School of Human Sciences
HMS 408.001: RETAIL BUYING
Fall 2017

Instructor: Jamie Cupit, M.S.

Course Time & Location: MWF 10-10:50, EDAN 123

Office: EDAN 131
Office Phone: 936-468-2238
Other Contact Information: D2L course email

Credits: 3

Office Hours: MWF 1-2, TR 10-11
Office Phone: 936-468-2238

Other Contact Information: D2L course email
Email: jrcupit@sfasu.edu

Prerequisites: HMS 306

I. Course Description:
Advancing the strategies of inventory acquisition and control; application of retail math to excel spreadsheets in planning the assortment plan, six-month merchandise plan, and model stock plans.

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

Faculty, staff, alumni and students of Stephen F. Austin State University believe in doing things “The SFA Way”, by expecting the best from ourselves and from each other. We hold each other accountable when we fail to maintain these standards. Five “root principles” upon which the SFA Way are grounded, and that the members of the SFA community use to strive for personal excellence in all that we do are: respect, caring, responsibility, unity, and integrity. More information about these principles can be found at http://www.sfasu.edu/universityaffairs/182.asp

The objectives of this course support the University Vision to be a “high quality, student-focused, comprehensive university whose graduates are productive citizens and successful leaders” and the University Mission to “provide students a foundation for success, a passion for learning and a commitment to responsible global citizenship”. Understanding the global nature of the fashion industry is particularly important for professionals in fashion merchandising to develop commitment to responsible global citizenship.

The objectives of this course support the James I. Perkins College of Education (PCOE) Vision, Mission, Goals and Core Values to “prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development”. The PCOE values and goals are: 1) Academic excellence through critical, reflective, and creative thinking; 2) Lifelong learning; 3) Collaboration and shared decision-making; 4) Openness to new ideas, to culturally diverse people, and to innovation and change; 5) Integrity, diligence, and ethical behavior, and; 6) Service that enriches the community.

Student learning outcomes for merchandising courses are aligned with the International Textiles and Apparel Association (ITAA) Four-Year Baccalaureate Program 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.

Program Learning Outcomes:
The design of this course supports the following 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 merchandising.
- The student will know the global issues facing merchandising.

“This is a general education core curriculum course and no specific program learning outcomes for this major are addressed in this course.”

Student Learning Outcomes:
At the end of this course, students should be able to:

- Apply basic principles of merchandising theory to manage and control inventory in an apparel and home interiors context.
• Calculate figures employed within the retail environment for profit maximization.
• Predict future sales figures by examining current trends and previous sales figures.
• Develop and analyze a simulated retail merchandising plan for an apparel/textiles or home interiors company.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

This course will consist of a combination of lectures, homework assignments, daily reading quizzes, and math activities to test the student’s critical thinking and problem-solving skills. Homework assignments will be given to help students master analysis and math skills while examinations will be given to test students’ knowledge of textbook content.

IV. Evaluation and Assessments (Grading):

Assignments will include the following:
1. Weekly reading quizzes (15 @ 30 points each) 450 pts
2. Homework assignments (10 @ 20 points each) 200 pts
3. Math Worksheets assignments (8 @ 10 points each) 80 pts

TOTAL 730 pts

Point Spread: Grade Percentage:
A – 90% and above A – 730 – 657
B – 89 – 80% B – 656 – 584
C – 79 – 70% C – 583 – 511
D – 69 – 60% D – 510 – 438
F – 59% and below F – 437 and below

