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 am – 1:30 pm
Additional conference available by appointment

PREREQUISITITES: Students must present a copy of their transcripts by the second class meeting indicating completion of SMHM 3510 with a grade of at least a “C.” 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 entering the School of Merchandising and Hospitality Management 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 and hospitality management (SMHM) course completed in residence or transferred to UNT.

- Academic requirements for graduation with a BS from the School of Merchandising and Hospitality Management include:
  a. A minimum of 2.25 grade point average in the major, with minimum grades of C required in all merchandising and hospitality management (SMHM) courses;
  b. A minimum of 2.25 grade point average in all courses completed at UNT; and
c. A minimum of 2.25 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2010-2011 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 331):**
  
  Hospitality (N-Z) and Digital Retailing  
  Lynne Hale  
  940.565.3518

  Hospitality (A-M)  
  Ernestine Denmon  
  940.565.4810

  Merchandising (A-O) and Home Furnishings  
  Sarah Kim  
  940.565.2434

  Merchandising (P-Z)  
  Keeley Simpson  
  940.369.5304

- Please check prerequisites carefully prior to enrolling in courses. Students are responsible for completing all prerequisite courses before enrolling in upper division courses.

- It is imperative that students pay for all enrolled classes. Please check your online schedule daily through the 12th class day (January 31) 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 be unable 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.

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, 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, study abroad programs, 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 2 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.

ASSIGNMENT DUE DATES

Assignments and exercise are to be submitted on due dates that will be announced in advance. Assignments must be handed in at the beginning of the class period on the designated date. LATE WORK WILL NOT BE ACCEPTED. All assignments will be turned in via blackboard “turnitin” until unless specified otherwise.
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. If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please do so, as this is where you learn about job opportunities, SMHM events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: 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 ensure 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. This includes “courses in a box” from other educational institutions (SMHM 2550, 4250, 4820, etc.). “Courses in a box” do not meet the UNT Merchandising and Hospitality Management degree plan requirements and will not be approved.

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.

GRADE DETERMINATION

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.

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

Course Portfolio Review: Extra Credit!!
Details will be discussed in class.

Case Studies – Six Cases @ 45 points each = 270 points

Starbucks Case Study (100 points)
Details will be discussed in class.

Grade Determination

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

Total Points Possible: 685

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
<th>Points Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 100%</td>
<td>A</td>
<td>617 - 685</td>
</tr>
<tr>
<td>80 - 89%</td>
<td>B</td>
<td>548 – 616</td>
</tr>
<tr>
<td>70 - 79%</td>
<td>C</td>
<td>479 - 547</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
<td>410 and below</td>
</tr>
</tbody>
</table>

* Cell phone/pager penalty = -25!

Tentative Course Calendar

<table>
<thead>
<tr>
<th>Week of:</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 11 - 14</td>
<td>Introduction</td>
<td>Answer “questions” Case Study 1</td>
<td>Global View Paper 1</td>
<td>Topic of the Day 1</td>
</tr>
<tr>
<td></td>
<td>Forming Teams</td>
<td></td>
<td></td>
<td>Topic of the Day 2</td>
</tr>
<tr>
<td></td>
<td>Case Study Method</td>
<td></td>
<td></td>
<td>Topic of the Day 3</td>
</tr>
<tr>
<td></td>
<td>Allocation of Topic of the Day</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Allocation of Global View Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 18 – 21</td>
<td>Case Study 2</td>
<td>Case Study 3</td>
<td>Global View Paper 2</td>
<td>Topic of the Day 5</td>
</tr>
<tr>
<td></td>
<td>Starbuck Case Study – Analysis and discussion in class</td>
<td>Topic of the Day 4</td>
<td></td>
<td>Topic of the Day 6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Topic of the Day 7</td>
</tr>
<tr>
<td>July 25 – 28</td>
<td>Case Study 4</td>
<td>Case Study 5</td>
<td>Global View Paper 3</td>
<td>Topic of the Day 10</td>
</tr>
<tr>
<td></td>
<td>Topic of the Day 8</td>
<td>Topic of the Day 9</td>
<td></td>
<td>Topic of the Day 11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Topic of the Day 12</td>
</tr>
<tr>
<td>Aug 01 – 04</td>
<td>Case Study – 6</td>
<td>All papers are due via turnitin</td>
<td>Starbuck Case Study Presentation</td>
<td>Work Day – Available for individual meetings</td>
</tr>
<tr>
<td></td>
<td>Topic of the Day 13</td>
<td>Starbuck Case Study Presentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 08 – 11</td>
<td>Individual Original Case Study Presentation</td>
<td>Individual Original Case Study Presentation</td>
<td>Individual Original Case Study Presentation</td>
<td>Please pick-up portfolios from my office</td>
</tr>
<tr>
<td></td>
<td>All papers are due via turnitin</td>
<td>Portfolios are due in my office</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This schedule is subject to change when the instructor deems it necessary to achieve course objectives.