COURSE DESCRIPTION (3 hrs):

Students gain experience using the case study method in a variety of apparel and home furnishings industry environments. Emphasis is on analysis, problem solving, and critical thinking in business situations.

OBJECTIVES: After successfully completing this course a student should be able to:

1. To encourage critical thinking through the application of merchandising theories and principles in industry situations
2. To involve students in the process of orderly thinking and analysis that is required for logical decision-making.
3. To develop interpersonal skills required to express thoughts, ideas, and feelings within a group.
4. To develop a diversity of perspectives.

INSTRUCTOR: Dr. Sanjukta Pookulangara
OFFICE: Chilton Hall 342 B
PHONE: 940-565-2439 (Office) 940-565-2436 (SMHM Department)
E-MAIL: Sanjukta.Pookulangara@unt.edu
OFFICE HOURS: Monday/Wednesday – 11:30 – 1:30 pm; Additional conference available by appointment

PREREQUISITES: Students must present a copy of their transcripts by the second class meeting indicating completion of MDSE 2490; MDSE 3510; MDSE 3750; MDSE 4010; plus 9 additional hours in major with a grade of C or better; major in merchandising; or consent of instructor. Please highlight the relevant class on the transcript.

WEBCT: ecampus.unt.edu (online course accessory). This course is enriched with a Web CT component. Therefore, students must know their EUID and password.

Special Note: Many of the projects will utilize basic computer programs in MS Word, and MS PowerPoint. This course covers many facets with the purpose of preparing the student for the future; therefore, the course does expect a considerable amount of work from the student.

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

COURSE REQUIREMENTS AND GENERAL INFORMATION

ACADEMIC REQUIREMENTS

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.25 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.25.
- A grade of C or above must be earned in each merchandising, digital retailing, and hospitality management course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and Home Furnishings from the School of Merchandising and Hospitality Management (SMHM) include:
  o A minimum GPA of at least 2.25 on all courses completed at UNT.
  o A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes SMHM, MDSE, HFMD, DRTL, and HMGT.
  o A minimum of 2.25 GPA in all work attempted, including transfer, correspondence, extension and residence work.
For additional information regarding requirements and policies, refer to the 2011-2012 Undergraduate Catalog.

ACADEMIC ADVISING

▪ The SMHM Advising Staff recommends that students meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis.

▪ Departmental Contact Information (Chilton Hall 385):
  Assistant Director of Advising (Digital Retailing) Lynne Hale, Ph.D. 940.565.3518
  Merchandising (A-L) Sarah Kim 940.565.2434
  Merchandising (M-Z) and Home Furnishings Keeley Simpson 940.369.5304

▪ Please check prerequisites carefully prior to enrolling in courses. Students MUST complete all prerequisite courses before enrolling in upper division courses.

▪ It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through the 12th class day (September 8) to insure you have not been dropped for non-payment. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. SMHM will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student’s responsibility to ensure all payments have been made.

IMPORTANT Fall 2011 DATES

August 24       Last day for 100 percent refund
August 31       Last day to change schedule other than a drop.
September 5     Labor Day – No Classes
September 8     Twelfth class day
September 9     Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
September 10    Apogee Stadium Opens for first Home Game - Game time 6:00 pm
September 15    Graduation applications due
October 5       Beginning this date, instructors may drop students with grade of WF for nonattendance.
October 22      Homecoming – Join us for pre-game fun!
October 28      Last day for a student to drop a course with consent of instructor.
November 18     Last day for an instructor to drop a student with a grade of WF for nonattendance.
November 18     Last day to withdraw from the semester (Dropping all UNT courses)
                    A grade of WF may be assigned if student is not passing.
November 24-27  Classes dismissed for Thanksgiving holiday. University closed.
December 3-9    Pre-finals week
December 9      Reading day. No classes.
December 10-16  Finals week.
December 16     Master’s commencement
December 17     Undergraduate commencement

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your individual faculty member and/or advisor who will then help you navigate the Chain of Command shown below:
QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973

The School of Merchandising and Hospitality Management cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have a disability for which you will require accommodation, please present your written accommodation request by the end of the first week and make an appointment with the instructor to discuss your needs.

COURSE SAFETY STATEMENTS

Students in the School of Merchandising and Hospitality Management are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

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, resubmission 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.

CLASSROOM POLICIES

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.
The School of Merchandising and Hospitality Management requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

Class attendance will be recorded daily. Regular and punctual attendance is expected. Please be considerate of your classmates and come ON TIME! Absences will be excused on providing relevant documents. **These documents need to be presented to the instructor on the day the student resumes classes.** Documented emergencies, deaths, and illness are considered excused absences. The instructor also reserves the right to excuse a student from class on an individual basis with appropriate documentation and advance notification. **If the student has more than 3 absences which are undocumented it may lower the grade by one letter.** You are responsible for attending each class meeting and secure your own notes from another student in the class. **Poor attendance may result in the lowering of the final grade.**

**STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

**FINAL EXAM POLICY**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

**ACCESS TO INFORMATION**

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, SMHM events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: [http://eagleconnect.unt.edu/](http://eagleconnect.unt.edu/)

**COURSES IN A BOX**

Any SMHM equivalent course from another university must receive prior approval from the SMHM academic advisor to insure that all UNT Merchandising and Hospitality Management degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

**IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.
Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, students will be notified using blackboard.

ALL THE PAPERS ARE DUE VIA “TURNITIN” ON BLACKBOARD. FOR TEAM PAPERS ONLY “ONE” PAPER IS NEEDED PER GROUP. IT IS YOUR RESPONSIBILITY TO ENSURE THAT THE DOCUMENT HAS BEEN UPLOADED.

Topic of the Day (50 points)
Groups of two/three students will lead the class in the discussion on the “Topic of the Day”. There will a different topic assigned for each week (details will be provided in class). The discussion should be well thought out and must provide relevant information.

Global View Paper (145 points)
Guidelines will be distributed in class.

Career Case – In-Depth Interview (80 points)
Students will use a qualitative research tool to examine a potential career path. Details will be discussed in class. This is an individual project.

Individual Case Study (120 points)
Details will be discussed in class. This is an individual project.

Trend Paper Discussion (30 points)
Details will be discussed in class. This is an individual project.

Course Portfolio Review:
Details will be discussed in class.

Case Studies – Five Cases @ 45 points each = 225 points

Starbucks Case Study – 100 points

Grade Determination

Grade Scale: Grades are not curved. The final semester grade will be determined as follows:

<table>
<thead>
<tr>
<th>Total Points Possible: 700</th>
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<tbody>
<tr>
<td>90 - 100% = A = 630 - 700</td>
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<tr>
<td>80 - 89% = B = 560 - 629</td>
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<tr>
<td>70 - 79% = C = 490 - 559</td>
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<tr>
<td>60-69% = D = 420 - 489</td>
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<tr>
<td>Below 60% = F = 419 and below</td>
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</tbody>
</table>

* Cell phone/pager penalty = -25!
<table>
<thead>
<tr>
<th>Week of:</th>
<th>Monday</th>
<th>Wednesday</th>
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</thead>
<tbody>
<tr>
<td>Aug 29/Aug 31</td>
<td>Introduction of Advanced Merchandising Applications</td>
<td>Global View Paper</td>
</tr>
<tr>
<td></td>
<td>Case Study Method; Topic of the Day</td>
<td>Career Case Guidelines and Conducting a Depth Interview</td>
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<tr>
<td></td>
<td>Teams formed and topics allocated for topic of the day</td>
<td>Starbucks Case Study</td>
</tr>
<tr>
<td>Sep 05/07</td>
<td>No class</td>
<td>Guidelines for writing an Individual case study</td>
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<td></td>
<td></td>
<td>Answer “questions”</td>
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<tr>
<td>Sep 12/14</td>
<td>Global View Paper – Discussion 1</td>
<td>Case Study 1</td>
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<td>Current Trend Discussion</td>
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<tr>
<td>Sep 19/21</td>
<td>Global View Paper – Discussion 2</td>
<td>Topic of the Day - 1</td>
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<td>Topic of the Day - 2</td>
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<tr>
<td>Sep 26/28</td>
<td>Global View Paper – Discussion 3</td>
<td>Topic of the Day - 3</td>
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<td></td>
<td></td>
<td>Topic of the Day - 4</td>
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<tr>
<td>Oct 3/5</td>
<td><strong>Starbuck Case Study – Meet in lab 388</strong></td>
<td>Topic of the Day - 5</td>
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<td></td>
<td>Topic of the Day - 6</td>
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<tr>
<td>Oct 10/12</td>
<td>Case Study 2</td>
<td>Topic of the Day - 7</td>
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<td></td>
<td>Current Trend Discussion</td>
<td>Topic of the Day - 8</td>
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<tr>
<td>Oct 17/19</td>
<td>Case Study 3</td>
<td>Topic of the Day - 9</td>
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<td></td>
<td>Current Trend Discussion</td>
<td>Topic of the Day - 10</td>
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<tr>
<td>Oct 24/26</td>
<td>Case Study 4</td>
<td>Topic of the Day - 11</td>
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<td></td>
<td>Current Trend Discussion</td>
<td>Topic of the Day - 12</td>
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<tr>
<td>Oct 31/Nov 02</td>
<td>Case Study 5</td>
<td>Starbucks Case Study presentation</td>
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<td></td>
<td>Current Trend Discussion</td>
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<tr>
<td>Nov 07/09</td>
<td>Starbucks Case Study presentation</td>
<td>Starbucks Case Study presentation</td>
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<tr>
<td>Nov 14/16</td>
<td>Starbucks Case Study presentation</td>
<td>Career Paper Due – <strong>All career papers are due today</strong></td>
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<td>Career Case Presentation</td>
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<tr>
<td>Nov 21/23</td>
<td>Career Case Presentation</td>
<td>Career Case Presentation</td>
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<tr>
<td>Nov 28/30</td>
<td>Individual Case Presentation – <strong>All individual case studies are due today</strong></td>
<td>Individual Case Presentation</td>
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<td><strong>E-Portfolio for extra credit due!!!</strong></td>
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<tr>
<td>Dec 05/07</td>
<td>Individual Case Presentation</td>
<td>Individual Case Presentation – Portfolios are due in my office</td>
</tr>
<tr>
<td>Dec 12/13</td>
<td>Please pick-up portfolios from office</td>
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</tbody>
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This schedule is subject to change when the instructor deems it necessary to achieve course objectives.