

## MDSE 4560: Sustainable Strategies in Merchandising

Dr. Jiyoung Kim, Chilton Hall 342A, Ph: (940) 565-3344  
 jiyoung.kim.smhm@gmail.com **(Do not send email through Black Board)**  
 Course website (BB): <https://learn.unt.edu>

### COURSE DESCRIPTION

This course provides a comprehensive application of sustainability practices for product development and retail design in apparel and home furnishings enterprises. This course is designed to

1. Emphasize the importance of sustainable development of apparel and home furnishings products in the current world
2. Cover key theories underlying the concept of sustainability
3. Consider the new opportunities and risks for sustainable development in apparel and home furnishings industries
4. Analyze case studies to evaluate the different strategies employed in the development of a sustainable business

This course requires extensive research, reflection, integration and application of theories. Therefore, this course will be a combination of readings, case analysis, projects and discussions.

### READINGS

Weekly Modules: posted on BlackBoard

Case articles: Cases should be purchased online (\$2-\$6). Detailed information will be provided within the weekly modules.

### EXPECTED LEARNING OUTCOMES

1. Define the key theories underlying the concept of “sustainability”
  - 1.1. Compare the difference between different sustainability theories
    - 1.1.1. Differentiate ethics, social responsibility, corporate citizenship and sustainability
    - 1.1.2. Explain framework of sustainability
2. Understand the importance of sustainability in the current society
  - 2.1. Describe the concept of “sustainable lifestyle” as an individual
    - 2.1.1. Explain the drivers of sustainable lifestyle
    - 2.1.2. Learn to communicate sustainability
  - 2.2. Consider the new opportunities and risks for sustainable development as a society
    - 2.2.1. Identify possible impact of globalization
    - 2.2.2. Determine market response to sustainability
3. Recognize sustainability issues in the industry
  - 3.1. Explain the concept of sustainable development strategies and tactics
    - 3.1.1. Assess possible market response to sustainable business models
    - 3.1.2. Identify opportunities to integrate social and environmental development in competitive retail and product development strategy
  - 3.2. Learn to use sustainability analysis system
    - 3.2.1. Apply various sustainable business models
    - 3.2.2. Demonstrate decision making skills in the development and application of sustainable development strategies and tactics

Assignments		Points
<b>Learning Report</b> Complete the form linked under Week1 Module		<b>10</b>
<b>Photo Album Assignment</b> Read the guideline linked under Week1 Module		<b>10</b>
<b>Weekly Readings (Modules) and Weekly Discussions (Discussion 50 pts each week X9)</b> Read the guideline posted under folder name "Discussion guide"		<b>450</b>
<b>Sustainable ME Project</b> This is an individual project. Guideline will be announced in Week 2 Module.		<b>330</b>
Personal Commitment	10	
Wordpress link	10	
Weekly update (10 weeks)	200	
Comment on others' (10 weeks)	50	
Final post	20	
Evaluate peers	30	
<b>Exams (100 ptsX 3 exams including final)</b> Exams will test your overall knowledge on the questioned subject matter. Exams will be given in an essay format. You need to demonstrate your understanding on the course materials (module, case, articles, etc). In addition, it is expected that you <u>do additional research</u> than simply paraphrasing the textbook. Final exam will be available online for only a specific time period before it will close. It is wise to download a copy of the Exam onto your computer.		<b>300</b>
<b>Total</b>		<b>1100</b>
<b><i>Extra credit available, check announcements on BB</i></b>		

Grades are not curved. Grades will not be rounded. The points you earned will determine the grade you deserve. The final semester grade will be determined as follows:

- A = 990 and up
- B = 880 or greater, and less than 990
- C = 770 or greater, and less than 880
- D = 660 or greater, and less than 770
- F = Less than 660

## COURSE POLICIES

### **Sending e-mail:**

When sending e-mails, be sure to put “SMHM5550” in the Subject line. You will get replied within 24 hours with very few exceptional cases (going for a conference, etc.). In these cases, the instructor will notify you beforehand.

### **Assignment Due Dates & Guidelines:**

All assignments due date/time is specified in the assignment guideline. Late assignments will not be accepted unless it meets all three conditions; 1) the student notifies the instructor within 24 hours of the scheduled exam time/ or assignment due date; 2) the circumstances are extenuating; and 3) the student presents proof of the circumstances.

