MDSE 3510 - Buying

Fall, 2025



*The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low and achieving our mark.* Michelangelo

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| **Time and Place** | Tuesday / Thursday 3:30 – 4:50, Chilton 345 |
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| **Course Description** | Introduction to buying, merchandise planning and control, and pricing.  Prerequisites: ACCT 2010 (Financial Accounting), MATH 1100 or higher, and MDSE 2700, each with a grade of C or better. |
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| **Learning Outcomes** | 1. Explain the basic principles & terminology important to retail operations, product merchandising, and profitable retail management including markup, gross margin, gross profit, and GMROI. 2. analyze and compute a 6-month Merchandise Plan, a profit & loss statement, and an Open-to-Buy report. 3. Calculate productivity and efficiency measures including: sales per square foot, sales per linear foot, sales per transaction, inventory turn, and sell-through. 4. Explain the contribution of sales to the merchandising process. 5. Apply Excel for buying-related problem-solving and creation of financial documents. |
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| **Textbooks** | Easterling, C., Flottman, E., Jernigan, M., & Wuest, B. (2012). Merchandising Mathematics for Retailing, 5th Edition. ISBN # 9780132724166  \*An electronic version is available, but not encouraged.  **\*This book is required and will be used daily.** |
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| **Supplies** | 1. A calculator (not a cell phone) that you supply will be used daily. 2. All work turned in should be completed in pencil. Invest in a good eraser - and bring it to class! 3. Microsoft Excel. Either have Office installed on your own computer, or check one out from the CMHT laptop desk near CHIL 387. A Windows-based laptop will make your life much easier than a MAC. 4. Flash Drive. It is highly recommended that you keep it with you for daily assignments – as this method of saving will solve a multitude of problems, especially if you don’t really understand where to find documents you have saved. A small -storage version is adequate for this class. |
| **Instructor** | Dr. Kinley |
| **Office** | Chilton 330 M |
| **Contact Information** | 940.565.4842  Email**:** [Tammy.Kinley@unt.edu](mailto:Tammy.Kinley@unt.edu) and Canvas |
| **Office Hours** | Mondays 9:00 to 11:00  Additional conference available by appointment. |
| **Grade Determination** | **Exams: (approximately 400 points).** Content will be primarily merchandising problems and terms. Working pages should be worked in pencil and appropriately labeled. No partial credit will be given for work not shown.   * The professor will provide the calculator for the exam unless Excel is expected * If a student misses an exam for any reason, they may take a make-up exam during the last week of classes (see schedule).   **In-Class Excel Assignments** (40-50 points, depending on how many we complete) – Approximately daily, we will apply the lesson for that day in Excel. Each assignment turned in will be worth 5 points. You may receive a grade on your work, or you may receive a participation grade. Whichever applies will be noted in Canvas. “Participation” just means you turned it in, and it appeared to be approximately correct at a glance; accuracy was not checked. “Graded” means that the math and your use of the Excel tool was graded. If you do not carry a laptop with Microsoft Office installed, you will need to check one out near CHIL 387. You will need your UNT ID. Your two lowest scores on these Excel assignments will be dropped.  **In-Class Quizzes (Variable)** announced and unannounced may be given as needed to assess comprehension of material and/or encourage prompt class attendance.    **Homework** will be assigned daily to facilitate learning. Most of it will not be turned in for grading, however the students who choose to do it will make better grades. Students who choose not to complete daily homework will not know what their questions are and thereby not maximize learning in the classroom. If an assignment is to be turned in for grading, students can submit homework in any of the following ways:   * Writing directly on the pages of your textbook and tearing the pages out (not recommended, as you will not have these pages back to study for the exam) * Writing directly on the pages of your textbook and photocopying the pages for submission * Working out the problems on lined paper. If you choose this method, you do not need to write out the problem itself – just work out the answer. * *Regardless of method, work must be shown for full credit. Show me that you know how to do the math*.   When a homework assignment is to be turned in class, it will be due at the beginning of the class period. Papers turned after the teacher collects them will be considered a day late.  **Professional Development (10 points if assigned).** If the opportunity presents, that is, if MDR has an event relevant to your career development attendance and participation may be required. Plenty of advance notice will be given.  **Other** assignments may be given if needed to better meet course objectives.  **Late Policy**: Work will be downgraded 10% for every calendar day late. |
| **Grade Scale** | Grades are not curved. The final semester grade will be determined as follows:  A = 90 - 100% C = 70 - 79% F = 59 and Below  B = 80 - 89% D = 60-69%  Grades are computed as **Points Earned ÷ Points Possible**. Graded papers will be returned and test grades will be posted. **You will need to keep up with your grades.** Computing your course grade is a simple mathematical operation; this is a math class. Therefore, you should be able to compute your own grade at any point in time.  Work turned in after it is due will be downgraded 10% for each calendar day it is late. Homework will be due at 3:30 PM on the assigned day and lab assignments will be due by 11:50 AM on your lab day. |
| **Attendance Policies** | You cannot achieve the course objectives unless you attend class and actively engage. If you aren’t in class, you are absent.  Generally, there are no “excused” or “unexcused” absences – if you are not in class, you are absent. You are adults and no grade penalty will be charged if you are absent.   * If we have an extra credit opportunity or graded assignment during class, you must be in class to participate. * If you miss an in-class Excel assignment, this may be one that is dropped at the end of the semester. (The instructor will drop your two lowest in-class Excel grades.) * Should you miss a class for any reason, you will need to secure notes from one of your classmates.  You may not make up any extra point opportunities provided in class.   Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. **Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.**   * Should you come into the classroom late, you should **close the door softly** behind you and take a seat that disrupts the learning of as few of your fellow students as possible. * If you have an extenuating circumstance that prevents you from arriving to class in a timely manner, please speak with the professor ASAP.  Sleeping in, parking, living outside of Denton (traffic) are **NOT** valid excuses for coming to class late.  