

**UNIVERSITY OF NORTH TEXAS**  
**School of Merchandising and Hospitality Management**  
**Spring 2011**

**SMHM 3790 Merchandising Pre-Internship Seminar**  
**Section 002 TR 9:30am-10:50am Chemistry 352**  
**Section 001 TR 3:30pm-4:50pm Terrill Hall 120**

Mrs. Dee Wilson, M.Ed.  
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Chilton Hall, 355A

Office Hours  
Mondays 11:00a-12:00p  
Wednesdays 9:00a-11:00a  
Tuesdays & Thursdays 1:00p-2:00p  
or by Appointment

**COURSE DESCRIPTION**

3 credit hours. Course examines the impact of business environments on personal and career effectiveness in the merchandising and hospitality management fields. Topics include effective business communication, ethical decision making, and leadership development. Prerequisite(s): SMHM 2090, 2400, or 2490 (may be taken concurrently); major in Merchandising; and active UNT computer account. **Students must present a copy of their transcript by the second class meeting indicating completion of either SMHM 2090, 2400, or 2490 with at least a grade of "C" or better or be enrolled in one of these classes during the Spring 2010 semester. Please highlight the relevant classes on your transcript.**

**REQUIRED TEXT & SUPPLEMENTAL MATERIALS**

Anderson, L.E., and Bolt, S.B. *Professionalism: Real Skills for Workplace Success*, Second Edition.  
Anderson, L.E., and Bolt, S. B. *MyProfessionalismKit*

**INSTRUCTIONAL METHODS**

As students enter their internship, they must be able to work independently and professionally with a range of employers. Through lecture, class presentations, industry dialogue, web-based modules, role play, case studies, and other experiential activities, students will develop a set of highly valued skills that will prepare them for their capstone internship experience.

**LEARNING OUTCOMES**

*Upon completion of this course, students will be able to:*

1. Identify the scope of jobs available within the merchandising fields.
2. Examine the political, social and economic factors affecting business environments.
3. Understand varying cultures of different types of employers.
4. Evaluate effective and ineffective interpersonal business communication.
5. Examine workplace problems through ethical decision making.
6. Develop their professional writing and selling skills by composing a professional resume, as well as create a 1-2 minute commercial/elevator speech.
7. Develop their interviewing skills and learn effective methods to conduct a job search.
8. Understand aspects of working in the professional world through teamwork, leadership, & decision making.
9. Discuss principles of effective time, stress, and financial management.
10. Discuss problem-solving and conflict resolution techniques
11. Understand the importance of professionalism, attitude, & accountability in the workplace

<b>SMHM 3790.001 &amp; .002 – Merchandising Pre-Internship Seminar Spring 2011 Course Calendar (Subject to Change)</b>	
<b>Class Date(s)</b>	<b>Topics/Assignments</b>
Tues, January 18	Review Course Syllabus and Assignments
Thurs, January 20	Resume and Cover Letter (Chapter 14)
Tues, January 25	Elevator Speech/Personal Commercial & Carrie Nelson from the UNT Career Center
Thurs, January 27	Preparing for Job Interviews (Chapter 15) <b>*Resume Review Appointments Begin January 31-Be sure to sign up for your time*</b>
Tues, February 1	<b>SNOW DAY – UNT CLOSED</b> <b>*Discussion Question 1 released on Monday, January 31 – Due by Sunday, February 6*</b>
Thurs, February 3	<b>SNOW DAY – UNT CLOSED</b>
Tues, February 8	Getting Promoted and Performance Appraisals – Guest Speaker <b>*Discussion Question 2 released on Monday, February 7 - Due by Sunday, February 13*</b> <b>Merchandising Career Expo, 1p-3p, Union-Silver Eagle Suite (Extra Credit)</b>
Thurs, February 10	Continue Preparing for Job Interviews (Target – Guest Speaker)
Tues, February 15	Guidelines for Senior Internship (SMHM 4790) <b>*Discussion Question 3 released on Monday, February 14 – Due by Sunday, February 20*</b> <b>*<u>Employer Research Assignment Due Today</u>*</b> <b>*<u>Merchandising Career Expo Extra Credit Summary Due Today</u>*</b>
Thurs, February 17	Job Search Strategies (Chapter 13)
Tues, February 22	Personal Financial Management (Chapter 3) – Guest Speaker <b>*Discussion Question 4 released on Monday, February 21 – Due by Sunday, February 27*</b>
Thurs, February 24	Salary Negotiation
Tues, March 1	Goal Setting (Chapter 2) <b>*Discussion Question 5 released on Monday, February 28 – Due by Sunday, March 6*</b>
<b>Thurs, March 3</b>	<b>EXAM 1</b>
Tues, March 8	Stress Management (Chapter 4) <b>*Discussion Question 6 released Monday, March 7 – Due by Sunday, March 13*</b>
Thurs, March 10	Values/Ethics in the Workplace (Chapter 5)

