CRS 231 Introduction to Apparel and Related Industries: From Concept to Consumer
TUES/THURS • 8:00 AM–9:15 AM
Eberhart 284
Fall 2017

PROFESSOR:
Naeun (Lauren) Kim
Email: n_kim4@uncg.edu
Office: 202 Stone Building
Office Hours: Thursday 9:30am to 10:30am (Or by appointment)

REQUIRED TEXTS


CATALOG DESCRIPTION
This course will provide an understanding of the interaction of the consumer with apparel, retail, and associated industries. The course will present an overview of industry processes from raw material to consumption for apparel and other consumer products. Career opportunities within the industries will also be explored.

STUDENT LEARNING OUTCOMES
Upon successful completion of this course, students will be able to:
- Analyze and explain the organization and operation of the U.S. fashion industry.
- Investigate the practical application of industry methods and strategies.
- Recognize and discuss the proper terminology from the apparel, textile, and related industries.
- Explain how apparel and accessories are designed, produced, and distributed.
- Describe and appreciate career opportunities within the apparel, textile, and related industries.

ACADEMIC INTEGRITY POLICY
Each student is required to sign and abide by the Academic Integrity Policy on all major work submitted for the course, including exams.
STUDENT RESPONSIBILITY
Each student is responsible for reading this syllabus and becoming familiar with the policies and schedule outlined within, including exam dates and assignments. Also, students are expected to address problems with grades and/or class assignments with me as soon as they arise, not at the end of the semester. Although every effort will be made to follow this syllabus closely, it is subject to change. You are responsible for any announcements concerning the course which are made during class, whether or not you are in attendance.

AMERICAN DISABILITIES ACT
UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services located in 215 EUC. www.uncg.edu/ods

COURSE POLICIES

➤ ATTENDANCE
Class attendance is required and expected. As outlined in the UNCG Undergraduate Bulletin:

Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.

Class attendance will be monitored through assigned seating. Students are responsible for all material covered in class regardless of the reason for absence. This may include assigned textbook and electronic reserve readings, lecture and discussion, visuals, slides, videos or handouts, because class lectures will not be limited to readings alone, it is important that you be present. If you must be absent, arrange to get class notes from another class member. Materials will not be available for pick-up at your convenience. Videos or my personal materials such as DVDs will not be available for individual viewing and use. Therefore, please acquaint yourself with someone in class during the first week to contact in case you miss class and need the notes. Also, please do not send out an email using Canvas to ask for class notes.

➤ PROMPTNESS AND ATTENTIVENESS
Class begins at the scheduled time. If you arrive late, be seated quietly in the back rows of the classroom. Plan to stay the entire scheduled class time. If you know that you must leave early, please let me know before class and then sit near the rear exit. Unnecessary noise and movement is distracting to your professor and other class members. Consideration of others is expected so that this does not become an issue. If it does, you will be asked to leave. Be advised that talking and/or any kind of repeated disruption during class will result in an adjustment to your final grade, regardless of your exam scores. Be aware that at ANY point in the semester, excessive disruption can and will result in removal from the course.
 COMMUNICATION
The best way to reach me is via email (n_kim4@uncg.edu). If you need to meet with me and cannot come to my office during my scheduled office hours, email to set up an appointment. Please do not email me to ask what you missed in class or what will be on an exam. **You will want to check Canvas regularly for any announcements pertaining to the course.**

 CANVAS
Canvas will be used throughout the semester for the following:
- **Announcements:** This is where you will find any announcements pertaining to changes in the syllabus or instructions as to emergency situations if they arise.
- **Modules:** You will find your course syllabus and材料 for use in preparing for the exams under this heading.
- **Grades:** This is where you can look up your exam scores and course grade.

 MY EXPECTATIONS
- Come prepared. (See attached calendar for reading assignments, due dates, etc.)
- Refrain from private conversations, as all discussions are public and for the benefit of the entire class, and private conversations are disruptive.
- Participate (Described in detail below)
- DO NOT SLEEP in class!
- Cell phones are to be turned off before class begins.
- Cell phones and computers are not to be used for personal communication, entertainment, or web browsing during class. This includes, texting and private messages on e-mail and social media.
- Drinks are allowed in class, as long as they are not disruptive (i.e., emit potent smells, make noises, etc.); however, food is not allowed in class.

 PARTICIPATION
During class discussions, students are expected to participate. Speaking up is part of your participation grade. A student actively participating does the following:
- Prepares for class by doing assigned readings, quizzes, and assignments (see calendar)
- Maintains a positive attitude and treats others with respect.
- Shares ideas, experiences, beliefs, and knowledge during class sessions.
- Asks questions for deeper meaning and understanding.
- Uses discussion, debate, questioning, evaluation, etc., to gain greater insight into the content.
- Is open-minded when he/she considers various viewpoints.
- Listens when another student is speaking.
- If students aren’t participating, I’ll happily call on students at random to comment and/or respond to questions.

