

MDSE 4660-003: Advanced Merchandising Applications

Tues Thurs 12:30 - 1:50 PM • WH 115

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Office hours: MW 11:00-12:00, TR 2:00-3:30, Please email to make an appointment

Prerequisite

- For MDSE students: MDSE 2490, MDSE 3510, MDSE 3750, MDSE 4010 major in MDSE; plus 9 additional hours in the major with a grade of C or better.
- For DRTL students: DRTL 2090 ; MDSE 3510 ; MDSE 3750 ; MDSE 4010 ; major in DRTL; plus 9 additional hours in the major with a grade of C or better.
- For HFMD students: HFMD 2400; MDSE 3510 ; MDSE 3750; HFMD 3380; major in HFMD; plus 9 additional hours in the major with a grade of C or better.

Students must present a copy of their transcripts by the second class meeting indicating completion of the pre requisite classes, with a grade of at least a "C." Classes cannot be taken concurrently. Please highlight the relevant classes on the transcript.

Text

Course materials (e.g., cases, book chapters, articles) will be distributed in-class and online. Some of the cases (\$3-6) should be purchased online: read "Case Paper" guideline distributed in class.

Course website

<http://learn.unt.edu> Syllabus, assignment guidelines, grade rubric for the assignments, cases and announcement will be posted online. Check the course website periodically.

Description

3 hours. Students gain experience using the case study method in a variety of apparel and home furnishings industry environments. Emphasis is on analysis, problem solving, and critical thinking in business situations.

Expected Student Learning Outcomes:

1. To encourage critical thinking through the application of merchandising theories and principles in industry situations
2. To involve students in the process of orderly thinking and analysis that is required for logical decision-making.
3. To develop interpersonal skills required to express thoughts, ideas, and feelings within a group.
4. To develop a diversity of perspectives

Assignments		Points
1. Case study (40pts X 10 cases) Students are required to read the provided case and prepare a Case Paper (20pts each) before coming to class and participate (20pts each) in in-class discussions		400
2. Small case study (20pts X 2 small cases) Students will have two small case in-class discussions		40
3. Career Case Students will interview a person that is currently working in the industry one wants to pursue in the future		240
Career Case Interviewee list	20	
Career Case paper	50	
Career Case presentation	50	
Career Case Evaluation (20 pts X 6 days)	120	
4. Target Case Project This is a <u>team project</u> . The teams will compete for monetary award gifted by Target. Final presentation will be judged by Target.		400
Team progress report (10 pts X 4)	40	
Pre-proposal	50	
Pre-proposal meeting	20	
Proposal	50	
Proposal meeting	20	
Paper	100	
Presentation	100	
Evaluation	20	
Required Event: Detailed information of the events will be posted on BB Executive + Scholar Lecture Series: The Container Store (2/4/15) Consumer Experience Symposium: TBA (4/9/15)		20

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:

Total possible points including final exam: 1000

- A = 90% and up (990 and up)
- B = 80% (880 or greater, and less than 990)
- C = 70% (770 or greater, and less than 880)
- D = 60% (660 or greater, and less than 770)
- F = Less than 550

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.

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

	Date	Topic	Due dates
1	1/20 (T)	Intro to Course	
	1/22 (R)	Case Study method	
2	1/27 (T)	Research Method Team meeting (1)	Team progress report (1)
	1/29 (R)	Case 1 Team meeting (2)	Team progress report (2) Target Pre-Proposal due Sunday of this week Career Case list due Sunday of this week
3	2/3 (T)	Target Case Pre-Proposal meeting	Team 1-8
	2/5 (R)	Team meeting (3)	Team progress report (3)
4	2/10 (T)	Case 2	
	2/12 (R)	First meeting with Target	
5	2/17 (T)	Case 3	
	2/19 (R)	Small Case 1	
6	2/24 (T)	Case 4	
	2/26 (R)	Small Case 2	
7	3/3 (T)	Case 5	
	3/5 (R)	Team meeting (4)	Target Proposal due Sunday of this week
8	3/10 (T)	Target Case Proposal meeting	Team 1-4
	3/12 (R)	Target Case Proposal meeting	Team 5-8 Career Paper Due: Sunday of this week
3/16-22 Spring Break – no class			
9	3/24 (T)	Case 6	
	3/26 (R)	Career case ppt #1	Career ppt due: your presentation day
10	3/31 (T)	Case 7	
	4/2 (R)	Career Case ppt #2	Target Paper due: Sunday of this week
11	4/7 (T)	Case 8	
	4/9 (R)	Career Case ppt #3	
12	4/14 (T)	Target Case Presentation	
	4/16 (R)	Target Case Presentation	
13	4/21 (T)	Case 9	
	4/23 (R)	Career Case ppt #4	
14	4/28 (T)	Case 10	CF 2 ppt Due: your presentation day
	4/30 (R)	Career Case ppt #5	
15	5/5 (T)	Career Case ppt #6	
	5/7 (R)	Final presentation to Target	
No final exam			

