



## MDSE 3510

### Profit-Centered Merchandising

### Fall, 2017

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| <b>Time and Place</b>     | Lecture: Tuesday / Thursday 3:30 – 4:50, Wooten 122<br>Excel Labs: 301 – Tuesdays 11:10 – 11:50, Chilton 388<br>302 – Thursdays 11:00 – 11:50, Chilton 388<br>303 – Mondays 11:00 – 11:50, Chilton 388  |
| <b>Course Description</b> | Introduction to buying, merchandise planning and control, and pricing.<br>Prerequisites: Major in Merchandising, Home Furnishings, or Digital Retailing and ACCT 2010   |
| <b>Required Lab</b>       | Students must also be registered in either MDSE 3510.301, MDSE 3510.302 or MDSE 3510.303  |
| <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, 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<br>*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!<br><br><u>Stapler</u> . If you don't have one, now is a good time to invest in one. You will need it in lab.<br><br><u>Flash Drive</u> for Excel lab   |

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| <b>Instructor</b>          | Dr. Kinley  |
| <b>Office</b>              | Chilton 342D  |
| <b>Contact</b>             | 940.565.4842  |
| <b>Information</b>         | Email: <a href="mailto:Tammy.Kinley@unt.edu">Tammy.Kinley@unt.edu</a><br>Please put “3510” in the subject of the email<br>I will also use Blackboard to send out mass emails, but I don’t open BlackBoard every day.  |
| <b>Office Hours</b>        | Mondays, 2:00 – 4:00; Tuesdays and Thursdays 2:00 – 3:00<br>Additional conference available by appointment.   |
| <b>Grade Determination</b> | <b>Exams: (approximately 400 points).</b> Content will be primarily merchandising problems and terms. All should be worked in <u>pencil</u> and appropriately labeled. No partial credit will be given for work not shown. <ul style="list-style-type: none"> <li>• The professor will provide the calculator for the exam</li> <li>• If a student misses an exam for any reason, they may take a make-up exam during the last week of classes (see schedule).</li> </ul> |

**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 100 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 130 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** 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.
- 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.

**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.

Grades will be posted in Blackboard.

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

## MDSE 3510 Tentative Calendar for Lecture

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

| Tuesday  |  | Thursday |  |
|----------|--|----------|--|
| Aug 29   | Introduction to Course; <ul style="list-style-type: none"> <li>➤ Give copy of your highlighted transcript or DARS Report to your teacher</li> </ul> Chapter 1: Overview<br><b>Double-check your schedule</b> | Aug 31   | Chapter 2: Basic Merchandising Math - Percents<br><b>Basic Math Pretest Due</b> <ul style="list-style-type: none"> <li>➤ Last day to turn in transcript or DARS or you must drop the class.</li> </ul> <b>Double-check your schedule</b> |
| Sept 5   | Chapter 3: Skeletal Statements, Performance Measures (Ex. 3.1, 3.2, 3.3)<br><br>Bb Quiz: Percentages<br><br><b>Double-check your schedule</b>  | Sept. 7  | Chapter 3: Sales Productivity, GMROI (Ex. 3.4, 3.5)<br><br><b>Double-check your schedule</b>   |
| Sept. 12 | Chapter 3: Review of Concepts that Still Need Work<br><br>Bb Quiz: Skeletal Statements   | Sept. 14 | <b>Exam 1</b><br>Chapters 1-3  |
| Sept. 19 | Chapter 4: Discounts, Dating (Ex. 4.1, 4.2)  | Sept. 21 | Chapter 4: Transportation (Ex. 4.3)  |
| Sept. 26 | Chapter 5: Basic Markup, Markup on a Group (Ex. 5.1, 5.2)<br><br>Bb Quiz: Cost of Goods Sold   | Sept. 28 | Chapter 5: Average Markup, Initial Markup (Ex. 5.3, 5.4)   |
| Oct. 3   | Chapter 5: Cumulative Markup, Maintained Markup (Ex. 5.5, 5.6)   | Oct. 5   | Chapters 4 & 5: Review of Concepts that Still Need Work<br><br>Bb Quiz: Markup<br><b>*Merchandising Expo Today</b>   |
| Oct. 10  | <b>Exam 2</b><br>Chapters 4 & 5  | Oct. 12  | Chapter 6: Markdowns & Sell-through (Ex. 6.1)  |

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| Oct. 17  | Chapter 6: Markdown Cancellation, Discounts (Ex. 6.2, 6.4)                                     | Oct. 19 | Chapter 7: Book Inventory, Shortage (Ex. 7.1, 7.2)                                   |
| Oct. 24  | Chapter 7: Estimated Shortage, Retail Method of Inventory (7.3, 7.4)<br><br>Bb Quiz: Markdowns | Oct. 26 | Chapter 7: RIM, GMROI, Cumulative and Maintained Markup (7.4, 7.5)                   |
| Oct. 31  | Chapters 6 & 7: Review of Concepts that Still Need Work<br><br>Bb Quiz: Inventory              | Nov. 2  | Exam 3<br>Chapters 6 & 7   |
| Nov. 7   | Chapter 8: Planning Sales, Planning Stock (Ex. 8.1, 8.2)                                       | Nov. 9  | Chapter 8: Planning Markdowns, Purchases, and Converting to Cost (Ex. 8.2, 8.3, 8.4) |
| Nov. 14  | Chapter 8, 6-Month Merchandising Plan (Ex. 8.5)  | Nov. 16 | Chapter 8, continued   |
| Nov. 21  | Assortment Planning  | Nov. 23 | <b>THANKSGIVING HOLIDAY!</b>   |
| Nov. 28  | Chapter 9: Open-to-buy, (Ex. 9.1)<br><br>Bb Quiz: Merchandising Plan                           | Nov. 30 | Chapter 9: Assortment Planning (Ex. 9.2)   |
| Dec. 5   | Makeup Exams – Attend class only if you need to make up a missed exam.                         | Dec. 7  | Chapters 8 & 9: Review of Concepts that Still Need Work<br><br>Bb Quiz: OTB          |
| <b>Final Exam – Tuesday, December 12, 1:30 to 3:30 PM</b><br><b>Chapters 8 &amp; 9</b> |  |         |  |

\*All Blackboard Quizzes are due at midnight on the assigned due date.