March 14-20	Spring Break – No Classes
Tues, March 22	Understanding Company Cultures (Chapter 5) <b>*Discussion Question 7 released Monday, March 21 – Due by Sunday, March 27*</b>
Thurs, March 24	Diversity (Chapter 5)
Tues, March 29	Business Etiquette (Chapter 6) <b>*Discussion Question 8 released Monday, March 28 – Due by Sunday, April 3*</b>
Thurs, March 31	Communication (Chapter 9)
<b>Tues, April 5</b>	<b>EXAM 2</b> <b>*Discussion Question 9 released Monday, April 4 – Due by Sunday, April 10*</b>
Thurs, April 7	Accountability and Workplace Relationships (Chapter 10) <b>*<u>Deadline to Sign Up for Mock Interview Appointment</u>*</b> <b>Resume Review Appointments End April 8</b>
Tues, April 12	Leadership (Chapter 11) <b>*<i>Golden Personality Type Profiler Due Today</i>*</b> <b>*Mock Interview Appointment Week (April 11-15)*</b> <b>*Discussion Question 10 released Monday, April 11 – Due by Sunday, April 17*</b>
Thurs, April 14	Teamwork (Chapter 11) <b>*Mock Interview Appointment Week (April 11-15)*</b>
Tues, April 19	Conflict and Negotiation (Chapter 12)
Thurs, April 21	Generational Differences in the Workplace
Tues, April 26	Dealing with Change
Thurs, April 28	Decision Making and Problem Solving
Tues, May 3	Preparing for and Giving Presentations
Thurs, May 5	Attitude in the Workplace (Chapter 1)
<b>Thurs, May 12</b>	<b>EXAM 3</b> <b>Section 002 9:30a-10:50a = Final Exam from 8:00a-10:00a</b> <b>Section 001 3:30p-4:50p = Final Exam from 1:30p-3:30p</b>

**COURSE ASSIGNMENTS** *(All assignments are to be turned in on the assigned due date. Late assignments will not be accepted and result in a “0”, except for the case of a documented and approved excuse.)*

***Employer Research (50 points)***

Answer the questions on the employer research form to research a company of your choosing within your chosen career field. This assignment should be typed, double-spaced, 12 point font and include a cover page.

**(Due in Class: Tuesday, February 15)**

***Golden Personality Type Profiler (50 points)***

You will need to access the Golden Personality assessment in your MyProfessionalismKit and answer all of the assessment questions. You will receive a Student Feedback Report once all the questions have been answered. In the report, there are “Questions to Consider” under likely strengths, growth opportunities, communication and teamwork, and motivation and learning. You will need to provide your responses on all of the questions related to being in a work environment. This assignment should be at least 3 pages typed, double-spaced, 12 point font and include a cover page.

**(Due in Class: Tuesday, April 12)**

***Blackboard Discussion Questions/Scenarios (50 points – 10 questions at 5 points each)***

Starting the week of January 31st, you will have a question or scenario to respond to in our Blackboard Class each week for 10 weeks. You will need to provide your opinion/comments to the posted question/scenario with a minimum of 150 words or more. One question/scenario will be posted each week on Mondays. You will have until the Sunday of that week to respond to the question/scenario. If you do not respond during the assigned timeframe, you will lose the points for the question/scenario for that week. Refer to the Blackboard calendar for our class and pages 2 & 3 of this syllabus for release and due dates for each of the 10 questions/scenarios.

***Resume Review (50 points)***

Resume reviews will begin the week of January 31<sup>st</sup> and end on April 8<sup>th</sup>. You will need to schedule an appointment on the Career Center’s Eagle Network system (careercenter.unt.edu) to meet with a career advisor to have your resume reviewed with written feedback. Please have him/her sign the resume review signature form at your appointment. After your appointment, please revise your resume based on the comments provided. You will need to turn in your original reviewed resume with the written comments, your newly revised resume, and the signature sheet.

**Due in Class: On the Tuesday after your Scheduled Appointment Week)**

***Mock Interview (50 points)***

Schedule a 30 minute appointment with the Career Center sometime during **April 11-15** to participate in a practice mock interview. You will need to sign up online in the Eagle Network system at careercenter.unt.edu by **Thursday, April 7** to schedule your mock interview. If you do not sign up by the deadline, you will not have an appointment for the mock interview assignment. A career advisor or industry employer will ask you specific interview questions which will be provided to you prior to the mock interview. Written comments will be provided based on your appearance, answers to questions, and professionalism. Please dress in professional attire for this mock interview and treat as if it were a real interview.

**Extra Credit Opportunities:**

At this time, you have two opportunities for extra credit this semester. Only 10 points of extra credit total will be added to your total points possible for the class.

