School of Human Sciences
HUMAN SCIENCE 420.001: PRACTICUM
Fall  2011

Instructor:  Rebecca Greer, Ph.D., Professor
Office:  Room 131, COE Annex
Course Time & Location:  On-the-job practicum
Office Hours:  MW 9 - 9:30 am; 3:30-5 pm
                        Thurs. 11-11:30 am; 1:30-5 pm
Office Phone:  (936) 468-2209
Prerequisites: Department permit and contract required for enrollment
Credits:  3 semester hours
E-mail:  Use MyCourses mail

I. Course Description:
Individualized instruction. Supervised on-the-job training program in the field. Meets for required orientation in first half of semester; during second half of semester, hours worked in place of employment will count as class meeting times.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):

The mission of the College of Education is to prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development.

In the College of Education at Stephen F. Austin State University, we value and are committed to:
- Academic excellence through critical, reflective and creative thinking
- Life-long learning
- Collaboration and shared decision making
- Openness to new ideas, culturally diverse people and innovation and change
- Integrity, responsibility, diligence, and ethical behavior, and
- Service that enriches the community

The current draft of International Textiles and Apparel Association (ITAA) Four-Year Baccalaureate Program Meta-Goals was also considered in developing course goals which listed the following Meta-Goals: Industry Processes: Appearance and Human Behavior; Aesthetics and the Design Process; Global Interdependence; Ethics, Social Responsibility, and Sustainability; Critical, Creative, and Quantitative Thinking; and Professional Development.

The design of this course supports the following Fashion Merchandising Program Learning Outcomes (PLOs):
- The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity and service) relative to the field of Human Sciences.
- The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.*
- The student will demonstrate competence in his/her discipline (using oral and written forms.)
- The student will be knowledgeable of the trends in fashion merchandising.
- The student will know the global issues facing fashion merchandising.

This is a senior course and is taken in the Fall of each year by students who will graduate in that given year. Students enroll is a block of classes that are accelerated and end at mid-semester. The fashion merchandising practicum basically begins at mid-semester and is completed by the end of the semester.

Student Learning Outcomes:
Students enrolled in the class will have a diverse work experience and may complete some or all of the following objectives. Upon successfully completing the course, the student will have had the opportunity to:

- Increase general knowledge concerning the operation of fashion businesses through the example of the store to which assigned.
- Understand factors which contribute to successful management of a store and its departments, including but not limited to, merchandising methods, sales promotion, activities, personnel, management and training, operational procedures, and financial control techniques.
- Gain a realistic view of retailing as a possible career choice through actual work experience.
- Become aware of the importance of human relations as they apply to customers, co-workers, and supervisory personnel.
- Develop through personal experience and interaction an understanding of the characteristics, needs and wants of the customers the employer serves and how the business strives to satisfy them.
- Apply selling techniques appropriate to the merchandise, the store and its customers.
- Develop an awareness of the role of the current season in a retailer’s year.
- Develop an awareness of the role of visual merchandising and promotional activities in retailing.
- Develop a sense of priorities in the accomplishment of assigned responsibilities.
- Make a positive contribution to the department and the store as an employee and as an intern.
- Observe how technology is utilized in retail planning, inventory control, promotions and management.
- Develop an appreciation for the role of the retailer in the fashion marketing system as a place where merchandise and customers meet.
- Understand how to internally generated reports assist management in their merchandising activities and customers meet.
- Know specifics concerning policies and procedures of the store.
- Explain the flow of merchandise from the store’s unloading dock to the selling floor and into the customer’s home.

III. Course Assignments, Activities, Instruction Strategies, Use of Technology:
Method of instruction will be supervised on-the-job training. The course syllabus, course calendar, assignments, mail and grades will be available on the course MyCourse web page. STUDENTS ARE EXPECTED TO CHECK THE HOMEPAGE, WEB MAIL AND COURSE CALENDAR REGULARLY. All e-mails and weekly reports are to be sent through the course web mail.

<table>
<thead>
<tr>
<th>Program Learning Outcome Rubric for HMS 420</th>
</tr>
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<tbody>
<tr>
<td><strong>Exemplary</strong></td>
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<tr>
<td><strong>Acceptable</strong></td>
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**IV. Evaluation and Assessments (Grading):**

Evaluation and assessment will be based on weekly reports, completion of the assignments in the practicum packet and the completion of 150 hours of employment in a fashion related business. There are 510 possible earned points and the course grade will be based on the number of total points earned. Course grading will be an A – F with following point spread used to determine grades.

**Point Spread:**
- A = 448 – 500
- B = 398 – 447
- C = 348 – 397
- D = 298 – 347
- F = 297 and below

The following evaluation sheet will be used to determine final grades.

