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: 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, chapter exams, 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. In addition, each student will complete a comprehensive buying plan.

Students are required to complete a total of six hours of community service documented by the facility at which the hours are completed. Merchandising faculty will assist in facilitating the connection between the student and the facility. The six hours of service will count for each course the student is enrolled during the current academic semester…not six hours per course enrolled.

IV. Evaluation and Assessments (Grading):

Assignments will include the following:
1. Chapter Exams (3 @ 100 points each) 300 points
2. Buying Plan 100 points
2. Studio Spreadsheet Assignments (10 @ 20 points each) 200 points
3. Math Worksheets assignments (8 @ 20 points each) 160 points
4. Service Learning (6 hours per semester—documented) 60 points

TOTAL 820 points

Point Spread:  Grade Percentage:
A – 90% and above  A – 820 – 738
B – 89 – 80%  B – 737 – 656
C – 79 – 70%  C – 655 – 574
D – 69 – 60%  D – 573 – 492
F – 59% and below  F – 491 and below

V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC, ASSIGNMENTS, DUE DATES</th>
</tr>
</thead>
</table>
| 1 1/21-1/25 | MLK HOLIDAY—1/21/19—MLK HOLIDAY  
Introduction to Course, Syllabus review  
Introduction to Buying Plan Comprehensive Assignment |
| 2 1/28-2/1 | Chapter 1: Today’s Buying Environment  
Studio Spreadsheet Assignment A due 2/1 in DropBox by 11:30 pm |
| 3 2/4-2/8 | Chapter 2: The Buying Function in Retailing  
Studio Spreadsheet Assignment B due 2/8 in DropBox by 11:30 pm  
Math Worksheet due 2/8 in DropBox by 11:30 pm |
| 4 2/11-2/15 | Chapter 3: Buying for Different Types of Stores  
Studio Spreadsheet Assignment C due 2/15 in DropBox by 11:30 pm  
Math Worksheet due 2/15 in DropBox by 11:30 pm |
### VI. Readings (Required and recommended—including texts, websites, articles, etc.):


---

**FEM Statement:**
In this course you must purchase and activate the LiveText/Watermark 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/Watermark.com for a fee of $18.00 for a multiple year subscription.

LiveText/Watermark Statement:
This course uses the LiveText/Watermark 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/Watermark 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/Watermark 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/Watermark 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/Watermark account, call ext. 7050 or e-mail SFALiveText@sfasu.edu. Once LiveText/Watermark 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/Watermark 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 http://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 (including the first 12 day attendance report) 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;
- 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;
- 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 or call the office at 936-468-2703.

Additional Information:

Code of Ethics for the Texas Educator:
The Texas educator shall comply with standard practices and ethical conduct toward students, professional colleagues, school officials, parents, and members of the community and shall safeguard academic freedom. The Texas educator, in maintaining the dignity of the profession, shall respect and obey the law, demonstrate personal integrity, and exemplify honesty and good moral character. The Texas educator, in exemplifying ethical relations with colleagues, shall extend just and equitable treatment to all members of the profession. The Texas educator, in accepting a position of public trust, shall measure success by the progress of each student toward realization of his or her potential as an effective citizen. The Texas educator, in fulfilling responsibilities in the community, shall cooperate with parents and others to improve the public schools of the community. This chapter shall apply to educators and candidates for certification.

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

1. Candidates must undergo a criminal history background check prior to clinical teaching and prior to employment as an educator. The public school campuses are responsible for completing the criminal background check. A person who is enrolled or planning to enroll in a State Board for Educator Certification-approved educator preparation program or planning to take a certification examination may request a preliminary criminal history evaluation letter regarding the person's potential ineligibility for certification due to a conviction or deferred adjudication for a felony or misdemeanor offense.

A Preliminary Criminal History Evaluation is a non-mandatory, non-binding evaluation of an individual’s self-reported criminal history. In addition, the agency obtains your name-based Texas criminal history information. The service is provided to the requestor for a non-refundable fee. The requestor will receive an evaluation letter by email from agency staff advising of potential ineligibility for educator certification.

You are eligible to request a Preliminary Criminal History Evaluation if:

- You enrolled or planning to enroll in an educator preparation program or
- You are planning to take a certification exam for initial educator certification, and
- You have reason to believe that you may be ineligible for educator certification due to a conviction or deferred adjudication for a felony or misdemeanor offense.

You are not eligible for a preliminary evaluation of your criminal history if you do not have a conviction or deferred adjudication for a felony or misdemeanor offense.

In addition, you must complete the fingerprinting process when you apply for certification. Participation in the evaluation does not preclude you from submitting to a national criminal history review at the time you apply for your educator certification. Your criminal history will be reviewed and you may be subject to an investigation based on that criminal history, including any information you failed to submit for evaluation.

Additional information can be found at https://tea.texas.gov/Texas_Educators/Investigations/Preliminary_Criminal_History_Evaluation-FAQs/.