**The Student Evaluation of Teaching Effectiveness (SETE)** is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

## GENERAL FORMAT FOR ASSIGNMENTS

Unless otherwise specified, assignments submitted should be prepared according to the following guidelines:

1. Documents should be computer generated using 12 pt traditional font with 1” margins on all sides.
2. Single spaced.
3. On the top left corner of the first page, provide: (a) student’s name (team number and name), (b) course name, and (c) name of assignment
4. Name of the student (team number and name) should be in the header on all pages.
5. Pages should be numbered in the bottom right corner.
6. In writing papers, use headings and paragraphs to organize your writing.
7. Correct spelling, grammar and punctuation, and consistent formatting are expected. Deductions will be taken for errors.
8. Please use spell check AND proofread. We all make enough mistakes even when we do proofread—let’s try to eliminate as many errors as possible. Check for common errors on the computer (e.g., there vs their; where vs were; defiantly vs definitely).
9. Use third person
10. Please remember to cite your sources of information and to provide the references. APA guideline is posted on Black Board, for your reference (APA is not required, you may use other formats such as MLA or Harvard).
11. Avoid using WikiPedia as your source. Anyone can add to or alter these entries, which raise a question of how credible they are. Use library database (e.g. Business Source Complete) to search for articles and reports published in newspapers, trade magazines, and academic and business journals.

*This syllabus is subject to change when the instructor deems it necessary to achieve course objectives.*

Week	Date	Module/Assignment
1	8/29 (Wed)	Read Week 1 Module and syllabus carefully
2	9/4 (Tues)	Start Reading Week 2 Module (Labor Day 9/3)
	9/9 (Sun)	<b>Submit personal commitment Photo Album Assignment and Learning Report are DUE</b>
3	9/10 (Mon)	Start Reading Week 3 Module
	9/13 (Thurs)	Start Week 3 discussion on Black Board
	9/16 (Sun)	Week 3 discussion closes <b>Submit blog link</b>
4	9/17 (Mon)	<b>Launch Sustainable ME blog</b> Start Reading Week 4 Module
	9/20 (Thurs)	Start Week 4 discussion on Black Board
	9/23 (Sun)	Week 4 discussion closes
5	9/24 (Mon)	Start reading Week 5 Module
	9/27 (Thurs)	Start Week 5 discussion on Black Board
	9/30 (Sun)	Week 5 discussion closes
6	10/1 (Mon)	<b>Exam 1 questions posted</b>
	10/7 (Sun)	<b>Exam 1 due</b>
7	10/8 (Mon)	Start reading Week 7 Module
	10/11 (Thurs)	Start Week 7 discussion on Black Board
	10/14 (Sun)	Week 7 discussion closes
8	10/15 (Mon)	Start reading Week 8 Module
	10/18 (Thurs)	Start Week 8 discussion on Black Board
	10/21 (Sun)	Week 8 discussion closes
9	10/22 (Mon)	Start reading Week 9 Module
	10/25 (Thurs)	Start Week 9 discussion on Black Board
	10/28 (Sun)	Week 9 discussion closes
10	10/29 (Mon)	Start reading Week 10 Module
	11/1 (Thurs)	Start Week 10 discussion on Black Board
	11/4 (Sun)	Week 10 discussion closes
11	11/5 (Mon)	<b>Exam 2 questions posted</b>
	11/11 (Sun)	<b>Exam 2 DUE</b>
12	11/12 (Mon)	Start reading Week 12 Module
	11/15 (Thurs)	Start Week 12 discussion on Black Board
	11/18 (Sun)	Week 12 discussion closes
13	11/19 (Mon)	Start reading Week 13 Module (Thanks Giving 11/22-25)
14	11/29 (Thurs)	Start Week 14 discussion on Black Board
	12/2 (Sun)	Week 14 discussion closes
15	12/3 (Mon)	<b>Sustainable ME final post</b>
	12/4 (Tues)	Start evaluating group members' Sustainable YOU projects
	12/5 (Wed)	<b>Final Exam question uploaded</b>
	12/9 (Sun)	<b>Sustainable ME evaluation DUE</b>
16	12/12 (Wed)	<b>Final Exam DUE</b>

## ADMISSION AND PRE-MAJOR REQUIREMENTS

Beginning Fall 2012, students entering UNT who wish to pursue the Bachelor of Science with a major in merchandising, home furnishings merchandising or digital retailing enter as pre-majors. Before applying to major status, pre-majors must complete at least 30 hours of college course work. Courses vary by major so it is important to discuss with a CMHT adviser.

