

## 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
<b>1. Learning Report</b> Complete the form linked under “1. Learning Report” menu		<b>10</b>
<b>2. Photo Album Assignment</b> Read the guideline under “2. Photo Album” menu		<b>10</b>
<b>3. Weekly Modules and Discussions (Discussion 50 pts X 4 modules)</b> Read weekly modules and participate in discussions under “3. Weekly Modules and Discussions” menu. Discussion guideline is also posted under this menu.		<b>200</b>
<b>4. Sustainable ME Project</b> Guideline is posted under “4. Sustainable ME guide”.		<b>120</b>
Postings (20 pts X 4 blogs)	80	
Comment on others’ postings (10pts X 4 blogs)	40	
<b>5. Exam</b> Go to “6. Exams” menu for exam questions.		<b>100</b>
<b>Extra Credit</b> Extra credit opportunities are available in this class. Read guidelines and announcements for details.		
<b>Total</b>		<b>440</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 = 396 and up
- B = 352 or greater, and less than 396
- C = 308 or greater, and less than 352
- D = 264 or greater, and less than 308
- F = Less than 264

## COURSE POLICIES

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

Send all class related emails to [jiyoung.kim.smhm@gmail.com](mailto:jiyoung.kim.smhm@gmail.com). When sending e-mails, be sure to put "MDSE 4560" and a brief reason why you are emailing in the Subject line.

### **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.

**Student Perception Of Teaching (SPOT)** 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 an opportunity 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 SPOT 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. Correct spelling, grammar and punctuation, and consistent formatting are expected. Deductions will be taken for errors.
2. 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).
3. 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.
4. 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.
5. **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	Sustainable Me Blog #
1	7/10 (Mon)	Start Reading Module 1 Start posting your photo album	
	7/12 (Wed)	<b>Photo Album Assignment DUE</b> <b>Learning Report DUE</b>	
	7/12 (Wed)	Start Module 1 discussion <b>Sustainable Me Blog Launch date</b>	
	7/16 (Sun)	Module 1 discussion closes	
2	7/17 (Mon)	Start Reading Module 2	<b>Post #2</b> <b>7/17~7/23</b>
	7/19 (Wed)	Start Module 2 discussion	
	7/23 (Sun)	Module 2 discussion closes	
3	7/24 (Mon)	Start Reading Module 3	<b>Post #3</b> <b>7/24~7/30</b>
	7/26 (Wed)	Start Module 3 discussion	
	7/30 (Sun)	Module 3 discussion closes	
4	7/31 (Mon)	Start Reading Module 4	<b>Post #4</b> <b>7/31~8/6</b>
	8/2 (Wed)	Start Module 4 discussion	
	8/6 (Sun)	Module 4 discussion closes	
5	8/7 (Mon)	<b>Exam questions posted</b>	
	8/9 (Wed)	<b>Exam DUE</b>	