 EVALUATION
Content is delivered through lectures/discussions, participation, article reviews, course projects, and guest speakers from industry (when possible). Although there may be additional work assigned throughout the
semester and/or in-class tasks, the major assignments are described briefly below. Detailed information will be given at a later date.

- **Quizzes** (1 for each chapter, 10 pts. each)
  At the beginning of each chapter, there will be an online quiz on Canvas. It is due the midnight before the chapter is discussed in class (see syllabus calendar). NO MAKEUPS WILL BE GIVEN.
  - Students may complete the quiz at any time before the chapter is discussed in class; however, Canvas will not allow students to start the exam after 11:59pm; therefore, students should plan to begin the exam well before 11:59pm.
  - Quizzes will cover material from the chapters and will serve as a review for the exams and preparation for the class discussion.
  - The UNCG Honor Policy is in place when taking the quiz. The quiz must be taken independently and not in groups.

- **EXAMS** (3 exams, 100 pts. each)
  The textbook will be a very useful tool for this course; however, it is not the only source of information for the course. It is important that the student listens and takes notes during class. Lectures/discussions are intended to enrich/supplement the readings, activities, and assignments, and are NOT intended to summarize or substitute for the readings. Exams are designed to assess the student's knowledge of ALL of the components of the course and as such, material on the exams will come from the following:
  - Class textbook and any other reading materials
  - Lectures and discussions
  - Assignments
  - Activities
  - Speakers

  Three exams (100 points each) will be given. Exam questions will be objective (e.g., multiple choice, true/false, essay questions) and will include information on lecture notes or guest speakers. **Each exam will be administered via Canvas.** However, if issues arise with online exams, in class exam will be given.

- **Assignments** (6 assignments, 25 pts each)
  Assignments including case studies and discussion questions will be assigned throughout the term. A separate handout describing the assignment, including the grading rubric and expectations will be distributed separately.

  1. Assignment 1: Chapter 2 Discussion
  2. Assignment 2: Chapter 3 Discussion
  3. Assignment 3: Chapter 5 Case Study
  4. Assignment 4: Chapter 9 Case Study
  5. Assignment 5: Chapter 12 Case Study
  6. Assignment 6: Entrepreneur Assignment
Throughout the semester, we are going to be reading a book by K. Timmerman titled “Where Am I Wearing?” A separate handout describing the project as well as the due dates for the project will be distributed (see syllabus calendar).

**NOTE:** It is the student’s responsibility to edit and proofread all work before turning it in. Use the writing center, https://writingcenter.uncg.edu/. Additionally, assignments may NOT be submitted late. All work must be completed on time and in the manner prescribed. All assignments must be professionally submitted through Canvas, follow APA guidelines (including a title page and reference list).

**Make-up exams or assignments will not be given.** All students are required to take all exams during your scheduled section time. **Failure to take an exam or complete an assignment, regardless of reason, will result in a score of ZERO.** An excused absence is limited to illness documented by a physician’s statement on letterhead or death in the immediate family (please bring program, obituary and email link). Original written documentation of the excused absence must be given to me in person within one week of the exam. You will be notified whether or not the absence was approved. In the event of a second approved excused absence, the average of the remaining exam scores will be used to create a dummy score for the missed exam. It is your responsibility to initiate, follow-up and keep records of these procedures.

**Late Assignments** will be accepted with a 20% reduction of the total grade for that assignment for each day late. No late quizzes or exams, however, will be accepted.

**EVALUATION AND GRADING**

Students’ final grades will be based on the following:

- 130 points: Quizzes (10 points x 13 quizzes)
- 300 points: Exams (3 exams @ 100 points each)
- 150 points: Assignments (25 points X 6 assignments)
- 120 points: Book journal
- 100 points: Attendance

**800 points: Total possible points**

("Any extra credit scores will be added to your total.)

**Grading scale (percentage):** Final letter grades will be determined from the percentage of points earned out of the total possible points. The following percent scale will be used to assign grades, and used to determine results of each exam:

- A+ = 100 - 97
- A = 96 – 93
- A- = 92 – 90
- B+ = 89 - 87
- B = 86 - 83
- B- = 82 - 80
- C+ = 79 - 77
- C = 76 - 73
- C- = 72 - 70
- D+ = 69 - 67
- D = 66 – 63
- D- = 62 – 60
- F = Below 60
## CRS 231 - TENTATIVE COURSE SCHEDULE (subject to change)

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Topic</th>
<th>Corresponding readings &amp; Items due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 15</td>
<td>Tues</td>
<td>Introduction and Course Requirements</td>
<td>Review Course Expectations</td>
</tr>
<tr>
<td>Aug 17</td>
<td>Thurs</td>
<td>Chapter 1: Historical Perspective of the Fashion Industry</td>
<td>Chapter 1 Quiz due Aug 16</td>
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<tr>
<td>Aug 22</td>
<td>Tues</td>
<td>Chapter 1 (continued)</td>
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<tr>
<td>Aug 24</td>
<td>Thurs</td>
<td>Chapter 2: Global Fashion Supply/ Value Chain</td>
<td>Chapter 2 Quiz due Aug 23</td>
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<td>Aug 29</td>
<td>Tues</td>
<td>Chapter 2 (continued)</td>
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<tr>
<td>Aug 31</td>
<td>Thurs</td>
<td>Chapter 3: Business and Legal Framework of Companies</td>
<td>Chapter 3 Quiz due Aug 30 Assignment 1 Due Aug 30</td>
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<tr>
<td>Sept 5</td>
<td>Tues</td>
<td>Chapter 3 (continued)</td>
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<tr>
<td>Sept 7</td>
<td>Thurs</td>
<td>Chapter 4: Global Materials Industry</td>
<td>Chapter 4 Quiz due Sep 6 Assignment 2 Due Sep 6</td>
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<tr>
<td>Sept 12</td>
<td>Tues</td>
<td>Chapter 5: Fashion Brands: Company Organization</td>
<td>Chapter 5 Quiz due Sep 11</td>
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<td>Sept 14</td>
<td>Thurs</td>
<td>Chapter 5 (continued)</td>
<td>Journal Due</td>
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<tr>
<td>Sept 19</td>
<td>Tues</td>
<td>Chapter 6: Creating a Fashion Brand: Research</td>
<td>Chapter 6 Quiz due Sep 18 Assignment 3 Due Sep 18</td>
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<tr>
<td>Sept 21</td>
<td>Thurs</td>
<td>Chapter 6 (continued)</td>
<td></td>
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<tr>
<td>Sept 26</td>
<td>Tues</td>
<td><strong>EXAM 1</strong> Chapters 1-6</td>
<td><strong>On Canvas 8:00am-9:15am</strong></td>
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<tr>
<td>Sept 28</td>
<td>Thurs</td>
<td>Chapter 7: Creating a Fashion Brand: Design Brief</td>
<td>Chapter 7 Quiz due Sep 27</td>
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<td>Oct 3</td>
<td>Tues</td>
<td>Chapter 7 (continued)</td>
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<tr>
<td>Date</td>
<td>Day</td>
<td>Topic</td>
<td>Assignment/Due Date</td>
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<td>Oct 5</td>
<td>Thurs</td>
<td>Chapter 8: Design Development and Style Selection</td>
<td>Chapter 8 Quiz due Oct 4 Journal Due</td>
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<td>Oct 10</td>
<td>Tues</td>
<td>No Class – Fall Break!</td>
<td>Class excused</td>
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<tr>
<td>Oct 12</td>
<td>Thurs</td>
<td>Chapter 9: Marketing Fashion Brands</td>
<td>Chapter 9 Quiz due Oct 11</td>
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<td>Oct 17</td>
<td>Tues</td>
<td>Chapter 9 (continued)</td>
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<tr>
<td>Oct 19</td>
<td>Thurs</td>
<td>Chapter 10: Preproduction Processes</td>
<td>Chapter 10 Quiz due Oct 18 Assignment 4 Due Oct 18</td>
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<td>Oct 24</td>
<td>Tues</td>
<td>Chapter 10 (continued)</td>
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<tr>
<td>Oct 26</td>
<td>Thurs</td>
<td>Chapter 11: Sourcing Decisions and Production Centers</td>
<td>Chapter 11 Quiz due Oct 25</td>
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<td>Oct 31</td>
<td>Tues</td>
<td>EXAM 2 Chapters 7-10</td>
<td>On Canvas 8:00am-9:15am</td>
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<td>Nov 2</td>
<td>Thurs</td>
<td>Chapter 11 (continued)</td>
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<td>Nov 7</td>
<td>Tues</td>
<td>Chapter 12: Production Processes</td>
<td>Chapter 12 Quiz due Nov 6 Journal Due</td>
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<td>Nov 9</td>
<td>Thurs</td>
<td>Chapter 12 (continued)</td>
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<tr>
<td>Nov 14</td>
<td>Tues</td>
<td>Chapter 13: Distribution and Retailing</td>
<td>Chapter 13 Quiz due Nov 13 Assignment 5 Due Nov 13</td>
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<td>Nov 16</td>
<td>Thurs</td>
<td>Entrepreneur Day! LISTEN to Podcast</td>
<td>No Class</td>
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<tr>
<td>Nov 21</td>
<td>Tues</td>
<td>Chapter 13 (continued)</td>
<td>Assignment 6 Due Nov 20</td>
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<tr>
<td>Nov 23</td>
<td>Thurs</td>
<td>No Class – Happy Thanksgiving!</td>
<td>Class excused</td>
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<tr>
<td>Nov 28</td>
<td>Tues</td>
<td>FINAL EXAM: Chapters 11-13</td>
<td>On Canvas 8:00am-10:00am</td>
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<tr>
<td>Dec 1</td>
<td>Fri</td>
<td>No Class</td>
<td>Journal Due</td>
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