**HMS 420: PRACTICUM EVALUATION CRITERIA**

Grading for the Practicum is A through F and the evaluation criteria listed below will be used to determine the semester grade.

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>MAXIMUM POINTS</th>
<th>EARNED POINTS</th>
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**Needs Improvement**
- Received Below Average ratings on 2/3 of the supervisor evaluations at all check points during the semester
  - 2/3 of the supervisor evaluations at all check points during the semester
  - 30% - 75% required entries consistently submitted and/or little evidence of reflective thought on specific experiences
  - Took little or no initiative, some punctuality concerns, letter of appreciation contains minor errors, all required hours complete
  - Complete and submitted. Little evidence of reflective thought about the internship experience and/or superficial responses
  - 30% - 75% additional assignments/projects completed accurately and/or not presented as required

**Below Standard**
- Received Below Average ratings on all of the supervisor evaluations at all check points during the semester
  - < 30% required entries consistently submitted, little or no evidence of reflective thought on specific experiences
  - Took little or no initiative, letter of appreciation contains significant errors or not provided, required internship hours not completed
  - Incomplete or not submitted
  - < 30% additional assignments/projects completed accurately and/or not presented as required
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<thead>
<tr>
<th></th>
<th>Description</th>
<th>Points</th>
<th>Score</th>
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<tbody>
<tr>
<td>1.</td>
<td>Information Form</td>
<td>25</td>
<td>______</td>
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<td></td>
<td>- Due before the last day of block classes</td>
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<td></td>
<td>- Objectives are realistic</td>
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<td>2.</td>
<td>Student Agreement Form</td>
<td>25</td>
<td>______</td>
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<td></td>
<td>- Due with Information Sheet</td>
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<td>3.</td>
<td>Photograph</td>
<td>25</td>
<td>______</td>
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<td></td>
<td>- Close up</td>
<td></td>
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<td></td>
<td>- Good quality but can be digital</td>
<td></td>
<td></td>
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<td>- Due with Information Sheet</td>
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<td>4.</td>
<td>Weekly Reports (8 reports @ 20 points each)</td>
<td>150</td>
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<td></td>
<td>or until 150 hours are documented</td>
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<td></td>
<td>- Received weekly on date due</td>
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<td></td>
<td>- Report complete</td>
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<tr>
<td></td>
<td>a. Week 1</td>
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<td></td>
<td>b. Week 2</td>
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<td>c. Week 3</td>
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<td>d. Week 4</td>
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<td></td>
<td>e. Week 6</td>
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<td>f. Week 7</td>
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<td>5.</td>
<td>Checklist of learning activities</td>
<td>25</td>
<td>______</td>
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<tr>
<td></td>
<td>- Write date first experienced in blank</td>
<td></td>
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<tr>
<td></td>
<td>- Adequate number of experiences</td>
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<td>6.</td>
<td>Notebook</td>
<td>100</td>
<td>______</td>
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<td></td>
<td>- Due in faculty office on determined date</td>
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<td></td>
<td>- Objectives achieved</td>
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<td></td>
<td>- Thorough and complete information</td>
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<td></td>
<td>- Typed, excluding Checklist</td>
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<td></td>
<td>- Professional in appearance</td>
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<td>7.</td>
<td>Self-Evaluation Form</td>
<td>25</td>
<td>______</td>
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<td>8.</td>
<td>Employer Evaluation Form</td>
<td>25</td>
<td>______</td>
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<td>9.</td>
<td>Letter of appreciation to supervisor</td>
<td>25</td>
<td>______</td>
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<td></td>
<td>- Copy of letter to instructor</td>
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<td>10.</td>
<td>Worked the required time agreed between student and fashion business</td>
<td>25</td>
<td>______</td>
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<td>11.</td>
<td>Attended fashion mandatory orientation</td>
<td>25</td>
<td>______</td>
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<td></td>
<td>- Present for entire time</td>
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<td>- Had a copy of packet</td>
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<td>12.</td>
<td>All deadlines were met</td>
<td>25</td>
<td>______</td>
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<td></td>
<td>Possible points 500</td>
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<td></td>
<td>Earned Points ______</td>
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<td>Letter Grade ______</td>
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If any criteria are not met in a timely manner, a grade of zero will be assigned.
V. **Tentative Course Calendar:**

- **August 29:** Meet with instructor in Human Science North 201, 4:00 p.m.
- **August 29 – October 19:** Students complete block of accelerated classes, first half of semester.
- **October 12 – 3:00 p.m., Rm. 208:** Mandatory orientation meeting for HMS 420
- **October 19:** Mid-semester; Responsibility Statement, Information Form and Photograph due; students leave campus to begin work experience.
- **October 25:** Weekly Report 1 due
- **November 1:** Weekly Report 2 due
- **November 8:** Weekly Report 3 due
- **November 15:** Weekly Report 4 due
- **November 22:** Weekly Report 5 due
- **November 29:** Weekly Report 6 due
- **December 6:** Weekly Report 7 due
- **On or before December 9:** Completed practicum notebook due in instructor’s office.