- (1) SMHM will be hosting the Merchandising Career Expo on Tuesday, February 8 from 1:00-3:00p in the Union, Silver Eagle Suite. This extra credit opportunity is worth up to 5 points. You must sit in on at least three out of the five employer information sessions and write a two page summary (typed, double spaced, 1” margins) of what you learned about the employers you listened to. The summary will be due on Tuesday, February 15.
- (2) After the 12<sup>th</sup> class day (January 31), if you attend 20 lecture classes (between February 1 – May 5), you will be eligible to receive 5 points of extra credit. Exam days are not included in the 20 days.

Other extra credit opportunities may be offered if it is deemed by the instructor to be appropriate for the class.

**Exam Policy:** The three exams will be divided purposefully between items to assess the students' experience with the reading material and their familiarity with the materials presented in class. You are expected to be in attendance for all three exams at the date and time listed on the syllabus. You must contact me either before or the day of the exam to let me know if there is a problem taking the exam on the date and time it is scheduled. Make-up exams will be considered on a case-by-case basis and will not be automatic.

Final exams will be administered at the designated time during finals week of each long semester and during the specific day of each summer term. Final exams will not be given early. Please check the course calendar early in the semester to avoid any schedule conflicts.

### **OUTCOMES ASSESSMENT**

Five Course Assignments	250 points	<b>Total Points Possible = 475</b> A = 427.5 to 475 B = 380 to 427.4 C = 332.5 to 379 D = 285 to 332.4 F = 284 and below
3 Exams	225 points	

Your final grade at the end of the semester will be the grade you earned in the class. This will be computed by summing the total points you have earned on assignments and exams and dividing that sum by the total points possible for the semester.

### **COURSE POLICIES FOR SMHM 3790 MERCHANDISING PRE-INTERNSHIP SEMINAR**

#### **Attendance:**

Attendance and punctuality are expected just like in a professional work environment. Attendance will be taken on a **regular** basis during class starting after the 12<sup>th</sup> class day (January 31) and may influence your final grade. If you are not in class when attendance is taken, you will be considered as absent and not allowed to sign the attendance sheet. Sign the attendance sheet only for yourself. Forging another student's name is a form of cheating and will be reported to the Center for Student Rights and Responsibilities. You are responsible for attending each class meeting. If you are absent, it is your responsibility to secure lecture notes on your own from another student in the class.

Starting after the 12<sup>th</sup> class day (January 31), you can possibly earn 5 points of extra credit if you attend 20 lecture classes from February 1 – May 5. Exam days are not included. Excused absences are not automatic and will be considered only on a case-by-case basis. Documentation (doctor's note, etc.) must be presented to the instructor for an absence to be considered as excused.

As is the case in a professional work environment, it will be the expectation that you will be in class and ready to begin at the start of class. Consider class a business meeting where tardiness is unacceptable. Coming to class late (or leaving early) is rude and distracting to your fellow students and instructor. It is also considered unprofessional and makes a good faculty recommendation difficult when you begin your internship/job search.

#### **Syllabus Revisions:**

The instructor reserves the right to revise the syllabus and list of requirements when, in her judgment, such revision will benefit the advancement of the course goals and objectives. This syllabus is not a contract and can be changed at any time for any reason by the faculty member.

#### **Class Decorum/Policies:**

The School of Merchandising and Hospitality Management requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms (e.g., writing on tables, etc.) Disruptive behavior is not tolerated (e.g., arriving late, leaving early, talking out of turn, sleeping, talking on the phone, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately). You may be asked to leave the room if your actions disrupt instruction and learning.

**Electronic Devices:**

Please refrain from using laptops, cell phones, I pods and other electronic devices while in class. These should be turned off and put away in a purse, backpack, or your pocket. If you are seen using any electronic devices during class, this can result in a loss of 5 points toward your final grade for each time you are seen using these items or asked to put them away during the semester.

**Qualified Students under the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of 1973:**

The School of Merchandising and Hospitality Management cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have a disability for which you will require accommodation, please present your written accommodation request by the end of the first week and make an appointment with the instructor to discuss your needs.

**Academic Dishonesty:**

Academic dishonesty is unacceptable on exams, quizzes, or any other graded assignments. **Students who are found copying or using written materials without giving credit to the original authors will receive a grade of “O” for any assignment or exam and possibly an “F” for the entire course depending on the specifics of the incident.** Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgement of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

