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
Learning Report Complete the form linked under Week1 Module	**10**
Photo Album Assignment Read the guideline linked under Week1 Module	**10**
Weekly Readings (Modules) and Weekly Discussions (Discussion 50 pts each week X9) Read the guideline posted under folder name "Discussion guide"	**450**
Sustainable ME Project This is an individual project. Guideline will be announced in Week 2 Module. Personal Commitment 20 Weekly update (10 weeks) 200 Comment on others' (10 weeks) 50 Self-Evaluation 30 Peer-Evaluation 30	**330**
Exams (100 ptsX 3 exams including final) 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.	**300**
Total	**1100**
Extra credit available, check announcements on BB	

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 "SMHM 4560" 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 (Times New Roman, Arial) 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 formatting for citation and reference list is required. APA guideline is posted on Black Board, for your reference.
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.
12. Quotation: use quotation when it is absolutely necessary to use the exact words of the original source (e.g. definition). Otherwise, paraphrase.

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

Week	Date	Module/Assignment	Blog #
1	1/14 (Mon)	Read Week 1 Module and syllabus carefully	
2	1/22 (Tues)	Start Reading Week 2 Module *(MLK Day 1/21)*	
	1/27 (Sun)	**Submit personal commitment** **Photo Album Assignment and Learning Report are DUE**	
3	1/28 (Mon)	Start Reading Week 3 Module	
	1/31 (Thurs)	Start Week 3 discussion on Black Board	
	2/3 (Sun)	Week 3 discussion closes	
4	2/4 (Mon)	**Launch Sustainable ME blog** Start Reading Week 4 Module	1
	2/7 (Thurs)	Start Week 4 discussion on Black Board	
	2/10 (Sun)	Week 4 discussion closes	
5	2/11 (Mon)	Start reading Week 5 Module	2
	2/14 (Thurs)	Start Week 5 discussion on Black Board	
	2/17 (Sun)	Week 5 discussion closes	
6	2/18 (Mon)	**Exam 1 questions posted**	3
	2/24 (Sun)	**Exam 1 due**	
7	2/25 (Mon)	Start reading Week 7 Module	4
	2/28 (Thurs)	Start Week 7 discussion on Black Board	
	3/3 (Sun)	Week 7 discussion closes	
8	3/4 (Mon)	Start reading Week 8 Module	5
	3/7 (Thurs)	Start Week 8 discussion on Black Board	
	3/10 (Sun)	Week 8 discussion closes	
3/11-17 Spring Break – No class			
9	3/18 (Mon)	Start reading Week 9 Module	6
	3/21 (Thurs)	Start Week 9 discussion on Black Board	
	3/24 (Sun)	Week 9 discussion closes	
10	3/25 (Mon)	**Exam 2 questions posted**	7
	3/31 (Sun)	**Exam 2 DUE**	
11	4/1 (Mon)	Start reading Week 11 Module	8
	4/4 (Thurs)	Start Week 11 discussion on Black Board	
	4/7 (Sun)	Week 11 discussion closes	
12	4/8 (Mon)	Start reading Week 12 Module	9
	4/11 (Thurs)	Start Week 12 discussion on Black Board	
	4/14 (Sun)	Week 12 discussion closes	
13	4/15 (Mon)	Start reading Week 13 Module	10
	4/18 (Thurs)	Start Week 13 discussion on Black Board	
	4/21 (Sun)	Week 13 discussion closes	
14	4/22 (Mon)	**Sustainable ME self-evaluation on your blog**	
	4/23 (Tues)	Start evaluating group members' Sustainable ME projects	
	4/28 (Sun)	**Sustainable ME peer- evaluation DUE**	
15	4/29 (Mon)	**Final Exam question uploaded**	
	5/5 (Sun)	**Final Exam DUE**	