VI. **Readings:**

No required textbook; Reading as requested by employer (store policy documents, employee handbook, etc) and reading from fashion book, newspapers and periodicals to supplement reporting activities.

VII. **Course Evaluations:**

Near the conclusion of each semester, students in the College of Education (COE) electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including:

1. Course and program improvement, planning and accreditation;
2. Instruction evaluation purposes, and
3. Making decisions on faculty tenure, promotion, pay, and retention.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. **Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.**

The time frame during which evaluations can be completed will be announced when available. Students who fail to complete the course evaluations on-line during the announced time forfeit the opportunity to provide an evaluation.

VIII. **Student Ethics and Other Policy Information:**

**Attendance**

This course is a web-enhanced course and on-the job experience. Regular, punctual attendance as scheduled for work experience is required and necessary for the success in the course. Students should contact their supervisor as quickly as possible if unable to work at the assigned time. It is a good practice to arrive at work at least 15 minutes prior to the assigned work time. Students are expected to work the length of time agreed upon with the company prior to beginning the work experience, even if it longer than the 150 hours.

**Students with Disabilities**

To obtain disability related accommodations and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, (936) 468-3004/
(936) 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Academic Integrity**
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work that has been purchased or otherwise obtained from an internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity/asp

**Acceptable Student Behavior**
Professional conduct is expected of students in the workplace as they are representing themselves, the fashion merchandising program, the Human Sciences Department, the College of Education, and the University. Common courtesy towards the instructor, work supervisor, fellow workers, and customers is expected. Remember, students are establishing the reputation in this class on which any future reference requested from the employer or instructor will be based.

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**New SFA Data Management System**
Beginning in spring 2012, LiveText will be the data management system used by the Perkins College of Education for program improvement and accreditation. All students will be required to purchase a LiveText account, either through the University Bookstore or at www.livetext.com. This will be a one-time purchase, and the account will be used throughout your program. Required program assignments must be submitted through LiveText. Successful completion of the course and program will be dependent on submission of all required LiveText assignments.

**Withheld Grades Semester Grades Policy (A-54)**
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will count be counted as a repeated course for the purpose of computing the grade point average.
IX. Other Relevant Course Information:

1. Have the fashion related business approved by the instructor prior to accepting employment.
2. Students must complete 150 hours of work experience with the same business. You might want to record a few more than 150 hours in case there is a calculation mistake. Please keep a copy of each weekly report for your records. **DO NOT COUNT LUNCH BREAK TIME ON YOUR REPORT.**
3. All deadlines must be met or the assigned points will be forfeited.
4. Please begin immediately collecting information and start writing on the material needed to complete the requirements of the notebook. Set up the format of the notebook and complete sections as the information is available.
5. The completed notebook is due in the instructor’s office on or before **December 9** to allow time to complete grading and turn in grades. There will be no WH grades given except in extreme situation and with approval of the instructor and department chair.
6. The Information Sheet and picture must be turned in to the instructor prior to beginning to report work hours.
7. Give the employer evaluation sheet, with a stamped addressed envelope, to your supervisor when you have 130-135 hours stressing the need of the sheet being mailed in a timely manner. It is the student’s responsibility to check back with the supervisor to insure that the evaluation sheet is mailed.
8. Please contact the instructor by e-mail or phone for assistance, questions about the class or problems that one encounters.
9. **MyCourses:** The course syllabus and calendar, reports, mail and grades will be posted on the course home page. Students are required to check the course web page weekly for any instructional information.
10. **Cell Phones:** Cell phone use is not allowed during work hours. Cell phone must be turned off and stored out of sight when work hours begin and remain off and out of sight until work is completed each day.
11. **Dress:** Modest, comfortable dress is expected for work. Students are expected to follow dress requirements of employer. Generally, business casual is suggested for fashion employment. This may include: a jacket, modest full-length pant or knee-to-calf length skirt, modest shirt with sleeves, and closed-toe shoes. Hair of shoulder-length or longer should be pulled up or back. Common professional dress errors to avoid are denim clothing, tennis shoes, sandals or flip-flops, sleeveless clothing, tight-form-fitting clothing, bare midriffs, and low-cut tops for women.