

MDSE 4660.001: Advanced Merchandising Applications Hong Kong/ China Study Tour

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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.

Text Course materials (e.g., cases, book chapters, articles) will be distributed online. Some of the cases (\$3-6) should be purchased online (details in the guideline).

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 Capstone course requiring students to apply merchandising theory, principles and practices to solve industry case studies. Emphasis on problem solving, case analysis, creative thinking, fact finding, data analysis and data interpretation.

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

Schedule at-a-glance

Date	Due dates
4/17 (Sun)	Pre-departure meeting
5/1 (Sun)	First Case Paper due
5/15 (Sun)	Second Case Paper due
5/16 (M)	Departure to HK
5/31 (T)	Arrive in DFW
6/17 (F)	Supply Chain Assignment due
6/24 (F)	Retail Market Assignment due
7/1 (F)	Case Study Project due

Assignments	Points
1. Case article and paper (50pts X 2 cases)- Due 5/1 (Sun) and 5/15 (Sun) Students are required to read the provided cases and prepare a Case Paper before departure . Other readings associated with each case will be posted as well.	100
2. Discussion participation Students are required to actively participate in the discussion with the hosts. Guideline and grade rubric is posted on BB	100
3. Supply chain assignment- Due 6/17 (Fri) During the trip , make notes of the information obtained from the manufacturing facility, port, and sourcing services. When you return , complete the Supply Chain Assignment.	100
4. Retail market assignment- Due 6/24 (Fri) During the trip , make notes of the information obtained from your visits to retailers, interaction with the people, and experience at the cultural tours. When you return , complete the Retail Market Assignment.	100
5. Case study project- Due 7/8 (Fri) After the trip , complete a case project that brings all the knowledge together.	200
Total	500

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 = 90% and up (450 and up)
- B = 80% (400 or greater, and less than 450)
- C = 70% (350 or greater, and less than 400)
- D = 60% (300 or greater, and less than 350)
- F = Less than 300

COURSE POLICIES

Sending e-mail:

When sending e-mails, be sure to put "MDSE 4660" 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. DO NOT SEND EMAIL THROUGH BLACKBOARD. Send all emails to jiyoung.kim.smhm@gmail.com

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 Perceptions 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 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.

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

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 guideline is posted on Black Board, for your reference (APA is not required, you may use other formats such as MLA or Harvard).
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.