



# MDSE 3510

## Profit-Centered Merchandising

### Summer, 2018

<b>Time and Place</b>	Lecture: Monday-Thursday, 10:00 – 11:50, Chilton 345 Excel Lab: Monday-Thursday, 12:00 – 12:50, Chilton 388
<b>Course Description</b>	Introduction to buying, merchandise planning and control, and pricing. Prerequisites: Major in Merchandising, Home Furnishings, or Digital Retailing and ACCT 2010
<b>Required Lab</b>	Students must also be registered in MDSE 3510.301 <i>*If you are repeating the class but passed the certification exam in a previous semester, you may be exempt from the lab. Talk to Dr. Kinley during the first week of class.</i>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Become familiar with the basic principles &amp; terminology important to understanding profitable merchandising such as markup, gross margin, gross profit, and GMROI.</li> <li>2. Be able to create and analyze a 6-month Merchandise Plan, a Profit &amp; Loss Statement, Inventory Assessment and an Open-to-Buy report.</li> <li>3. Be able to calculate productivity and efficiency measures including: sales per square foot, sales per linear foot, sales per transaction, inventory turn, and sell-through.</li> <li>4. Explain the contribution of sales to the merchandising process.</li> <li>5. Apply spreadsheet software to create and present financial documents.</li> </ol>
<b>Textbooks</b>	Easterling, C., Flottman, E., Jernigan, M., & Wuest, B. (2012). <u>Merchandising Mathematics for Retailing</u> , 5 <sup>th</sup> Edition. ISBN # 9780132724166  *An electronic version is available, but not encouraged.
<b>Supplies</b>	A <u>calculator</u> (not a cell phone and not a scientific or other programmable calculator) that you supply will be used daily. All work turned in should be completed in <u>pencil</u> . Invest in a good <u>eraser</u> - and bring it to class!

Flash Drive for Excel labs

**Instructor Office Contact Information** Dr. Kinley  
Chilton 342D  
940.565.4842  
Email: [Tammy.Kinley@unt.edu](mailto:Tammy.Kinley@unt.edu)  
Please put “3510” in the subject of the email  
I will also use Blackboard to send out mass emails, but I don’t open BlackBoard every day.

**Office Hours** Tuesdays and Wednesdays 2:00 – 3:00  
Additional conference available by appointment.

**Grade Determination** **Exams: (approximately 400 points).** Content will be primarily merchandising problems and terms. All 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
- 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 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.

**Blackboard Quizzes (approximately 80 points)** – Approximately 10 quizzes will be assigned in Blackboard. Most of the problems are in your textbook; you will upload your answers in the Bb quiz tool. All quizzes are due at midnight on the due date.

**Excel Labs (approximately 120 points)** Lab assignments designed to help the student become proficient in Excel will be turned in at the conclusion of each lab.

Students will sit for an **Excel Certification Exam (10 points)** during our lab period at the end of the semester. More information will be given in class.

**Lab Policies:**

- Lab work to be graded must be completed in the lab during the students' assigned lab period. Work that is not turned in during the lab period will not be graded. (Note that the teacher may not take the time to record a -0- for you; the space may remain blank.) With Bb submissions, you need to be sure you actually submitted the work before you leave the lab.
- There is a make-up lab during the last week of the semester in which a student can make up a lab missed for any reason (see course schedule)
- If the student has an event that cannot be scheduled outside of class time (i.e. university excused absence, court appearance, scheduled surgery), meet with the teacher to see about the best course of action for you. These arrangements need to be made prior to the missed lab.
- If the student has an appointment that could be scheduled in a flexible manner (i.e. dentist appointment, appointment with professor), the student can make up the missed lab during the last week of classes.
- You can only make up one lab at the end of the semester.

**Late Policy:** Work will be downgraded 10% for every calendar day late. This penalty does not apply to labs, as they will be submitted during class. Labs submitted outside of class will be assigned a grade of -0-.

**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**. Grades will be posted in Blackboard. **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.

If you believe a grade has been incorrectly posted, you have 48 hours after the posting to question the accuracy of the grade. **Your teacher will not dig back through your grade history during the last few weeks of class because you believe there has been an error.**

You are advised to not rely on Bb to calculate your grade for you. Get out a calculator and do it yourself. Final grades are not computed in Bb.

Homework turned in after it is due will be downgraded 10% for each calendar day it is late. Homework will be due at 10:00 AM on the assigned day and lab assignments will be due by the conclusion of lab on your lab day. (Lab work is not homework.)

