238

Choosing between Full-Package and CMT Vendors 238

Case 8.1. Choosing a Factory 240

Outsourcing Acquisition of Fabric 241

Outsourcing Technical Design 242

Outsourcing Delivery of Goods 246

Regional CMT and Full-Package Capabilities 246

#### Costing 247

CMT Cost 247

Fabric Cost 248

FOB Cost 249

CIF Cost 249

LDP Cost 249

Important Considerations 249

# Methods of Sourcing 250

Factory Direct Sourcing 250

Joint Venture 252

Sourcing Agent or Sourcing Intermediary 252

Licensing 253

Case 8.2. Li & Fung 254

Trade Fairs 256

# Sourcing Technology 256

Product Life Cycle Management Systems (PLM) 257

# Manufacturing Control and Vendor

Compliance 259

Quality Assurance 259

Country of Origin (COO) Labeling 260

Care Labeling 261

# Sourcing Documents 261

Product Specifications, Cost Sheets, and Vendor

Bids 261

Payment for Goods 263

Insurance 263

Shipping Issues 264 Clearing Customs 264 Summary 264 Learning Activities 265 References 266

# PART THREE TRADING PARTNERS 267

# Chapter 9 Europe and the European Union 268

Political and Economic Overview: Efforts to Unify

Europe 268

Economic and Industrial Standing of Selected European Countries 273

Case 9.1. Does the World Need More Babies? 278

Role of the European Union in Textiles

and Apparel 279

Roles of Individual European Countries in Textiles and Apparel 284

Germany (GCI = 5) 287

Case 9.2. Hugo Boss, a Germany-Based Vendor of Apparel and Accessories, Modifies Its Organizational Strategies 289

United Kingdom (GCI = 9) 290

Italy (GCI = 49) 294

France (GCI = 23) 297

Spain (GCI = 35) 300

Poland (GCI = 43) 301

Romania (GCI = 59) 302

Russia (GCI = 53) 302

Summary 303

Learning Activities 304

References 305

# Chapter 10 The Americas and the Caribbean Basin 308

#### Political and Economic Overview 308

Efforts to Unify the Americas 309

Economic and Industrial Standing of Selected American Countries 312

# Trends in Textile and Apparel Trade in the

Americas 314

# Role of North American Countries in Textiles

and Apparel 318

The United States (3) 319

Case 10.1. What Makes Carhartt Go? 321

Canada (15) 325

Mexico (61) 328

# Caribbean Basin (CBERA) Countries 333

Central American Countries 335

The West Indies 337

#### South America 337

Case 10.3. Haiti Minimum Wage Increase Ignites Competition Row in Apparel Industry 338

Andean Countries—Bolivia, Colombia, Ecuador,

Peru 339

Southern South American and Mercosur Countries 341

#### Summary 342

Learning Activities 343

References 344

# Chapter 11 Asia and Oceania 346

#### Political and Economic Overview 347

Asian Regional Collaboration 348

Economic Standing of Countries in Regions

of Asia and Oceania 350

# Overview of Asian Textile and Apparel Trade 352

# Participation of Asian Countries in Textiles

and Apparel 356

East Asia 359

China (28) 359

Case 11.1. Keys to Kegiao's Success 362

Textile and Apparel Producing Countries

in East Asia 366

Case 11.2. Japanese High-Tech Textiles Circle the

World, and Beyond 369

# Southeast Asia (ASEAN Countries) 370

Island Countries and Malaysia 372

South China Peninsula Countries 373

Case 11.3. Vietnam on the Move 375

Case 11.4. Formulation of the ASEAN Economic

Community 376

South Asia 377

India (71) 378

Sri Lanka (73) 380

Bangladesh (109) 381

Pakistan (129) 381

Oceania 382

New Zealand (17) 383

Australia (22) 383

Summary 385

Learning Activities 386

References 386

### Chapter 12 The Middle East and Africa 390

#### Political and Economic Overview 391

World Bank 391

Background and Current Conditions of the Region 393

# Textile and Apparel Trade Activity 395 Participation of Individual Countries in Textiles and Apparel 398

Case 12.1. Textile Production in Nigeria: African Textiles Manufacturers Ltd. 399

### The Middle East 400

Developed Countries of the Middle East 401 Developing and Newly Developing Countries in the Middle East 404

### North Africa 407

Tunisia 407 Egypt 408 Morocco 410

# Overview of Sub-Saharan Africa 412

East African Community 413 Case 12.2. Africa is Emerging as an Apparel Sourcing Opportunity 414 Kenya and the Role of Cotton in the SSA 414
Mauritius 415
South Africa 416
Lesotho 419
Case 12.3. South Africa Project to Grow Grass
for Recyclable Textiles 420
Madagascar 421
Summary 422
Learning Activities 422

Glossary 425 Photo Credits 433 Index 435

References 423