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.texas.ets.org/registrationBulletin/ <http://www.texas.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:

University Policies and Information—This class will adhere to all applicable university policies. Students should read and be familiar with policies in the General Bulletin.
Course Participation/Attendance---Attendance (logging in to Brightspace regularly) is critical for success in a face-to-face or hybrid/online course. Students are expected to login to Brightspace frequently to participate in course activities and receive course announcements and/or email. Do not wait until the deadline to submit course activities…if students experience any difficulty, waiting until the last minute to submit the assignment could result in a missed deadline and a grade of “0” for the assignment. All assignments must be submitted as directed in the course syllabus, whether during class (F2F) or in the Brightspace DropBox. It is the student’s responsibility to check the Brightspace course for any announcements regarding necessary changes in due dates, assignment instructions/updates, class meetings, etc. Please do not wait until the last minute to ask questions about assignments that are due…emailing the instructor questions about an assignment at 8:00 pm for an 11:30 pm deadline will not result in having your questions answered. Self-discipline is a requirement and critical for success in an online/hybrid course. Students in an online course should take the initiative to check the course calendar regularly for due dates and should always email the instructor if there are any personal issues that are affecting course participation. Students experiencing technical difficulty should contact SFA’s Office of Instructional Technology (OIT) immediately at 468-1919…computer issues are not an excuse for the failure to submit course assignments and activities, especially when you have a large window of time to complete them.

Assignments---To receive points for an assignment, it must be submitted AS INSTRUCTED, through the Brightspace DropBox or in class. To receive credit, any work must have the student name prominently displayed on the first page, or if in a folder or notebook, on the outside as well. Any work submitted to the instructor for grading must be neat and professional. Late work will automatically be penalized 5 points, even if it is only minutes late. It is your responsibility to submit your assignments on time. MISSING WORK SUBMITTED MORE THAN ONE WEEK AFTER ITS DUE DATE OR DURING DEAD WEEK WILL ONLY BE ELIGIBLE FOR HALF CREDIT. ABSOLUTELY NO STUDENT WORK WILL BE ACCEPTED AFTER THE LAST SCHEDULED MEETING TIME. In other words…no work may be submitted during finals exam week or thereafter.

Exams---Students are expected to be on-time to begin each exam. Those arriving late will not be granted additional exam-taking time. Those arriving after any other students have completed the exam and left the room will not be allowed to take the exam and will receive zero points for the exam. To begin the exam and during the exam period, the student work area must be cleared of all materials except the scantron answer sheet and/or instructor provided answer sheet and pencil or pen. All books and papers must be closed and stored out of sight beneath the seat or table. Cell phones must be turned off and stored out of sight during exams. No caps or sunglasses should be worn during exams. No electronic listening devices of any kind may be used during exams. Students may not leave the room then return again to finish an exam. If a student must leave the room, the exam must be turned in prior to exiting. Students must read and follow directions in filling in the scantron answer sheet correctly. Failure to fill out the form correctly may result in a penalty of up to 10 points. For exams taken electronically in Brightspace---you must complete the exam/quiz during the time which it is available in Brightspace. Please note that all exams/quizzes in Brightspace are timed and once the time expires, you will not be allowed to finish the exam or make any changes. Once the exam/quiz closes, you will no longer have access to it. If you fail to complete the exam during that window of time, you will receive a “0” for the exam/quiz grade.

Missing an Exam---According to university policy, serious personal illness or death in one’s immediate family are acceptable reasons for an exam to be missed. Zero points will be recorded for an exam when missed for unacceptable reasons. When an acceptable reason arises, to receive points, the student must notify the instructor PRIOR TO THE EXAM and provide written documentation/proof for the reason upon returning to class. Only if these two requirements are met, the grade earned on the final exam will be counted twice to replace the missed exam grade. This procedure applies to missing one exam only. All students must take the final exam at the official university-scheduled final exam time. Any requests for other times for the final exam must be for legitimate reason and must be submitted in writing at least two weeks in advance to allow approval through appropriate university channels. NO MAKE-UP UNIT EXAMS ARE OFFERED. Any extenuating circumstances must be discussed individually with the instructor during office hours or by appointment.

Use of Electronics (Cell Phones, Laptops, Tablets) ---Cell phone use is not allowed during class or exam time, unless otherwise instructed. Cell phones must be turned off and stored out of sight when class begins and remain off and out of sight until class is dismisses at each class meeting. Cell phones are a distraction to the instructor and to other students in the course…please be mindful of that! Laptops and tablets may be used in class for class purposes ONLY, except during exams. There may be times during which you are instructed to utilize laptops or tablets for in-class activities in order to enrich learning. However, the instructor has the right to ban computers for the remainder of the semester in the class if students are observed during any class meeting to be using devices for inappropriate purposes unrelated to class.
Honors Contracts---Any requests for honors contracts must be presented to the instructor, discussed, approved and submitted to the Honors office before the end of the third week of classes.