School of Human Sciences
HMS 452.601 ENTREPRENEURSHIP IN FASHION AND INTERIORS MANAGEMENT
Fall 2018

Instructor: Nancy Shepherd, Ph.D., CFCS
Office: HMSS 102A
Office Phone: 936-468-1413
Other Contact Information: Dept 468-4502
Prerequisites: HMS 419

Course Time & Location: ONLINE
Office Hours: M 1-2 pm online, T/R 9:00-10:30 am, F 10-11 am online, or by appt.
Credits: Three semester credit hours
Email: Use D2L course mail

I. Course Description:
Comprehensive study of retail management, research and planning needed by entrepreneurs to start and operate a fashion
or interiors retail firm; application of merchandising procedures to the management of a fashion or interiors business.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
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.”
The objectives of this course also support the James I. Perkins College of Education Mission to “prepare competent,
successful, caring, and enthusiastic professionals.”

The current draft of International Textiles and Apparel Association (ITAA) Four-Year Baccalaureate Program
Meta-Goals was also considered in developing student learning outcomes. The document lists 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.

HMS 452, like all Human Sciences courses, also aligns with the Family & Consumer Sciences (FCS) Body of
Knowledge—the following group of 11 commonalities which unify and provide a foundation for professional practice for
all FCS specializations including CDFL:

1. Human Ecosystems—emphasis on connections between people and their physical, human-built, social/behavior
environment
2. Life Course Development—consideration of individuals and families across time (ages, generations, historical
periods)
3. Basic Human Needs—focus on meeting people’s needs for food, clothing, shelter, and relationships
4. Individual Well-Being—promotion of physical, emotional, material, social, and spiritual well-being
5. Family Strengths—development of strong families
6. Community Vitality—consideration of the surrounding environment of individuals and families
7. Wellness—promotion of optimal functioning in every dimension of life
8. Appropriate Use of Technology—encouragement of balanced, safe & ethical use of technology to improve quality
of life for individuals and families
9. Global Interdependence—consideration of impact of individual actions on well-being of others in the world
10. Resource Development and Sustainability—identification of ways to meet today’s needs without endangering
future generations
11. Capacity Building—proactive development of solutions which help individuals and families meet their full potential (encouragement of critical thinking, good communication skills, appreciation for diversity, engagement in public policy)

Relating learning outcomes/goals/objectives for this course to the university vision, Perkins College of Education mission, and industry goals gives coherence to the curriculum. The university, college & school vision and values are designed to provide knowledge, skills, and dispositions needed by graduates and helps distinguish our graduates from those of other institutions. This is a culminating course which pulls from basic concepts learned in previous program courses related to customer behavior, social forces, and merchandising classifications & procedures.

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 specific 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.

Student Learning Outcomes--Upon completion of the course, the student will have had the opportunity to:

- Become familiar with the challenges of entrepreneurship
- Relate knowledge of fashion and interior industry and business procedures to business planning
- Learn the components of a written business proposal
- Develop a written business proposal
- Develop research and presentation skills

III. Course Assignments, Activities, Instructional Strategies, use of Technology:
Methods of instruction will include online lecture, discussion, visual media, networking, and individual research and study. The course syllabus, course calendar, assignments, mail and grades will be available on the course homepage on D2L. Students are expected to check the homepage, web mail and course calendar regularly.

D2L This course is delivered as a hybrid- which means you will meet face-to-face and online through the D2L platform. It is imperative that you check D2L multiple times throughout the week to stay informed with any course updates. Additionally, students should check their grade points in D2L and any discrepancies in points must be resolved within one week after the assignment grades have been posted. Otherwise, the posted grade points are considered final and will not be reviewed at a later date.

If you ever experience technical difficulties, please use the contact information listed here: D2L technical support (936) 468-191; General computer support (936) 468- 4357. Please note the D2L technical support is not available on weekends.

