

MDSE 4560: Sustainable Strategies

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 Course website (Canvas): <https://Canvas.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 industry
2. Cover key theories underlying the concept of sustainability
3. Consider the new opportunities and risks for sustainable development for businesses
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 Canvas

Case articles: Cases should be purchased online (\$5-\$10). Throughout the course, 2-3 case articles will be used. Plan your budget accordingly. Detailed information will be provided within the weekly modules.

PREREQUISITES None

COURSE LEARNING OBJECTIVES

1. Define the key concepts underlying the term “sustainability”
 - 1_1. Explain the history and development of sustainable development
 - Discuss the cause and effect of different sustainability movements in the society (M1_1)
 - Identify the three different aspects of sustainability (M1_2)
 2. Defend the importance of sustainability in the current society
 - 2_1. Support the concept of “sustainable lifestyle” as an individual
 - Discuss the different aspects of sustainable consumption (M4_3)
 - Explain the drivers of sustainable lifestyle
 - Implement sustainable strategies as an individual
 - Explain the new opportunities and risks for sustainable development as a society
 - Discuss the different aspects of sustainable consumption (M4_3)
3. Recognize the importance of sustainability issues in the industry
 - 3_1. Explain the concept of sustainable business strategies
 - Describe the TBL concept (M1_3)
 - Identify the strategies the leading companies are adopting for sustainable practices (M1_4)
 - Examine the different argument toward Corporate Social Responsibility (M2_1)
 - Discuss the nature of corporation and corporate responsibility (M3_1)
 - 3_2. Implement sustainability analysis system
 - Explain Corporate Sustainability Framework in business practice (M3_2)
 - Identify opportunities to integrate CSR in competitive business environment (M2_2)

- Demonstrate decision making skills in the development and application of socially responsible strategies and tactics (M2_3)
- Implement Stakeholder Theory in formulating business decisions (M2_4)
- Examine the ethical dilemma in operating a business (M2_5)
- Use different ethical theories in business decision making (M2_6)
- Assess possible market response to sustainable business models (M3_3)
- Identify different aspects of sustainable employment (M3_4)
- Describe the challenge in ethical employment when operating a business in diverse cultural environment (M3_5)
- Analyze possible impact of globalization in sustainable development (M4_1)
- Describe the impact of the development of sustainable sourcing strategies (M4_2)

Assignments	Points
1. Learning Report Complete the form linked under “1. Learning Report” menu	10
2. Photo Album Assignment Read the guideline under “2. Photo Album” menu	10
3. Weekly Modules and Discussions (Discussion 50 pts X 4 modules) Read weekly modules and participate in discussions under “3. Weekly Modules and Discussions” menu. Discussion guideline is also posted under this menu. Grading of discussions will be returned to the students by Wednesday the next week.	200
4. Sustainable ME Project Guideline is posted under “4. Sustainable ME guide”. Grading of blog posts will be returned to the students by Wednesday the next week.	210
Blogspace set up	10
Weekly Postings (40 pts X 4 blogs)	160
Comment on others’ postings (10pts X 4 blogs)	40
5. Exam (comprehensive) Go to “6. Exams” menu for exam guideline and questions. Grading of the exam and comments will be returned to student by Friday.	100
Extra Credit Extra credit opportunities are available in this class. Read guidelines and announcements for details.	
Total	530

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 = 477 and up
- B = 424 or greater, and less than 477
- C = 371 or greater, and less than 424
- D = 318 or greater, and less than 371
- F = Less than 318

COURSE INFORMATION

Sending e-mail:

Send all class related emails to 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.

Academic Support Services:

You can find various resources related to taking a 100% online class through Canvas. Visit the link below. <https://clear.unt.edu/canvas/student-resources>

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.

MINIMUM TECHNOLOGY REQUIREMENTS

High-speed internet connection (DSL or a cable modem): Your internet connection is critical for viewing videos available through the Media Library On Demand.

Audio: A working sound card and speakers will be required

Internet Browser: you can access Canvas using Google Chrome, Firefox, Internet Explorer or Safari

PDF viewer: case studies and some of the readings are in a pdf format

Contact [Student Help Desk](http://it.unt.edu/helpdesk) for technological support: <http://it.unt.edu/helpdesk>

Tech skill required for students: Students should be able to navigate the course on Canvas, follow the links to view video clips, and download the pdf documents

INTERACTING WITH OTHERS ONLINE

This course takes place online, yet remember that the interaction is with another human. Ask yourself, "Would I say this to the person's face?" when you are writing your email or creating a discussion post.

Keep in mind that the person on the other side of the monitor doesn't have the opportunity to read your facial expressions, tone of voice, and gesture, and it is easy to misinterpret your writing. So be careful in crafting your message and make sure you are not including remarks that can be misinterpreted by others.

Online discussions have advantage that you can voice your opinion without being judged by your looks- however, you will be judged by the quality of your writing. Check your grammar and spelling before you post.

Finally, be pleasant and polite. Don't use offensive language, and don't be confrontational for the sake of confrontation.

GENERAL FORMAT FOR ASSIGNMENTS**READ CAREFULLY as points will be taken off if the format is incorrect**

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.