**Student Evaluation of Teaching Effectiveness (SETE):**

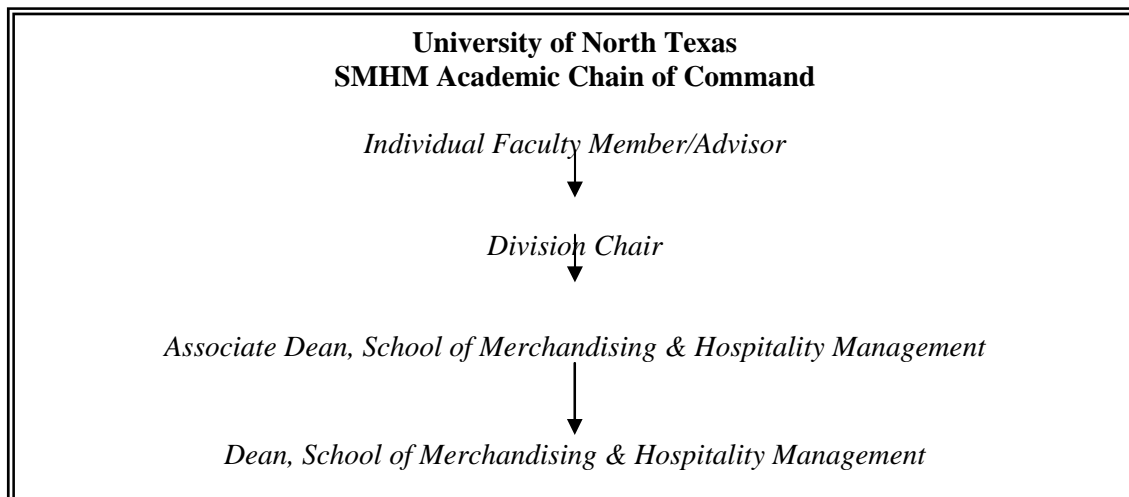
The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

**Other Information:**

Class lectures and other activities are intended to enrich or supplement the assigned readings. They are not intended to summarize or substitute for the readings. The instructor will be glad to meet individually with students to discuss materials presented in the readings or the class lectures, to help the student determine his or her progress in the class, or other relevant purposes.

**Academic Organization Structure:**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your **individual faculty member and/or academic advisor** who will then help you navigate the Chain of Command shown below:



### Academic Requirements:

- It is required that students entering the School of Merchandising and Hospitality Management have a minimum grade point average of at least 2.25 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.25.
- A grade of C or above must be earned in each merchandising and hospitality management (SMHM) course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS from the School of Merchandising and Hospitality Management include:
  - a. A minimum of 2.25 grade point average in the major, with minimum grades of C required in all merchandising and hospitality management (SMHM) courses;
  - b. A minimum of 2.25 grade point average in all courses completed at UNT; and
  - c. A minimum of 2.25 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2010-2011 Undergraduate Catalog.

### Academic Advising:

- The SMHM Advising Staff recommends that students meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis.
- **Departmental Contact Information (Chilton Hall 385):**

Digital Retailing	Lynne Hale	940.565.3518
Merchandising (A-O)/ Home Furnishings	Sarah Kim	940.565.2434
Merchandising (P-Z)	Keeley Simpson	940-369-5304
- Please check prerequisites carefully prior to enrolling in courses. Students are responsible for completing all prerequisite courses before enrolling in upper division courses.

It is imperative that students pay for all enrolled classes. Please check your online schedule daily through the 12<sup>th</sup> class day (January 31) to insure you have not been dropped for non-payment. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. SMHM will be unable to reinstate students for any reason after the 12<sup>th</sup> class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

### Access to Information:

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please do so, as this is where you learn about job opportunities, SMHM events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

### Courses in a Box:

Any SMHM equivalent course from another university must receive prior approval from the SMHM academic advisor to insure that all UNT Merchandising and Hospitality Management degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval. This includes "courses in a box" from other educational institutions (SMHM 2550, 4250, 4820, etc.). "Courses in a box" do not meet the UNT Merchandising and Hospitality Management degree plan requirements and will not be approved.

**IMPORTANT SPRING 2011 DATES**

January 17, 2011	Last Day for 100% Refund
January 18, 2011	First Day of Classes
January 21, 2011	Last day to change schedule other than a drop
January 31, 2011	Twelfth Class Day. Last day to drop a course (not withdrawing from the semester) and receive refund. Subsequent drops require instructor's written consent.
February 1, 2011	Beginning this date, a student who wishes to drop a course must first receive written consent of the instructor. A grade of W is assigned.
February 8, 2011	Merchandising Career Expo – 1:00p-3:00p Union, Silver Eagle Suite
February 27, 2011	Last day to drop a course and receive a grade of W. A drop slip is required from the instructor after this date.
February 28, 2011	Beginning this date, instructors may drop students with a WF for nonattendance
March 14-20, 2011	Spring Break
March 29, 2011	Last day to drop a course with the consent of the instructor. A W or WF may be assigned.
April 22, 2011	Last day for an instructor to drop a student with a grade of WF for nonattendance
April 22, 2001	Last day to withdraw from the semester (Dropping all UNT classes). A grade of WF may be assigned if student is not passing.
May 14, 2011	Undergraduate Commencement