IV. Evaluation and Assessments (Grading):

- Six reading quizzes (25 points each/150 points total)—will cover main points of reading assignments
- Three assignments related to work on business plan (25 points each/75 points total)
- Customer Service assignment (25 points)
- Three reference assignments (25 points each/75 points total)—each week to find and write minimum of 5 new reference entries in APA style.
• Written Business Plan (300 points) – a comprehensive project on which the student will work the entire length of the course; guidelines based on former Fashion Group of Dallas Retail Entrepreneurship Competition guidelines will be distributed the first week of classes; class instruction will relate closely to the project. **Completed project must be submitted on D2L and in LiveText.** The project is a PLO assignment for merchandising majors related to written communication skills.

• Presentation of Business Plan utilizing presentation software (150 points); students will make a 8 to 10 minute individual presentation of their business proposal similar to a prospective entrepreneur giving a presentation to a panel of bankers or investors to seek funding for a business start-up. Each student must submit the presentation in D2L and in LiveText. The presentation of the business plan proposal is a PLO assignment for merchandising majors related to oral communication skills.

Total possible points in the class are 775. The final course grade will be based on percentage of total points earned. NO GRADES ARE DROPPED

**Grading scale:**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Points Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100%</td>
<td>697.5-775</td>
<td>A (represents exceptional work-above &amp; beyond expectations)</td>
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<tr>
<td>80-89%</td>
<td>620-697</td>
<td>B (represents above average work)</td>
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<tr>
<td>70-79%</td>
<td>542.5-619</td>
<td>C (represents average work)</td>
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<tr>
<td>60-69%</td>
<td>465-542</td>
<td>D (represents somewhat unacceptable work--not up to expectations)</td>
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<tr>
<td>59% &amp; below</td>
<td>464 points &amp; below</td>
<td>F (represents unacceptable, failing work)</td>
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Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, the student must go above and beyond basic requirements of the assignment. Remember—"if you hit a home run, you can walk the bases." Students are advised to do their best work rather than scraping by with minimal effort.

**Performance Evaluation**

Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, student must go above and beyond basic requirements of the assignment.

**A (Excellent)**  
Student's work is of exceptional quality, and the solutions show depth of understanding of the project requirements. Project is fully developed and presented well both orally and graphically. The full potential of the problem has been realized and demonstrated. An "A" indicates work that is exceptional, out of the ordinary, and above and beyond what was required for the project. Hard work does not always yield this. Several "all-nighters" does not always yield this.

**B (Good)**  
Student's work shows above average understanding and clear potential. All project requirements are fulfilled or exceeded and clearly and concisely presented. Being in class every day does not always yield this.

**C (Fair)**  
Student's work meets minimum objectives of course and solves major project requirements. Work shows normal understanding and effort. Quality of project, as well as the development of knowledge and skills is average. A "C" means you have done everything that was expected; you came to class, worked very hard, and generated a response to the problem that was average, acceptable. It does not mean you have failed. Completing a project and working hard does not guarantee satisfactory results.

**D (Poor)**  
Student's work shows limited understanding and/or effort. Minimum problem requirements have not been met. Quality of project or performance as well as development and skills are below average.
**F (Failure)**  
Student's work is unresolved, incomplete, and/or unclear. Minimum course objectives or project requirements are not met, and student's work shows lack of understanding and/or effort. Quality of project or performance is not acceptable. Merely completing a project does not mean it earns at least a passing grade.

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**SCORING RUBRIC FOR WRITTEN BUSINESS PLAN PROJECT**

<table>
<thead>
<tr>
<th></th>
<th>Exemplary (3)</th>
<th>Acceptable (2)</th>
<th>Needs Improvement (1)</th>
<th>Unacceptable (0)</th>
<th>TOTAL POINTS</th>
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<tbody>
<tr>
<td><strong>CONTENT:</strong> Store location, design, merchandising criteria, and operations (150 points)</td>
<td>Thorough and specific description of each component</td>
<td>Sufficiently developed content with adequate explanation or development</td>
<td>Limited content with inadequate explanation or development</td>
<td>Superficial and/or minimal content</td>
<td>126-150</td>
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<td>101-125</td>
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<td>76-100</td>
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<td>75 or less</td>
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<td><strong>EVIDENCE OF RESEARCH:</strong> Citations, references, APA format (75 points)</td>
<td>Numerous and precise APA-correct citations and references</td>
<td>Limited number of citations and references with occasional APA errors</td>
<td>Few or no citations, limited references with little effort to put references in APA format</td>
<td>No citations, so few references to lend serious omissions and no evidence of APA format for references</td>
<td>63-75</td>
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<td>37 or less</td>
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<tr>
<td><strong>FORMAT:</strong> Business plan components, notebook with page protectors, 30 pages, double-spaced, typed, 10-12 pt. font, standard white paper (75 points)</td>
<td>Evidence of careful &amp; precise adherence to all format guidelines</td>
<td>Adequate adherence to all format guidelines</td>
<td>Carelessness evident and lack of adherence to most format guidelines</td>
<td>No attention to or adherence to format guidelines</td>
<td>63-75</td>
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<td>37 or less</td>
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<td><strong>TOTAL POSSIBLE:</strong> (300 points)</td>
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<td><strong>Comments:</strong> (if applicable)</td>
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### SCORING RUBRIC FOR ORAL PRESENTATION OF BUSINESS PLAN

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<tr>
<th></th>
<th>Exemplary (3)</th>
<th>Acceptable (2)</th>
<th>Needs Improvement (1)</th>
<th>Unacceptable (0)</th>
<th>TOTAL POINTS</th>
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<tr>
<td><strong>CONTENT:</strong> Concept, market analysis, location &amp; design, merchandising plans, operations plans, financial plans, profit potential, overall potential for success (75 points)</td>
<td>Thorough and specific description of each component</td>
<td>Sufficiently developed content with adequate explanation or development</td>
<td>Limited content with inadequate explanation or development</td>
<td>Superficial and/or minimal content or some parts omitted</td>
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<td>63-75</td>
<td>51-62</td>
<td>38-50</td>
<td>37 or less</td>
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<td><strong>SPEAKING SKILLS/PROFESSIONALISM:</strong> Ready to start at scheduled time, use of time allotment, organization of presentation, professional appearance, personal enthusiasm, confidence, use of visual aids (75 points)</td>
<td>Started on time, excellent use of time, well organized, professional appearance, Enthusiastic, confident, appropriate, legible, &amp; understandable visual aids interspersed throughout</td>
<td>Some disorganization, adequate use of time, element(s) of professionalism in appearance missing, lack of evidence of enthusiasm/confidence, some inappropriate, illegible or unclear visual aids, aids not interspersed throughout presentation</td>
<td>Lack of preparation, professionalism, enthusiasm, confidence evident, very few inappropriate, illegible, unclear visual aids</td>
<td>Failure to speak clearly or make presentation, no use of visual aids</td>
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<td></td>
<td>63-75</td>
<td>51-62</td>
<td>38-50</td>
<td>27 or less</td>
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**TOTAL POSSIBLE (150 POINTS)**

**COMMENTS:** (if applicable)
V. Tentative Course Outline/Calendar:

<table>
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<tr>
<th>WEEK</th>
<th>TOPIC</th>
<th>ASSIGNMENTS/DUE DATES</th>
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<tbody>
<tr>
<td><strong>MODULE 1</strong></td>
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</table>
| Week 1 | Aug. 27-31 | Course Overview  
Current Retail Business Environment  
Business Concept | Syllabus/Acquire Text(s)  
Reading: *Chapters 1-2 & 5  
** Chapt. 1-3 |
| Week 2 | Sept. 3-7 | Project Guidelines/Concept Development/APA Style  
Customer & Trade Area Products | Business Concept Due Sept. 6  
Readings: *Chapters 3, 4 & 8  
** Chapt. 4-6  
Quiz 1- *Chap 1-2, 5 9/10-12 |
| Week 3 | Sept. 10-14 | Location & Layout  
Location and Layout continued | Readings: *Chapters 6 & 11  
Reference 1 Assignment Due Sept 13  
Layout Assignment Due Sept 18  
Quiz 2 – Chapters 3,4, & 8 9/14-16 |
| **MODULE 2** | | |
| Week 4 | Sept. 17-21 | Start-up financing/Merchandise Assortment  
Merchandise Budget | Reading: *Chapter 10  
** Chapt.8 & 9  
Quiz 3 – Chapters 6 & 11 9/21-23  
MODULE I DUE SEPT 20 |
| Week 5 | Sept. 24-28 | Mark-up/Mark-down  
Market Trips | Assortment Plan Assignment Due Sept.27  
Reading: *Chapter 9 & 12  
Quiz 4- Chapter 10 9/28-30 |
| **MODULE 3** | | |
| Week 6 | Oct. 1-5 | Operations Plan/Personnel Policies/Payroll | **Chapt. 10 & 11  
Reference 2 Assignment Due Oct. 4 |
| Week 7 | Oct. 8-12 | Operations/Policies Continued | Payroll assignment Due Oct. 10  
MODULE II DUE OCT. 11 |
| Week 8 | Oct. 15-19 | Customer Service/Return Policies | Reading: *Chapter 7  
Quiz 5- 9 & 12 10/19-21 |
| **MODULE 4** | | |
| Week 9 | Oct. 22-26 | Financial Statements/cash flow & Profit & Loss | ** Chapt. 12 & 13  
Customer Service Assign Due 10/25 |
| Week 10 | Oct. 29-Nov.2 | Web Components | MODULE III DUE NOV. 1  
Quiz 6- Chapter 7 11/2-4 |
| Week 11 | Nov. 5-9 | Executive Summary/Exit plan | **Chapt. 16 & 17  
Reference 3 Assignment Due Nov. 15 |
| Week 12 | Nov. 12-16 | Writing/Presentation/Polishing Prep for presentations | Final Draft/Personal meetings  
w/Professor scheduled during class time or office hrs. |
| Week 13 | Nov. 19-23 | **THANKSGIVING HOLIDAY** | NO CLASS |
| Week 14 | Nov. 26-30 | Executive Summary completion | MODULE IV & EXECUTIVE SUMMARY DUE Nov. 27 |
| Week 15 | Dec. 3-7 | DEAD WEEK  
FINAL PROJECT PRESENTATIONS | PROJECT PRESENTATIONS DUE DEC 4 |
| Week 16 | Dec. 10-14 | FINALS WEEK | Presentation critiques Due Dec. 11 |

The Timeline is considered an outline and is subject to change.

**(BB) Business Boutique: A women’s guide for making money doing what she loves
VI. Readings:

Regular reading assignments from the required textbooks are listed on the course calendar. In addition to textbook reading, business plan project will require reading and research in daily news, business texts & periodicals, entrepreneurship texts & periodicals, merchandising texts, trade publications & periodicals. The project may also require personal communications with individuals with knowledge of law, accounting, and/or related to small businesses. Project requires following the writing style of the Publication Manual of the American Psychological Association (6th Ed.). Copies are available in Reference area of Steen Library. Students may refer to on-line help sites for APA format such as the OWL website, but the ultimate guide is the APA manual.

**Required:**

1. **Textbook:**


2. **LiveText account**—This course used 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 a 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@sfasul.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.

   (With the new roll out of mySFA and the email process, titan mail is changing to _____@jacks.sfasu.edu.)

**VII. Course Evaluations:**

The last week of this course 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 COE 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 or half-semester only course, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Additional information regarding attendance for this web-enhanced, face-to-face, accelerated (first half of semester only) course—as stipulated by university policy, regular, punctual attendance is required on regularly scheduled class days and is important for success in the course. Students are expected to attend for the full class period and are responsible for any information or materials given in class. Supplemental materials or handouts will only be distributed one time in class—students who are not in attendance cannot receive these at a later time. The course syllabus, course calendar, assignments, mail and grades will be posted on the course web page. Web-directed activities or assignments may substitute for class attendance on specified days only when announced in advance on D2L course page and/or in class. Students are expected to check the course page, mail and course calendar prior to each class and to be prepared for each class meeting by reading the assigned materials.