## ACADEMIC REQUIREMENTS

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.50 on all courses completed at UNT beginning in Fall 2012. First term/semester transfer students must have a transfer grade point average of 2.50.
- A grade of C or above must be earned in each merchandising, digital retailing, home furnishings and hospitality management course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and/or Home Furnishings from the College of Merchandising, Hospitality & Tourism (CMHT) include:
  - A minimum GPA of at least 2.50 on all courses completed at UNT.
  - A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGH.
  - A minimum of 2.50 GPA in all work attempted, including transfer, correspondence, extension and residence work.
- **Important for Timely Graduation**

A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions. It is very important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed graduation.

**For additional information regarding requirements and policies, refer to the 2012-2013 Undergraduate Catalog.**

## **FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

**If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.** Please visit <http://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

### ACADEMIC ADVISING

- The CMHT 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):**

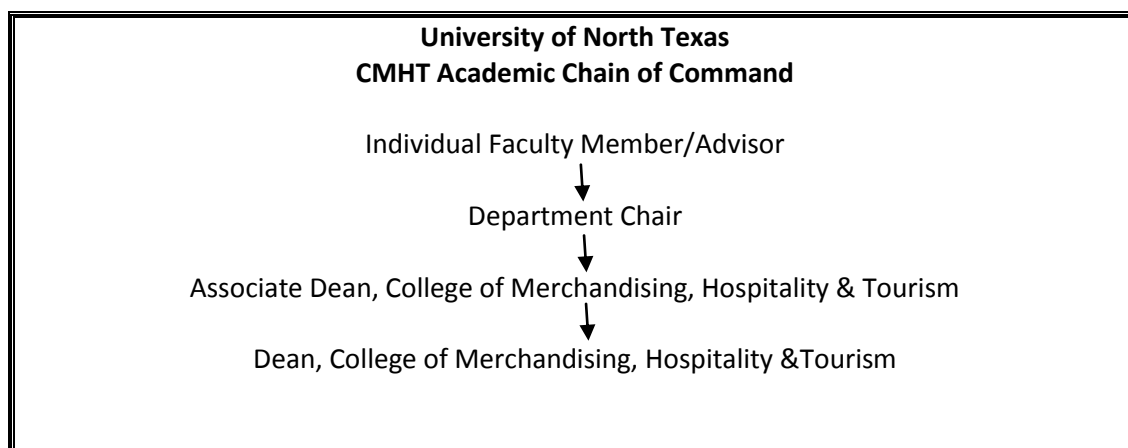
Advisor and Interim Advising Supervisor	Keeley Simpson	940.369.5304
Advisor	Sarah Kim	940.565.2434
- Please check prerequisites carefully prior to enrolling in courses. Students **MUST** complete all prerequisite courses before enrolling in upper division courses.
- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12<sup>th</sup> class day (September 12) 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. CMHT will not be able 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.

### IMPORTANT Fall 2012 DATES

September 3	Labor Day – University Closed
September 13	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
September 14	Graduation applications due
October 10	Beginning this date, instructors may drop students with grade of WF for nonattendance.
October 22	Early registration begins by classification for summer and fall 2013.
Nov 22-25	Classes dismissed for Thanksgiving holidays. University closed.
November 7	Last day for a student to drop a course with consent of instructor.
November 21	Last day for an instructor to drop a student with a grade of WF for nonattendance.
December 1-7	Pre-finals week
December 7	Reading day. No classes.
December 8-14	Finals week.
December 14 & 15	Commencement – Details to be announced.

### ACADEMIC ORGANIZATIONAL 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 advisor** who will then help you navigate the Chain of Command shown below:



### **QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973**

The College of Merchandising, Hospitality and Tourism 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.

### **COURSE SAFETY STATEMENTS**

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medial attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

### **ACADEMIC DISHONESTY**

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment 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.

## **CLASSROOM POLICIES**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

The College of Merchandising, Hospitality and Tourism 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). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

## **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.

## **FINAL EXAM POLICY**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

## **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 so do, as this is where you learn about job and internship opportunities, CMHT 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 Merchandising or Digital Retailing equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all UNT Merchandising and Digital Retailing degree plans 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.



### IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

**Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

### EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. **In the event of a university closure, check course Black Board and emails for class schedule updates or possible take home assignments.**