## MDSE 3510 Tentative Calendar for Lab

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

| Monday Labs     |  | Tuesday Labs    |  | Thursday Labs   |  |
|-----------------|--|-----------------|--|-----------------|--|
| Date            | Lesson Plan  | Date            | Lesson Plan  | Date            | Lesson Plan  |
| <b>Aug. 28</b>  | Lab 1:<br>Introduction to Excel:<br>(Basic Overview, Simple Formulas, Basic Formatting)                  | <b>Aug. 29</b>  | Lab 1:<br>Introduction to Excel: (Basic Overview, Simple Formulas, Basic Formatting)                     | <b>Aug. 31</b>  | Lab 1:<br>Introduction to Excel:<br>(Basic Overview, Simple Formulas, Basic Formatting)                  |
| <b>Sept. 4</b>  | <b>HOLIDAY!</b>  | <b>Sept. 5</b>  | Lab 2: 10-Key  | <b>Sept. 7</b>  | Lab 2: 10-Key  |
| <b>Sept. 11</b> | Lab 2: 10-Key  | <b>Sept. 12</b> | Lab 3: Formulas and Calculations (@min, @max, @sum, @average, binomial equations, wrap text, aesthetics) | <b>Sept. 14</b> | Lab 3: Formulas and Calculations (@min, @max, @sum, @average, binomial equations, wrap text, aesthetics) |
| <b>Sept. 18</b> | Lab 3: Formulas and Calculations (@min, @max, @sum, @average, binomial equations, wrap text, aesthetics) | <b>Sept. 19</b> | Lab 4: Formatting and Sorting  | <b>Sept. 21</b> | Lab 4: Formatting and Sorting  |
| <b>Sept. 25</b> | Lab 4: Formatting and Sorting  | <b>Sept. 26</b> | Lab 5: Excel Functions   | <b>Sept. 28</b> | Lab 5: Excel Functions   |
| <b>Oct. 2</b>   | Lab 5: Excel Functions   | <b>Oct. 3</b>   | Lab 6: Tables, Sparklines  | <b>Oct. 5</b>   | Lab 6: Tables, Sparklines  |

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| <b>Oct. 9</b>  | Lab 6:<br>Tables,<br>Sparklines  | <b>Oct. 10</b> | <b>NO LAB<br/>TODAY!</b>  | <b>Oct. 12</b>            | Lab 7:<br>Importing<br>Objects   |
| <b>Oct. 16</b> | Lab 7:<br>Importing<br>Objects   | <b>Oct. 17</b> | Lab 7: Importing<br>Objects   | <b>Oct. 18</b>            | Lab 8:<br>Conditional<br>Formatting  |
| <b>Oct. 23</b> | Lab 8:<br>Conditional<br>Formatting  | <b>Oct. 24</b> | Lab 8: Conditional<br>Formatting  | <b>Oct. 26</b>            | Lab 9:<br>Working with<br>Data Ranges,<br>Inserting<br>Hyperlinks,<br>Freeze Panes,<br>Repeat Titles |
| <b>Oct. 30</b> | Lab 9:<br>Working with<br>Data Ranges,<br>Inserting<br>Hyperlinks,<br>Freeze Panes,<br>Repeat Titles | <b>Oct. 31</b> | Lab 9: Working<br>with Data Ranges,<br>Inserting<br>Hyperlinks, Freeze<br>Panes, Repeat<br>Titles | <b>Nov. 2</b>             | Lab 10: Sort<br>and Filter   |
| <b>Nov. 6</b>  | Lab 10: Sort<br>and Filter   | <b>Nov. 7</b>  | Lab 10: Sort and<br>Filter  | <b>Nov. 9</b>             | Lab11 :<br>Charts,<br>Graphs and<br>Sparklines   |
| <b>Nov. 13</b> | Lab11 :<br>Charts,<br>Graphs and<br>Sparklines   | <b>Nov. 14</b> | Lab11 : Charts,<br>Graphs and<br>Sparklines   | <b>Nov. 1-<br/>4416+6</b> | Lab 12:<br>Functions<br>(@CountIF,<br>@SumIF,<br>etc.)   |
| <b>Nov. 20</b> | Lab 12:<br>Functions<br>(@CountIF,<br>@SumIF,<br>etc.)   | <b>Nov. 21</b> | Lab 12: Functions<br>(@CountIF,<br>@SumIF, etc.)  | <b>Nov. 23</b>            | <b>HOLIDAY!</b>  |
| <b>Nov. 27</b> | Excel<br>Certification<br>Exam   | <b>Nov. 28</b> | Excel Certification<br>Exam   | <b>Nov. 30</b>            | Make-up Lab  |
| <b>Dec. 4</b>  | Make-up Lab  | <b>Dec. 5</b>  | Make-up Lab   | <b>Dec. 7</b>             | Excel<br>Certification<br>Exam   |

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| <p><b>Certification Exam</b><br/> <b>Scoring: Pass = 10/10</b><br/> <b>Do Not Pass = 5/10</b><br/> <b>Do Not Take Exam = 0/10</b></p> |
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# Merchandising for a Profit

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