



MDSE 3510

Profit-Centered Merchandising

Summer, 2017

Time and Place	Lecture: Monday-Thursday, 10:00 – 11:50, Chilton 345 Excel Lab: Monday-Thursday, 12:00 – 12:50, 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 MDSE 3510.301
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, Inventory Assessment 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>Flash Drive</u> for Excel labs

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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 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.

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 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.

Work turned in after it is due will be downgraded 10% for each calendar day it is late. All Bb quizzes will disappear at midnight the day they are due.

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 5	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 prerequisites¹</i>	No Lab Today	Lab 1: Introduction to Excel: (Basic Overview, Simple Formulas, Basic Formatting)	Lab 2: 10-Key
June 12	Exam 1 (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)
	Lab 3: Formulas and Calculations (@min, @max, @sum, @average, binomial equations, wrap text, aesthetics)	Lab 4: Formatting and Sorting	Lab 5: Excel Functions	Lab 6: Tables, Sparklines

June 19	<p>Chapters 4 & 5 Review of Concepts That Still Need Work</p> <p><u>Bb Quizzes due at Midnight:</u></p> <p>1. Cost of Goods Sold 2. Markup</p>	<p>Exam 2 (10:00 to 11:20) – Chapters 4 & 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>
	Lab 7: Importing Objects	Lab 8: Charts and Graphs	No Lab Today	Lab 9: Working with Data Ranges, Inserting Hyperlinks, Freeze Panes, Repeat Titles
June 26	<p>Ch. 7: RIM, GMROI, Cumulative and Maintained Markup (Ex. 7.4, 7.5)</p>	<p>Chapters 6 & 7 Review of Concepts That Still Need Work</p> <p><u>Bb Quizzes due at Midnight:</u></p> <p>1. Markdowns 2. Inventory</p>	<p>Exam 3 (10:00 to 11:20) Chapters 6 & 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>
	Lab 10: Sort and Filter	Lab11 : Conditional Formatting	Lab 12: Functions (@CountIF, @SumIF, etc.)	Certification Exam Review

July 3	Ch. 8: 6-Month Merchandising Plan (Ex. 8.5)	HOLIDAY! No Class	Chapter 9: Open-to-buy, Assortment Planning (9.1, 9.2)	Last Class Day 8:00m AM - Make-up Exams 10:00 AM – Review for Final Exam <u>Bb Quizzes due at Midnight:</u> 1. Mdse. Plan Quiz 2. OTB Quiz
	Certification Exam Scoring: Pass = 10/10 Do Not Pass = 7/10 Do Not Take Exam = 0/10		Make-up Labs during the lab period	
Final Exam – Friday, July 7 Chapters 8 & 9				