If it takes you 45 minutes to travel from wherever you are in the afternoon to the classroom, leave 90 minutes early to ensure you are in your seat and ready to learn at 3:30. * **Class begins at 3:30**.   \*\* That **means** that at 3:30, you should be settled into your seat, ready to learn.  \*\* That **DOES NOT MEAN** that you should be entering the building at 3:30, and then have to climb over your classmates who are in their seats ready to learn when class begins.   * Students are expected to be in class the entire meeting time.  This means no getting up and leaving in the middle of class (bathroom breaks, answering the phone, etc).  **Unless you have a medical reason, you are expected to sit in your seat for the entire class meeting without disruption**.  You should use the restroom prior to class or after class.  **I understand emergencies happen, but DO NOT MAKE THIS A HABIT!**Each time you get up from your seat during class, you disrupt the learning of your classmates. If you leave during a video, Dr. Kinley will be writing exam questions for the portion you missed. * **THE CLASSROOM IS NOT A PLACE FOR MEALS**.  Eat before or after class.  **If you have food delivered to the classroom during class time, your final grade will be dropped one full letter and a complaint will be filed with the Dean of Student’s Office.**  Eat before class or after class. * Schedule doctor and dentist appointments and work outside of class time. * Class lectures and other activities are intended to **enrich or supplement the assigned readings**.  They are **NOT** intended to summarize or substitute for the readings.  The instructor will be glad to meet individually with students to answer questions concerning materials presented in the readings or the class lectures, to help the student determine his or her progress in the class, or other relevant purposes.  However, the instructor will NOT provide an individualized lesson for you if you missed class.  **All discussion of grades will take place during office hours or in an appointment you and I schedule.  It will not be appropriate to ask to discuss grades before class, during class or after class in front of other students.**   If you choose to not attend class, you will miss class-related announcements, reminders, etc. You will also not be eligible to complete any in-class assignments. |
| **Electronics Policy** | **Phones should be turned off or in Airplane Mode for the duration of class**.  Your friends and family should respect your education enough to allow you to concentrate on your studies during the time you are in class.  You can check messages and social media when class is over.  If you find this to be impossible for you to ignore your phone for the duration of class, consider that you might have a problem. There are strategies for handling this, including counseling.  **Phones should be stored in your backpack or purse for the duration of class**.  If you have a situation necessitating that your phone be on your desk during class.  If there is not a rare situation necessitating that you be connected to the world outside, your phone is a distraction.  **Research indicates that phones, tablets and laptops are more of a distraction than a help.**  **Not only are they a distraction to you, your devices are a distraction to everyone around and behind you.** |
| **Class Civility** | *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 Center for Student Rights and Responsibilities 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at*[*http://www.unt.edu/csrr/student\_conduct/index.html*](http://www.unt.edu/csrr/student_conduct/index.html) *(see the section on****Acts Affecting the University Community)*** |
| **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, re-submission 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.  **Dr. Kinley’s policies and penalties for academic dishonesty**:   * **Cheating** on an exam will result in zero on that exam. I define cheating as use of unauthorized assistance to take the exam – notes, laptop, formulas cheatsheet, and internet are included in this list. * **Dual submission** of a paper or project or re-submission of a paper or project to a different class without express permission from the instructor will result in automatic failure from the course. * **Plagiarism** (depending on the severity) will result no credit on an assessment or failure from the course.  Resources, including your textbook, must be cited in-text and a bibliography is expected.  This applies to all work that does not result from only your own research.  If you use your textbook, for example, it must be cited. * **Fabrication**or inventing any information, data or research as a part of an academic exercise will result in no credit on an assessment and/or failure from the class. * **Facilitating Academic Dishonesty**or assisting another in the commission of academic dishonesty will result in failure from the class. * **Sabotage**or acting to prevent others from completing their work or willfully disrupting the academic work will result in failure from the class.   **Use of Artificial Intelligence** is not appropriate for the assignments in this class unless clearly authorized in the directions for the assignment. Obvious use of AI tools will result in a grade of Zero for that assignment or test answer. If you feel that you need the use of AI instead of your own observations and thinking, you must cite the sources per the APA writing style. This will likely require research beyond what ChatGPT and other programs will provide for you. |
| **MDR AI Policy** | * Submitting assignments that use Generative AI without proper citation or indication of its use is plagiarism. It is a substitute for your own creative thought and effort. Your brain continues to develop and make connections throughout your life; train your brain, not AI. * Instructors will monitor AI use and will check student work for ethical use according to their policies. * Every instructor has consequences stated for plagiarism in their policies. A range of disciplinary actions may result from any finding of academic dishonesty (for example, admonition, class failure, expulsion) depending upon the severity of the misconduct. Plagiarism will be reported to the UNT Academic Integrity Officer. * Policies may differ between instructors and courses. Read the syllabus and course policies, especially for the consequences. a. If you are allowed by your instructor to use any Generative AI in a course, you must disclose and cite its use by including citations in APA style. b. If you are allowed by your instructor to use any Generative AI in a course, you must also carefully check for errors. Here are a few cautions to consider before submitting an assignment that uses Generative AI: "hallucinations" or fictitious information, being wrong, and oversimplified, low quality, or generic results. It also tends to replicate and amplify any biases or inaccuracies that exist in the training sources or the Internet. * To protect student data privacy, students are prohibited from the submission of personally identifying information to Generative AI systems.   In this course, the policy is don’t use it. Exam questions and assignments are designed to make AI not worth the trouble. And, if it looks like you have employed this tool, a grade of -0- will be assigned, regardless of whether the answer is technically correct. Learn the material. Complete the projects. You are smarter than AI. |