V. Tentative Course Outline/Calendar:

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<th>WEEK</th>
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| 1    | Aug 28-Sep 1  | Introduction to course  
          Explore the studio access you purchased with textbook  
          Introduction to buying and how it is going to prepare you for future coursework |
| 2    | Sep 4-Sep 8   | Chapter 1: Today’s Buying Environment  
          Chapter 1 Reading Quiz Friday, September 8  
          Studio Spreadsheet Assignment A due Friday, September 8 in DropBox by 11:30 pm |
| 3    | Sep 11-Sep 15 | Chapter 2: The Buying Function in Retailing  
          Chapter 2 Reading Quiz Wednesday, September 15  
          Studio Spreadsheet Assignment B due Friday, September 15 in DropBox by 11:30 pm  
          Math Worksheet Due Friday, September 15 in DropBox by 11:30 pm  
          NO CLASS FRIDAY, SEPTEMBER 15 for PCOE DATA DAY |
| 4    | Sep 18-Sep 22 | Chapter 3: Buying for Different Types of Stores  
          Chapter 3 Reading Quiz Wednesday, September 20  
          Studio Spreadsheet Assignment C due Friday, September 22 in DropBox by 11:30 pm  
          Math Worksheet due Friday, September 22 in DropBox by 11:30 pm |
| 5    | Sep 25-Sep 29 | Chapter 4: Obtaining Assistance for Making Buying Decisions  
          Chapter 4 Reading Quiz Friday, September 29 |
| 6    | Oct 2-Oct 6   | Chapter 5: Understanding Your Customers  
          Chapter 6: Understanding Product Trends: What Customers Buy  
          Chapter 5 Reading Quiz Friday, October 6  
          Chapter 6 Reading Quiz Friday, October 6 |
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<tr>
<th>Date Range</th>
<th>Weekly Assignments</th>
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| Oct 9-13   | Chapter 7: Forecasting  
|            | Chapter 7 Ready Quiz Friday, October 13  
|            | Studio Spreadsheet Assignment D due Friday, October 13 in DropBox by 11:30 pm  
|            | Math Worksheet due Friday, October 13 in DropBox by 11:30 pm |
| Oct 16-20  | Chapter 8: Preparing Buying Plans  
|            | Chapter 8 Reading Quiz Friday, October 20  
|            | Studio Spreadsheet Assignment E due Friday, October 20 in DropBox by 11:30 pm  
|            | Math Worksheet due Friday, October 20 in DropBox by 11:30 pm |
| Oct 23-27  | Chapter 9: Developing Assortment Plans  
|            | Chapter 9 Reading Quiz Friday, October 27  
|            | Studio Spreadsheet Assignment F due Friday, October 27 in DropBox by 11:30 pm  
|            | Math Worksheet due Friday, October 27 in DropBox by 11:30 pm |
| Oct 30-Nov 3 | Chapter 10: Controlling Inventories  
|            | Chapter 10 Reading Quiz Friday, November 3  
|            | Studio Spreadsheet Assignment G due Friday, November 3 in DropBox by 11:30 pm  
|            | Math Worksheet due Friday, November 3 in DropBox by 11:30 pm |
| Nov 6-10   | Chapter 11: Selecting Vendors and Building Partnerships  
|            | Chapter 11 Reading Quiz Friday, November 10 |
| Nov 13-17  | Chapter 12: Making Market Visits and Negotiating with Vendors  
|            | Chapter 13: Locating Sources in Foreign Markets  
|            | Chapter 12 Reading Quiz Friday, November 17  
|            | Chapter 13 Reading Quiz Friday, November 17 |
| Nov 20-24  | THANKSGIVING HOLIDAY |
| Nov 27-Dec 1 | Chapter 14: Making the Purchase  
|            | Chapter 14 Reading Quiz Friday, December 1  
|            | Studio Spreadsheet Assignment H due Friday, December 1 in DropBox by 11:30 pm  
|            | Math Worksheet due Friday, December 1 in DropBox by 11:30 pm |
| Dec 4-8    | Chapter 15: Pricing the Merchandise  
|            | Chapter 15 Reading Quiz Wednesday, December 8  
|            | Studio Spreadsheet Assignment I due Friday December 8 in DropBox by 11:30 pm  
|            | Studio Spreadsheet Assignment J due Friday December 8 in DropBox by 11:30 pm  
|            | Math Worksheet due Friday, December 8 in DropBox by 11:30 pm |
| Dec 11-15  | Chapter 15 Reading Quiz Wednesday, December 13  
|            | 10:30-12:30 |

VI. Readings (Required and recommended—including texts, websites, articles, etc.):

ISBN: 9781628929639

**FEM Statement:**
In this course you must purchase and activate the LiveText add-on, Field Experience Module (FEM), PRIOR to your first day of field experience/clinical teaching. Failure to purchase and activate the account and/or submit the required assignment(s) within the FEM system may result in course failure. FEM must be purchased from www.livetext.com for a fee of $18.00 for a multiple year subscription.
LiveText Statement:
This course uses the LiveText data management system to collect critical assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.

If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.

VII. Course Evaluations:
"Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. 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 PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!"

In the Perkins 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.

VIII. Student Ethics and Other Policy Information: Found at https://www.sfasu.edu/policies

Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 936-468-3004 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. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Academic Dishonesty: Policy 4.1
Abiding by university policy on academic integrity is a responsibility of all university faculty and students. Faculty members must promote the components of academic integrity in their instruction, and course syllabi are required to provide information about penalties for cheating and plagiarism, as well as the appeal process.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- 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 one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

**Penalties for Academic Dishonesty**

Penalties may include, but are not limited to, reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

**Student Appeals**

A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

**Withheld Grades: Policy 5.5**

At the discretion of the instructor of record and with the approval of the academic unit head, 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, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**

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. 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 policy 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 iCare: Early Alert Program at SFA. Information regarding the iCare program is found at [http://www.sfasu.edu/judicial/earlyalert.asp](http://www.sfasu.edu/judicial/earlyalert.asp) or call the office at 936-468-2703.

**Additional Information:**

To complete Certification/Licensing Requirements in Texas related to public education and other professional settings, you will be required to:

1. Undergo criminal background checks for field or clinical experiences on public school campuses; the public school campuses are responsible for the criminal background check; YOU are responsible for completing the information form requesting the criminal background check. If you have a history of criminal activity, you may not be allowed to complete field or clinical experiences on public school campuses. At that point, you may want to reconsider your major while at SFASU.
2. Provide one of the following primary ID documents: passport, driver’s license, state or providence ID cards, a national ID card, or military ID card to take the TExES exams (additional information available at www.texes.ets.org/registrationBulletin). YOU must provide legal documentation to be allowed to take these mandated examinations that are related to certification/licensing requirements in Texas. If you do not have legal documentation, you may want to reconsider your major while at SFASU.

3. Successfully complete state mandated a fingerprint background check. If you have a history of criminal activity, you may want to reconsider your major while at SFASU.

For further information concerning this matter, contact Katie Snyder Martin at 936-468-1740 or snyderke1@sfasu.edu.

IX. Other Relevant Course Information: