MDSE 4660 Advanced Merchandising Applications – Summer 2019

Pre-travel Meetings: May 13 - May 14 (9:00 AM – 2:00 pm), Location TBD
May 15 – May 16 – Online (pre-trip related work)
Travel: May 17 - June 1
Post-Travel: Online

COURSE DESCRIPTION (3 hrs):

Capstone course requiring students to apply merchandising theory, principles and practices to solve industry case studies. Emphasis on problem solving, case analysis, creative thinking, fact finding, data analysis and data interpretation.

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

Washington, DC: American Psychological Association

INSTRUCTOR: Dr. Sanjukta Pookkulangara
OFFICE: Chilton Hall 342 B
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OFFICE HOURS: TBD
Additional conference available by appointment

PREREQUISITES: 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 instructor consent.

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

ATTENDANCE
Because this is a class that requires constant discourse and interaction, attendance is absolutely mandatory.

You are responsible for attending each class meeting prior to departure and after departure.
Please make arrangements to attend ALL meetings.

Attendance is taken on a **regular basis for all activities related to the study tour**, and will influence your final grade. University attendance regulations are enforced. See the *UNT Bulletin* for policy information. 3% of your overall grade will be reduced EACH TIME there is an attendance/behavior related issue.

All students are required to participate in all scheduled events, tours, and meetings associated with this class in the U.S. and abroad. Businesses sometimes must change schedules or we must make alternative plans due to weather and other reasons—be prepared to be flexible. In a professional environment, attendance and punctuality are expected and are particularly important in a learning and living community, such as a study abroad program.

It is critical that you are prompt and prepared for departures so that we can arrive as scheduled for our appointments. Please understand that we **cannot wait for late students**. Students are expected to arrive **prior to the departure time** in the designated area, dressed appropriately.

Missing an activity and/or being late will seriously impact your grades in this program. It is the responsibility of each student to safeguard his or her own health and well-being in order to be **engaged** during all academic activities. Being engaged means that you are actively listening, asking relevant questions, and giving the speaker your complete attention. Students are expected to actively participate in all course activities, appointments, social and cultural activities, and other events planned for the group.

During industry tours it is sometimes difficult to hear. Therefore, it is important that you “keep pace” with your group and move closer to the speaker so those behind you can hear. Taking notes is essential as it provides needed information for your course assignments. Participation comprises a high percentage of your study abroad grade.

This learning environment may be the most exciting and intellectually stimulating you have yet experienced. It is important to present yourself (dress and behavior) appropriately at all times. You are representing not only yourself, but also your university, and your country.

Attendance at the pre-departure class meetings and the final orientation are required and points are attached to attendance.

3% of your overall grade will be reduced EACH TIME there is an attendance/behavior related issue. Some of the activities that can lead to decrease of grade (the list is NOT exhaustive)

1. Running late for any appointments including group meals and coach transfers.
2. Not paying attention while on a tour.
3. Falling asleep.
4. Being on mobile device.
5. Being loud and using bad language.
QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class.

For study abroad courses, students requesting accommodations should notify their faculty leader as early as possible so that appropriate arrangements can be made. Note that while the Americans with Disabilities Act (ADA) does not extend beyond US borders, and international accessibility requirements vary broadly from US standards, UNT study abroad programs will endeavor to provide accommodations wherever practicable.

Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://disability.unt.edu/. You may also contact ODA by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the College of Merchandising, Hospitality and Tourism 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.

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, please check Blackboard learn for up-to-date information.

ASSIGNMENT & PROJECT DUE DATES

Assignments are due on the specified date. Due dates are very well established and communicated in advance. It is your responsibility to make sure everything is turned in the prior to class or prior to the cut-off date on Blackboard. Items turned in after the established deadline are considered late and will be downgraded 10% for each calendar day late.

- **BLACKBOARD SUBMISSIONS:** You may ONLY submit Word files (docx, doc), PDF files, Power Point files (ppt), and jpeg files via Blackboard. ALL other types of files will not be accepted because we cannot open them!!! If we cannot open your assignment because you sent something other than what is listed above, you will take a zero on the assignment. I will not allow for resubmissions, emailed assignments, nor hardcopies. Be sure to check your file type before final submission onto Blackboard!

- Remember, there may be a time discrepancy between your home computer and the Blackboard system. Therefore, it is imperative to submit ALL assignments well before the cut-off time.

- I do not accept assignments via email, unless otherwise specified. Do not assume that if you emailed me your work, that I am accepting it.

- All assignments and projects must follow APA formatting (refer to the APA tutorial and guidelines on Blackboard, or purchase the APA Publications Manual). I will
not grade assignments/project that do not have reference pages AND in-text
citations.

• All assignments must be typed, double-spaced and with a 12-point font. Points will
be deducted from assignments that do not follow these instructions.

Assignments

Pre-trip meetings (2@ 10 points each; 20 points total)
Each student will be required to attend meetings prior to departure for Europe.

Trip information: (60 points total)
Students will submit a pre-trip paper and then provide photographic evidence via selfies (list will
be provided) for all the places visited as a part of the tour. This is an individual assignment.

Store Comparison Assignment (80 points): Students will be required to compare visual
merchandising concepts for stores in London OR Paris with a similar store in US. This
assignment will include a paper as well as infographic.

Case Study Analysis (310 points): Guidelines will be distributed in class. Undergraduates will
work in teams of two; graduate students will be working independently on the company analysis
study project. This assignment will include a paper as well as presentation.

Original Case Study (80 points): Guidelines will be distributed in class. Undergraduates will
work in teams of two; graduate students will be working independently on the case study project.

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

Total Points Possible: 550 points

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<td>Monday, May 13</td>
<td>Class meeting – 8:00 AM– 1:00 PM</td>
<td>Trend Analysis Lecture&lt;br&gt;Basic French&lt;br&gt;Graduate Student Presentations&lt;br&gt;4660 Assignment information</td>
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<td>Tuesday, May 14</td>
<td>Class meeting – 8:00 AM– 1:00 PM</td>
<td>Pre-trip Presentations&lt;br&gt;Journal Development and Criteria&lt;br&gt;4660 assignment related in-class activity</td>
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<td>Friday, May 17</td>
<td>Depart for Paris</td>
<td>Depart from DFW Airport&lt;br&gt;<strong>Remember your passports!!</strong></td>
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<td>Wednesday, May 15</td>
<td>Online Class Assignment</td>
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<td>See Itinerary for details about appointments</td>
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<td>Saturday, June 01</td>
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<td>TBD</td>
<td>Online submission for various projects - TBD</td>
<td><strong>Project Presentations</strong></td>
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**Note:**
- **Remember your passports!!**
- **Depart for Dublin**
- **Depart for London**
- **Return to DFW!**