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

### Tentative Lesson Plans

*(This calendar may be edited at any time for any reason by the Professor teaching this course)*

Week of...	Monday	Tuesday	Wednesday	Thursday
June 4	Chapter 1: Overview Chapter 2: Percents	Ch. 2, Review  Chapter 3: Skeletal Statements, Performance Measures (Ex. 3.1, 3.2, 3.3)	Ch. 3: Sales Productivity, GMROI (Ex. 3.4, 3.5)	Chapters 2 & 3 Review of Concepts That Still Need Work  <u>Bb Quizzes due at Midnight:</u>  1. Percentages 2. Skeletal Statements
	Lab Period: <i>Transcript or advising report check for completion of prerequisites<sup>1</sup></i>	No Lab Today	<b>Lab 1:</b> Introduction to Excel: (Basic Overview, Simple Formulas, Basic Formatting)	<b>Lab 2:</b> 10-Key
June 11	<b>Exam 1</b> (10:00 to 11:20) – Chapters 1-3  Chapter 4 (11:30 to 11:50) Discounts (Ex. 4.1)	Ch. 4: Discounts, Dating, Transportation (Ex. 4.1, 4.2, 4.3)  Ch. 5: Basic Markup (Ex. 5.1)	Ch. 5: Markup on a Group, Average Markup, Initial Markup (Ex. 5.2, 5.3, 5.4)	Ch. 5: Cumulative Markup, Maintained Markup (Ex. 5.5, 5.6)
	<b>Lab 3:</b> Formulas and Calculations (@min, @max, @sum, @average, binomial equations, wrap text, aesthetics)	<b>Lab 4:</b> Formatting and Sorting	<b>Lab 5:</b> Excel Functions	<b>Lab 6:</b> Tables, Importing Images

June 18	<p><b>Chapters 4 &amp; 5 Review of Concepts That Still Need Work</b></p> <p><b><u>Bb Quizzes due at Midnight:</u></b></p> <p>1. Cost of Goods Sold 2. Markup</p>	<p><b>Exam 2</b> (10:00 to 11:20) – Chapters 4 &amp; 5</p> <p>Chapter 6 (11:30 to 11:50) Markdowns and Sell-Through (Ex. 6.1)</p>	<p>Ch. 6: Markdown Cancellation (Ex. 6.2)</p> <p>Chapter 7: Book Inventory (Ex. 7.1)</p>	<p>Ch. 7: Shortage, Estimated Shortage, Retail Method of Inventory (Ex. 7.2, 7.3, 7.4)</p>
	<p><b>Lab 7:</b> Importing Text, Consolidating Data, Paste Special</p>	<p><b>Lab 8:</b> Conditional Formatting</p>	<p><b>Lab 9:</b> Working with Data Ranges, Inserting Hyperlinks, Freeze Panes, Repeat Titles</p>	<p><b>Lab 10:</b> Sort and Filter</p>
June 25	<p>Ch. 7: RIM, GMROI, Cumulative and Maintained Markup (Ex. 7.4, 7.5)</p>	<p><b>Chapters 6 &amp; 7 Review of Concepts That Still Need Work</b></p> <p><b><u>Bb Quizzes due at Midnight:</u></b></p> <p>1. Markdowns 2. Inventory</p>	<p><b>Exam 3</b> (10:00 to 11:20) Chapters 6 &amp; 7</p> <p>Chapter 8: Planning Sales (Ex. 8.1)</p>	<p>Ch. 8: Planning Stock, Markdowns, Purchases, Converting to Cost (Ex. 8.2, 8.3, 8.4)</p>
	<p><b>Lab11 :</b> Charts, Graphs and Sparklines</p>	<p><b>Lab 12:</b> Functions (@CountIF, @SumIF, etc.)</p>	<p>Certification Exam Review</p>	<p>Certification Exam Review</p>

July 2	Ch. 8: 6-Month Merchandising Plan (Ex. 8.5)	Chapter 9: Open-to-buy, Assortment Planning (9.1, 9.2)	<b>HOLIDAY! No Class!</b>	Last Class Day <b>8:00 AM - Make-up Exams</b>  10:00 AM – Review for Final Exam  <u>Bb Quizzes due at Midnight:</u>  1. Mdse. Plan Quiz 2. OTB Quiz
	<b>Certification Exam: Sage Hall Room 330</b> Scoring: Pass = 10/10 Do Not Pass = 5/10 Do Not Take Exam = 0/10	<b>Make-up Labs during the lab period</b>		
<b>Final Exam – Friday, July 6 Chapters 8 &amp; 9</b>				