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://financial.aid.unt.edu/satisfactory-academic-progress-requirements> 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

- All pre-majors are required to meet with their Academic Advisor and receive an advising code to register for classes *each semester*. ALL students should meet with their Academic Advisor at least one time per semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.
- **Advising Contact Information (Chilton Hall 385 – 940.565.4635)**

Sarah Kim, M.S.	Merchandising A-K
Brittany Barrett, MSIS	Merchandising L-Z
Jaymi Wenzel	Hospitality Management A-K
Philip Aguinaga, M.Ed.	Hospitality Management L-Z
Kelly Ayers, M.Ed.	Home Furnishings & Digital Retailing

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. Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class. Students who have not met prerequisites will not be allowed to remain in a course. Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

Payment Deadline

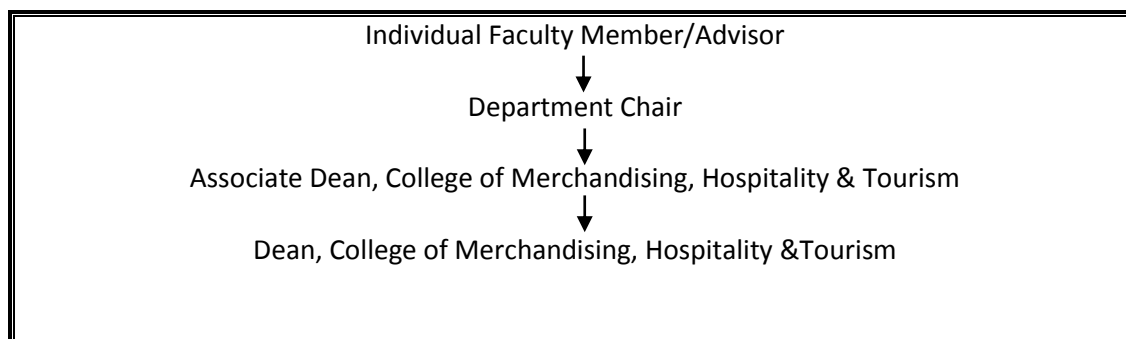
It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (August 29) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. CMHT will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

IMPORTANT SPRING 2015 DATES

January 19	MLK Day (UNT closed)
January 20	First class day
January 23	Last day to change of schedule other than a drop (last day to add a class)
Feb 3	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
Feb 4	Kip Tindell, CEO, Container Store, "Conscious Capitalism" – Executive + Scholar Lecture Series (10 am – 12 Noon)
March 3	Beginning this date, instructors may drop students with a grade of WF for nonattendance.
March 16 – 22	Spring Break (no classes)
April 24	Last day to withdraw from the semester
May 7	Last day of class
May 8	Reading day. No classes.
May 9 - 15	Finals week.
May 16	Commencement – Details to be announced.

CMHT Protocol

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

**OFFICE OF DISABILITY ACCOMMODATIONS**

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact

them by phone at 940.565.4323.

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 medical 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.

EXPECTED STUDENT BEHAVIOR

Student behavior is expected to be respectful of both other students and faculty. 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 Dean of Students 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 classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

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. If you do not regularly check EagleConnect 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 CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT 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.

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) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course*.

If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

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. 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, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure. In the event of a university closure check Black Board and email for further information on class.