*This syllabus is not a contract. It can be changed at any time for any reason by the faculty.*

**Excel Protocol**

There are some good general practices for Excel that we will follow in this class. All Excel assignments will have points allotted to good use of this Excel Protocol.

**Title** – all worksheets should have a title. This helps you know what you were doing when you return to the work. It also helps any on your team to know what the page is about.

**Math** – The purpose of Excel is to make the business of math-related problem-solving more efficient. Excel should be doing the math for you; you should not be using a calculator.

**Formulas** – The major purpose of incorporating Excel into this class is for you to translate the basic arithmetic learning into a more efficient, and sharable format. Sometimes it is challenging to move a concept from a “picture” used to teach the concept to a linear formula. We will exercise this muscle! The more you interact with the arithmetic, the stronger the learning. Learning is the objective.

**Formula Etiquette** – No data should be in your formula. All data elements should be communicated by cell address. This may require some thought about how to set up your spreadsheet. In this class, we will look at your formulas to be sure you have an understanding of this critical concept.

**Lesson Plan** – a more detailed plan will be uploaded into Canvas.

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| **Week** | **Topic** |
| 1 | Chapter 1: Introduction & Chapter 2: Basic Merchandising Mathematics |
| 2 | Chapter 3: Profitability |
| 3 | Chapter 3: Profitability |
| 4 | Exam 1 / Chapter 4: Cost of Merchandise Sold |
| 5 | Chapter 4: Cost of Merchandise Sold & Chapter 5: Markup as a Merchandising Tool |
| 6 | Chapter 5: Markup as a Merchandising Tool |
| 7 | Chapters 4 and 5 Review / Exam 2 |
| 8 | Chapter 6: Retail Pricing for Profit |
| 9 | Chapter 7: Inventory Valuation |
| 10 | Chapter 7: Inventory Valuation |
| 11 | Chapter 7: Inventory Valuation / Exam 3 |
| 12 | Chapter 8: The Dollar Merchandise Plan |
| 13 | Chapter 8: The Dollar Merchandise Plan |
| 14 | Chapter 8: The Dollar Merchandise Plan / Assortment Planning |
| 15 | Chapter 9: Open-to-Buy |
| 16 | Final Exam |

Merchandising for a Profit

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| **Sales** |  | Markup  Markdowns  Dollar Merchandise Plan  Assortment Plans |
| Minus |  |  |
| **Cost of Merchandise Sold** |  | Discounts  Transportation  Inventory Valuation  Open-to-Buy  Loading |
| Equals |  |  |
| **Gross Margin** |  | GMROI |
| Minus |  |  |
| **Expenses** |  | Direct Expenses  Indirect Expenses |
| Equals |  |  |
| **Profit (Loss)** |  | The Bottom Line! |

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