

# FASH A145: FASHION REPORTING AND ANALYSIS

Item	Value
Curriculum Committee Approval Date	03/10/2021
Top Code	130320 - Fashion Merchandising
Units	2 Total Units
Hours	36 Total Hours (Lecture Hours 36)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

## Course Description

Topics include the creation of sales reports, product line sheets, spreadsheets, formula development and analysis of sales data for a fashion company using Microsoft Excel and current software. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Present sales data in a professional format utilizing current presentation software.
2. Use Excel to analyze data through the use of formulas for adding, subtracting, multiplying, dividing, sorting, and functions for SUM, SUMIF, VLOOKUP, COUNT, COUNTIF, and Pivot Table to analyze sales data for a fashion brand.

## Course Objectives

- 1. Produce and format worksheets related to fashion data and reporting.
- 2. Develop formulas and use of functions.
- 3. Analyze and evaluate fashion related sales data.
- 4. Utilize spreadsheets to format analysis of data appropriate for business meeting.
- 5. Apply gathered sales data to generate a business analysis presentation.
- 6. Introduction to PLM systems in the fashion industry and define areas of use.

## Lecture Content

Introduction to Excel and Careers Introducing Excel Describing the worksheet Describing shortcuts Entering and editing worksheet data Performing basic worksheet operations Formatting worksheets Customizing the Excel user interface Fashion Reporting Selecting fashion brand to analyze Gather data from Ecommerce site Generate a master SKU list in Excel Create product line sheet for selected brand Create selling report for SKUs selected Utilize SUM function to Generate a total line for selling report Sort selling report by units sold and sales dollars sold Rank SKU selling Creating Presentations Introduce current presentation software Describing the presentation software Describing shortcuts Starting and customizing the presentation software Creating

a business presentation PLM System Introduce PLM systems Entry level knowledge recommended to get a job.

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, discussion, assignments, field trips, and guest speakers.

## Reading Assignments

Weekly reading from textbooks and current articles related to course content. 2-3 hours per week.

## Writing Assignments

Creating, editing, and analyzing spreadsheet assignments using Excel and current industry software. 2-3 hour per week.

## Out-of-class Assignments

Homework assignments. 2-3 hours per week.

## Demonstration of Critical Thinking

Quizzes, Midterm Exam, Final Project

## Required Writing, Problem Solving, Skills Demonstration

Sales data analysis and interpretation and formulation of business presentation.

## Eligible Disciplines

Fashion and related technologies (merchandising, design, production): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

## Textbooks Resources

1. Required Alexander, Michael, et. al. . Excel 2019, ed. Wiley, 2019