CRS 231 Introduction to Apparel and Related Industries: From Concept to Consumer
TUES/THURS • 8:00 AM–9:15 AM
Eberhart 284
Fall 2018

PROFESSOR:
Youngji Lee
Email: y_lee34@uncg.edu
Office: 203 Stone Building
Office Hours: Wednesday 4:30pm to 5:30pm (Or by appointment)

REQUIRED TEXTS

Timmerman, K. (2012). Where am I wearing? A global tour of the countries, factories, and people that make our clothes. New Jersey: John Wiley & Sons, Inc. (eBook available at the UNCG Library website)

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 may be monitored through assigned seating. You will be given 2 penalty-free absences for the semester. More than 2 unexcused absences in the semester will result in grade reduction for attendance grade. 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. Therefore, please acquaint yourself with someone in class during the first week to contact in case you miss class and need the 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 (y_lee34@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 materials 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. 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) 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, 30pts 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: Chapter 13 Case Study
Book Journal (90 points)

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/. 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 (100 points x 3 exams)
- 180 points: Assignments (30 points x 6 assignments)
- 90 points: Book journals (30 points x 3 journals)
- 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
- B+ = 89 - 87
- C+ = 79 - 77
- D+ = 69 - 67
- F = Below 60
- A = 96 – 93
- B = 86 - 83
- C = 76 - 73
- D = 66 – 63
- A- = 92 – 90
- B- = 82 - 80
- C- = 72 - 70
- D- = 62 – 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 14</td>
<td>Tues</td>
<td>Introduction and Course Requirements</td>
<td>Review Course Expectations</td>
</tr>
<tr>
<td>Aug 16</td>
<td>Thurs</td>
<td>Chapter 1: Historical Perspective of the Fashion Industry</td>
<td>Chapter 1 Quiz due Aug 19</td>
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<tr>
<td>Aug 21</td>
<td>Tues</td>
<td>Chapter 1 (continued)</td>
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<tr>
<td>Aug 23</td>
<td>Thurs</td>
<td>Chapter 2: Global Fashion Supply/ Value Chain</td>
<td>Chapter 2 Quiz due Aug 22</td>
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<td>Aug 28</td>
<td>Tues</td>
<td>Chapter 2 (continued)</td>
<td>Assignment 1 Due Aug 27</td>
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<td>Aug 30</td>
<td>Thurs</td>
<td>Chapter 3: Business and Legal Framework of Companies</td>
<td>Chapter 3 Quiz due Aug 29</td>
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<tr>
<td>Sept 4</td>
<td>Tues</td>
<td>Chapter 3 (continued)</td>
<td>Assignment 2 Due Sep 3</td>
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<td>Sept 6</td>
<td>Thurs</td>
<td>Chapter 4: Global Materials Industry</td>
<td>Chapter 4 Quiz due Sep 5</td>
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<td>Sept 11</td>
<td>Tues</td>
<td>Chapter 4 (continued)</td>
<td>Book Journal 1 Due Sep 11</td>
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<td>Sept 13</td>
<td>Thurs</td>
<td>Chapter 5: Fashion Brands: Company Organization</td>
<td>Chapter 5 Quiz due Sep 12</td>
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<td>Sept 18</td>
<td>Tues</td>
<td>Chapter 5 (continued)</td>
<td>Assignment 3 Due Sep 17</td>
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<tr>
<td>Sept 20</td>
<td>Thurs</td>
<td>Review Day</td>
<td></td>
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<tr>
<td>Sept 25</td>
<td>Tues</td>
<td>EXAM 1 Chapters 1-5</td>
<td>On Canvas 8:00am-9:15am</td>
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<tr>
<td>Sept 27</td>
<td>Thurs</td>
<td>Chapter 6: Creating a Fashion Brand: Research</td>
<td>Chapter 6 Quiz due Sep 26</td>
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<td>Oct 2</td>
<td>Tues</td>
<td>Chapter 6 (continued)</td>
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<tr>
<td>Date</td>
<td>Day</td>
<td>Session</td>
<td>Assignments/Notes</td>
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<td>Oct 4</td>
<td>Thurs</td>
<td>Chapter 7: Creating a Fashion Brand: Design Brief</td>
<td>Chapter 7 Quiz due Oct 3</td>
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<td>Book Journal 2 Due Oct 4</td>
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<tr>
<td>Oct 9</td>
<td>Tues</td>
<td><strong>No Class – Fall Break!</strong></td>
<td>Class excused</td>
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<td>Oct 11</td>
<td>Thurs</td>
<td>Chapter 8: Design Development and Style Selection</td>
<td>Chapter 8 Quiz due Oct 10</td>
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<td>Oct 16</td>
<td>Tues</td>
<td>Chapter 9: Marketing Fashion Brands</td>
<td>Chapter 9 Quiz due Oct 15</td>
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<td>Oct 18</td>
<td>Thurs</td>
<td>Chapter 9 (continued)</td>
<td>Assignment 4 Due Oct 17</td>
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<td>Oct 23</td>
<td>Tues</td>
<td>Chapter 10: Preproduction Processes</td>
<td>Chapter 10 Quiz due Oct 22</td>
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<td>Oct 25</td>
<td>Thurs</td>
<td>Review Day</td>
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| Oct 30  | Tues    | **EXAM 2**  
Chapters 6-9                                                          | On Canvas  
8:00am-9:15am                               |
| Nov 1   | Thurs   | Chapter 11: Sourcing Decisions and Production Centers                   | Chapter 11 Quiz due Oct 31                 |
| Nov 6   | Tues    | Chapter 12: Production Processes                                        | Chapter 12 Quiz due Nov 5                  |
| Nov 8   | Thurs   | **Entrepreneur Day!**  
LISTEN to Podcast | No Class                        |                                            |
| Nov 13  | Tues    | Chapter 12 (continued)                                                  | Assignment 5 Due Nov 12                    |
| Nov 15  | Thurs   | Chapter 13: Distribution and Retailing                                   | Chapter 13 Quiz due Nov 14                 |
| Nov 20  | Tues    | Chapter 13 (continued)                                                  | Assignment 6 Due Nov 19                    |
| Nov 22  | Thurs   | **No Class – Happy Thanksgiving!**                                       | Class excused                              |
| Nov 27  | Tues    | Review Day                                                              | Book Journal 3 Due Nov 27                  |

**FINAL EXAM: Chapters 10-13**  
Tuesday, December 4th 8:00am-9:30am. On Canvas  

**NOTE:** Early final exams will not be given. No makeup exams.