

MDSE 4560: Sustainable Strategies in Merchandising

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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 "Learning Report" menu		10
Photo Album Assignment Read the guideline under "Photo Album" menu		10
Modules and Discussions (Discussion 50 pts X 4 modules) Read the guideline posted under folder name "Discussion guide"		200
Sustainable ME Project This is an individual project. Guideline is posted under "Sustainable ME guide".		170
Personal Commitment	20	
Postings (20 pts X 5 blogs)	100	
Comment on others' postings (10pts X 5 blogs)	50	
Exam Exam will test your overall knowledge on the questioned subject matter. 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.		100
Total		490

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 = 441 and up
- B = 392 or greater, and less than 441
- C = 343 or greater, and less than 392
- D = 294 or greater, and less than 343
- F = Less than 294

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

READ CAREFULLY as points will be taken off if the format is incorrect

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. **Write the questions you are answering to.**
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.

Week	Date	Module/Assignment	Blog #
1	7/7 (Mon)	Start Reading Module 1 Start posting your photo album	1 (7/10~7/13)
	7/9 (Wed)	Personal commitment DUE Photo Album Assignment DUE Learning Report DUE	
	7/10 (Thur)	Start Module 1 discussion	
	7/13 (Sun)	Module 1 discussion closes	
2	7/17 (Thurs)	Start Module 2 discussion	2 (7/14~7/20)
	7/20 (Sun)	Module 2 discussion closes	
3	7/24 (Thurs)	Start Module 3 discussion	3 (7/21~7/27)
	7/27 (Sun)	Module 3 discussion closes	
4	7/31 (Thurs)	Start Module 4 discussion	4 (7/28~8/3)
	8/3 (Sun)	Module 4 discussion closes	
5	8/4 (Mon)	Exam questions posted	5 (8/4~8/8)
	8/8 (Fri)	Exam DUE	

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