



MDSE 3510

Profit-Centered Merchandising

Fall, 2016

Time and Place	Lecture: Tuesday / Thursday 3:30 – 4:50, Chilton 345 Excel Labs: 301 – Tuesdays 11:00 – 11:50, Chilton 388 302 – Thursdays 11:00 – 11:50, Chilton 388 303 – Mondays 11:00 – 11:50, Chilton 388
Course Description	Introduction to buying, merchandise planning and control, and pricing. Prerequisites: Major in Merchandising, Home Furnishings, or Digital Retailing and ACCT 2010
Required Lab	Students must also be registered in either MDSE 3510.301, MDSE 3510.302 or MDSE 3510.303
Learning Outcomes	<ol style="list-style-type: none"> 1. Become familiar with the basic principles & terminology important to understanding profitable merchandising such as markup, gross margin, gross profit, and GMROI. 2. Be able to create and analyze a 6-month Merchandise Plan, a profit & loss statement, and an Open-to-Buy report. 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. 4. Explain the contribution of sales to the merchandising process. 5. Apply spreadsheet software to create and present financial documents.
Textbooks	Easterling, C., Flottman, E., Jernigan, M., & Wuest, B. (2012). <u>Merchandising Mathematics for Retailing</u> , 5 th Edition. ISBN # 9780132724166 *An electronic version is available, but not encouraged.
Supplies	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! <u>Stapler</u> . If you don't have one, now is a good time to invest in one. You will need it in lab.

Flash Drive for Excel lab

Instructor Dr. Kinley
Office Chilton 342D
Contact 940.565.4842
Information Email: 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 Thursdays 1:00 – 3:00
 Additional conference available by appointment.

Grade Determination **Exams: (approximately 500 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.

Quizzes (Variable) announced and unannounced may be given as needed to assess comprehension of material and/or encourage prompt class attendance.

Homework (approximately 80 points) will be assigned daily to facilitate learning. On all submitted papers, students should show their work and clearly identify the answer to the question. 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.

Beginning September 22, 2016, homework will be submitted via Bb quizzes. Students will have three opportunities to take each quiz, and Bb is programmed to retain the highest score.

Labs (approximately 120 points) Lab assignments designed to help the student become proficient in Excel will be turned each week.

Professional Development Opportunities (variable points) PDO’s are available to provide students with the opportunity to interact directly with industry personnel in executive positions, provide supplementary professional information and practice for areas of education, business, industry, government and public service. Additional information will be provided

throughout the semester concerning applicable opportunities and the points that will be assigned based on attendance.

- The **Merchandising Expo** provides an opportunity for students to interact with various relevant companies to learn about career opportunities.
- The **Executive +Scholar Lecture** consists of a presentation from a professor and an upper level business executive on a topic relevant to the current merchandising industry. This event may be held in either (or both) the fall and spring semesters.

Other assignments may be given if needed to better meet course objectives.

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.

Test grades will be posted. All other papers will be returned. **If a paper is returned, it may not be posted.**

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

MDSE 3510 Tentative Calendar

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

Tuesday		Thursday		Lab
Aug 29	Introduction to Course; ➤ Give copy of your highlighted transcript or DARS Report to your teacher Double-check your schedule	Aug 31	Chapter 2: Basic Merchandising Math Basic Math Pretest Due ➤ Last day to turn in transcript or DARS or you must drop the class. Homework Due: Basic Math Pretest, pp. 19-21 Double-check your schedule	Lab 1: Introduction to Excel (Monday section)
Sept 6	Chapter 3: Profitability Homework Due: Page 39-40 - #1 (all parts)-4, 10, 14, and 15 Double-check your schedule	Sept. 8	Chapter 3, continued Double-check your schedule	Lab 1: Introduction to Excel (Tuesday and Thursday sections)
<p>September 13th is the 12th Class Day. MAKE SURE YOU ARE STILL ENROLLED IN ALL OF YOUR CLASSES! You can check this by checking your schedule at http://my.unt.edu. If your tuition and fees due by this date are not paid in full, you will be dropped from your classes. Re-adding them may not be possible.</p>				

Sept. 13	Chapter 3, continued Exam Review Homework Due: Page 69 - #4, 7, 11, 14, 16, 18, 22, 25, and 26	Sept. 15	Exam 1 Chapters 1-3	Lab 2: Profit and Loss Statement
Sept. 20	Chapter 4: Cost of Merchandise Sold	Sept. 22	Chapter 4, continued	Lab 3: 10-Key
Sept. 27	Chapter 5: Markup as a Merchandising Tool Homework Due: Bb Quiz: “Cost of Goods Sold”	Sept. 29	MDSE Expo (9:30 – Noon) Interviews 1:10 to 4:00 PM Chapter 5, continued	Lab 4: Invoice
Oct. 4	Chapter 5, continued	Oct. 6	Chapter 5, continued Exam Review Homework Due: Bb Quiz: Markup	Lab 5: Markup
Oct. 11	Exam 2 Chapter 5	Oct. 13	Chapter 6: Retail Pricing for Profit	Lab 6: 6-Month Merchandising Plan Template
Oct. 18	Chapter 6, continued	Oct. 20	Chapter 8: The Dollar Merchandise Plan Bb Quiz: Markdowns	Lab 7: Markdown Plan
Oct. 25	Chapter 8, continued	Oct. 27	Chapter 8, continued Homework Due: Bb Assignment, Page 246, #19	Lab 8: Using @ Formulas
Nov. 1	Chapter 8, continued Exam Review	Nov. 3	Exam 3 Chapters 6 & 8	Lab 9: 6-Month Merchandising Plan
Nov. 8	Ch. 7: Inventory Valuation	Nov. 10	Chapter 7, continued	Lab 10: V-Lookup

Nov. 15	Chapter 7, continued	Nov. 17	Executive + Scholar Lecture (9:00 to Noon) Homework Due: Bb Quiz: Inventory Assortment Planning	Lab 11: Closing Book Inventory
Nov. 22	Assortment Planning	Nov. 24	THANKSGIVING HOLIDAY!	NO LAB THIS WEEK
Nov. 29	Chapter 9: Dollar and Unit Open to Buy	Dec. 1	Chapter 9, continued	Lab 12: OTB
Dec. 6	Chapter 9, continued Exam Review Homework Due: Bb Quiz: OTB	Dec. 8	Makeup Exams – Attend class only if you need to make up a missed exam.	MAKE UP LAB – Students may make up <u>one</u> missed lab this week during their lab class.

Final Exam: Tuesday, December 13, 1:30 – 3:30 PM

The final exam will not be given early. Vacation plans, even those made “far in advance,” even those for which the “plane ticket was very expensive,” are not excused absences. Please put this date and time on your calendar and on your parents’ calendars. Unless the University makes a change in the schedule, it is a firm date and time.

Merchandising for a Profit