**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, 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/disabilitieservices/.

**Student Academic Dishonesty: Policy 4.1**

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

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

Additionally, specific to this course, professional conduct is expected of students including common courtesy towards the instructor and fellow students. Remember, students are establishing a reputation in this class among fellow students and faculty. Extra attention should be given to dress and behavior when classroom guests are present. The classroom reputation is one basis for any future references requested from the course instructor.

IX. Other Relevant Course Information:
University Policies--This class will adhere to all applicable university policies. Students should read and be familiar with policies in the General Bulletin.

Assignments--Assignments must be turned in to the instructor as directed—in D2L or IN CLASS to prevent the loss or misplacement of any student work. To receive credit, any work submitted must be identified with the student name on the document submitted on D2L and for hard copy submissions display the student name prominently on the first page and, if placed in a folder or notebook, on the front and spine. Any work submitted to the instructor for grading must be neat and professional.

Quizzes—Quizzes will cover the reading assignments and will be answered on the copy of the quiz provided. Students may complete quizzes in pencil or pen for face-to-face classes. Quizzes will be at the beginning of the class and students are expected to be on-time to begin each quiz. Those arriving late will not be granted additional quiz-taking time.
quizzes, the student work area must be cleared of all materials pencil or pen. All books and papers must be closed and stowed out of sight beneath the seat. No computers or electronic listening devices may be used during quizzes. Cell phones must be turned off and stored out of sight during quizzes. No caps with bills are allowed to be worn during quizzes. If a student leaves the quiz room, his/her quiz must be turned in at that time--students may not leave and then return to continue on the quiz. Students must place their name on the quiz—failure to do so will result in a penalty of 5 points on the quiz. Online quizzes have directions to follow for each quiz.

**Missing Quizzes**—Students must complete quizzes. Quizzes may not be made up. According to university policy, serious personal illness or death in one's immediate family, or university excused absences are acceptable reasons for an exam to be missed. This policy will be applied to quizzes. A grade of zero will be recorded for students missing a quiz for unacceptable reasons. When an acceptable reason arises, to receive a grade, the student must notify the instructor PRIOR TO THE QUIZ and provide written documentation/proof for the reason upon returning to class. Only if these two requirements are met will it not affect the student grade.

**Missing Presentation at Assigned Time**—All students must make the presentation of the business proposal at the assigned time. Under extenuating circumstances and with a penalty of one letter grade, make ups for the presentation may be scheduled but, due to the accelerated format of the class, will have to be made to another class. Any circumstances not covered in this policy must be discussed individually with the instructor during office hours or by appointment.

**Facilities**—According to the Department of Human Sciences Building Policy, eating and drinking of beverages, and the use of tobacco products are prohibited in all classroom and instructional laboratories unless these are part of the instructional process. This policy will be enforced.

**Cell Phones**—Cell phone use is not allowed during class or examinations. Cell phone must be turned off and stored out of sight when class begins and remain off and out of sight until class is dismissed at each class meeting, unless directed otherwise by the instructor.

**Dress**—Modest, comfortable dress is expected for regular classes. For class presentations and Career Fair attendance, professional dress is required. In general, professional dress includes: a jacket or jacket substitute such as a vest or cardigan, 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, flip-flops, sleeveless clothing, underwear that shows, tight-form-fitting clothing, bare midriffs, low-cut tops which reveal the male chest or female cleavage, and low-rise pants which reveal the naval, abdomen or upper hip.

**Meeting with Professor**—all students will be required to meet with the professor during the semester to review the business plan. Appointments will be set-up early in the semester to allow for accommodation of work and school schedules. This meeting will be important to fine tune the business plan and make sure the final product is on track for success.