Week	Date	Module/Assignment	Sustainable Me Blog #
1	7/8 (Mon)	Start Reading Module 1 Start posting your photo album	
	7/10 (Wed)	Photo Album Assignment DUE Learning Report DUE Blogspace set up DUE	
	7/10 (Wed)	Start Module 1 discussion	
	7/14 (Sun)	Module 1 discussion closes	
2	7/15 (Mon)	Start Reading Module 2	Post #2 7/16~7/22
	7/17 (Wed)	Start Module 2 discussion	
	7/21 (Sun)	Module 2 discussion closes	
3	7/22 (Mon)	Start Reading Module 3	Post #3 7/23~7/29
	7/24 (Wed)	Start Module 3 discussion	
	7/28 (Sun)	Module 3 discussion closes	
4	7/29 (Mon)	Start Reading Module 4	Post #4 7/30~8/5
	7/31 (Wed)	Start Module 4 discussion	
	8/4 (Sun)	Module 4 discussion closes	
5	8/5 (Mon)	Exam questions posted	
	8/6 (Tues)	Exam DUE	

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

Do you want to graduate on time?

- 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.
- Advisors help you sequence courses correctly for an “on time” 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.

Have you met with your advisor?

- ALL students should meet with their Academic Advisor at least one time per semester (Fall & Spring). Update your degree plan regularly to stay on track for a timely graduation.
- All new freshman and transfer students are REQUIRED to meet with their Academic Advisor for their first 2 semesters to receive an advising code to register for classes for the next semester.

Advising Contact Information (Chilton Hall 385 – 940.565.4635)

Major	Last Name	Advisor
Consumer Experience Management	A-Z	Kelly Ayers
Digital Retailing	A-L	Jaymi Wenzel
	M-R	Jon Bartlett
	S-Z	Philip Aguinaga
Home Furnishings Merchandising	A-Z	Kelly Ayers
Hospitality Management	A-L	Jaymi Wenzel
	M-Z	Philip Aguinaga
Merchandising	A-L	Amanda Johnson
	M-Z	Jon Bartlett
Retailing	A-L	Amanda Johnson
	M-Z	Jon Bartlett

Could you be dropped from your courses?

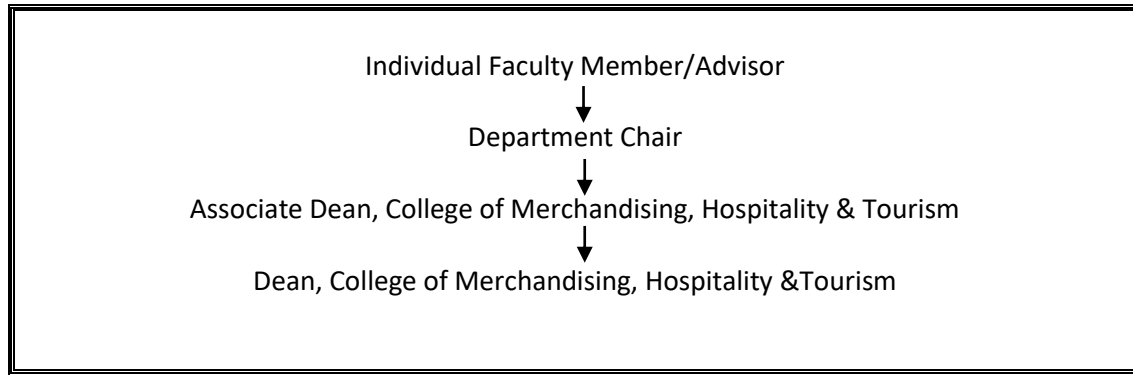
- It is imperative that students pay for all enrolled classes. **Please check your online schedule daily through the 12th class day to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule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

Are you receiving financial aid?

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total attempted 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.

Do you know who to contact for a course-related or advising issue?

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

**Do you require special 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. 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.

Are you aware of safety regulations?

Students are urged to use proper safety procedures and guidelines. In lab 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.

Do you know the penalties of 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. See UNT policy:

https://policy.unt.edu/sites/default/files/06.003_StudentStandardsOfAcademicIntegrity_8_2017.pdf

Do you know behavioral expectations for students enrolled in this course?

- Student are expected to be respectful of others, i.e., other students and faculty. 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 may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNTs 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).

What is SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on how the course is taught. Student feedback is important and is essential as we strive for excellence.

Do you know the date/time of the final exam in this course?

Final exams or other appropriate end of semester evaluations 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 calendar early in the semester to know our exam schedule.

Are you thinking about dropping course?

- **A decision to drop a course may affect your current and future financial aid eligibility.** Visit <http://financialaid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. Talk to your academic advisor or Student Financial Aid if you think about dropping a 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.

Do you know what you may be missing?

- 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 do so to 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/>

Are you considering transferring a course to meet UNT degree requirements?

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***.

Are you an F-1 visa holder?

- 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 must be approved in advance by the instructor and 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.**

Do you know what to do in an emergency or UNT closure?

- 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 and email regarding assignments, exams, field trips, and other items that may be impacted by the closure.