

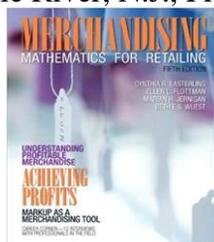
The University of North Carolina at Greensboro
School of Human Environmental Sciences
Department of Consumer, Apparel, and Retail Studies
RCS 361: Fundamentals of Retail Buying and Merchandising (3 credits)
Spring 2019

Instructor: Dr. Kittichai Watchravesringkan
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Graduate TAs: Ms. Sukyung (Sue) Seo, Doctoral Student
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Meeting time: T and Th: 11:00 a.m. – 12.15 p.m.
Room: STONE 204
Office: Stone 202
Office hours: T and Th: 12.15 p.m. – 1.00 p.m. and by appointment

Prerequisites: 1. MATH 115 (College algebra) and
 2. CRS 231 (Introduction to Apparel and Related Industries)

Description: Development of merchandising policies and procedures used in retailing with emphasis on merchandising mathematics.

Required text: Easterling, Cynthia R., Flottman, Ellen L., Jernigan, Marian H., and Wuest, Beth E.S. (2012). Merchandising Mathematics for Retailing, (5th Ed.), Upper Saddle River, N.J., Prentice Hall.



Other materials: Regular display or scientific calculator (graphing calculators not allowed during examinations)

Course objectives:

1. Be familiar with basic retail accounting forms, terms, and equations used for merchandise buying procedures.

2. Understand how to use and interpret terminology employed in merchandising buying and selling procedures.
3. Be able to solve mathematical problems simulating actual retail experiences and interpret problem results.
4. Understand the role of merchandise assortment and budget planning in the execution of retail merchandising policies and procedures.
5. Develop problem solving and analytical skills as related to decision-making for retail firms.

Course requirements and evaluations:

1. Exams (2 @ 80 points)	160	points
2. Final Exam	100	points
3. Quizzes (5 @ 20 points)	100	points
4. Six-Month Merchandising Plan project	100	points
5. RPMA project	50	points
6. Homework assignments (8 @ 10 points)	80	points
7. Class participation/discussion	10	points
8. Class attendance	(+5 to -30 pts.)	
TOTAL	600	points

Final grading:

Grades are based upon point accumulation, **not as a percentage** of possible points. Therefore, every point counts. If I graded something incorrectly, be sure to alert me so that I may give you full credit, however, do not come and argue points merely in an attempt to get a better grade. The letter grade breakdown is as follow:

Point accumulation	Grade
600 – 558	A
557 – 540	A-
539 – 522	B+
521 – 498	B
497 – 480	B-
479 – 462	C+
461 – 438	C
437 – 420	C-
419 – 402	D+
401 – 378	D
377 – 360	D-
< 360	F

Examinations:

There will be three non-cumulative exams. Students are expected to take the exam on the scheduled day. If extenuating circumstances arise, you must speak with the instructor prior to the day of the exam to determine if a make-up exam may be scheduled. Thus, **make-up exams will be given to students who have contacted the instructor prior to the exam date (at least 24 hours) and will have turned in a valid, documented excuse. Make-up exams will be given during the final week and will not be the same exam taken at the regularly scheduled time. Exams will not be given on individual request prior to the scheduled date.**

Quizzes:

There will be six (6) quizzes given for this entire semester. However, only top 5 of the 6 quiz grades will be of 100 quiz points for the semester (i.e., the lowest quiz grade will be dropped). Therefore, **no make-up quizzes will be given.** If students miss a quiz for any reason, their quiz grade will be zero for that day.

Six-Month Merchandising Plan Project: Due Thursday February 28th in class

See handout

Retail Profit Margin Accelerator (RPMA) Project: Due Tuesday April 30th in class

See handout

Homework assignments:

Homework assignments must be turned in at the beginning of the class on the due date (**Faxed and/or email attachment assignments will not be accepted**). Late assignments will be accepted with a **50% reduction** of the total grade for that assignment for each day late.

In addition, the following system will be used to assess your performance.

- 10 points given for an assignment completed at an accuracy rate of approximately 95%;
- 9 points given for an assignment completed at an accuracy rate of approximately 90% to less than 95%;
- 8 points given for an assignment completed at an accuracy rate of approximately 80% to less than 90%;
- 7 points given for an assignment completed at an accuracy rate of approximately 70% to less than 80%;
- 6 points given for an assignment completed at an accuracy rate of approximately 60% to less than 70%;
- 5 points given for an assignment completed at an accuracy rate of approximately 50% to less than 60%; and
- 4 points given for an assignment completed at an accuracy rate below 50%.

Class attendance:

Students are expected to **attend class regularly**. Attendance is taken very class period. With only 30 class periods, no more than 3 absences (± 10 percent) will be acceptable without any effect on points. Students are encouraged to utilize those three class absences for religious holidays, personal emergencies such as job interviews or family/friends weddings etc. **You do not need to contact me about these absences.**

For those who have more than 3 class absences will have **a negative weight of 2 points deducted** each class absence from their final scores. However, 5 points bonus will be given to students who have no absence throughout the entire semester and 3 points bonus for those with one class absence. However, those who have two and/or three class absences will receive no bonus points. **In addition, if you miss more than five (5) classes before Monday, March 11th (the last day to drop course(s) without incurring a WF grade – Withdraw Failing), I will drop you from the course.**

Class participation/discussion:

Students are expected to prepare for and participate in class (e.g., work on in-class group and individual activities, participate in class discussions, etc.).

Incomplete (for entire course):

Grades of incomplete will only be given to those students who have participated fully in the majority of the class and are under extenuating circumstances of which the instructor must be notified and provided adequate documentation of the excuse. An option to receive an incomplete will be at the discretion of the instructor. In addition, the reason for the incomplete must be verified and there must be a written agreement with the student that specifies the work to be performed and an according timetable for completion must be submitted.

Cell phones/other electronic message devices:

Cell phones and other means of electronic or outside communication are prohibited within class. Please do not bring them to class. If you feel as though you must bring them to class, be sure to turn them off so no obnoxious interruptions will occur. If a device interrupts class, the owner will be asked to leave class immediately, and, accordingly, have no proper excuse for any materials, exams, or other assignments.

Disability services:

Accommodations: UNC-Greensboro 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 in 215 Elliot University Center (EUC) or call 334-5440, or visit its website at <http://ods.dept.uncg.edu.ods@uncg.edu>.

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-544](tel:336-334-544) or visiting them in Suite 215, EUC.

Academic and professional standards:

Students are expected to demonstrate high academic and professional standards, including but not limited to:

1. reading each chapter of the textbook prior to class,
2. keeping up with class reading and assignments,
3. following the UNC-Greensboro Code of Academic Integrity as described in the *Undergraduate Bulletin* (also see <http://studentconduct.uncg.edu/policy/academicintegrity/>).

CARS Statement on Academic Integrity

The UNC-Greensboro Academic Integrity Policy States, “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and shall not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, quizzes, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subjected to sanctions should you violate the policy in any manner.

Note: **Academic misconduct of any form will not be tolerated in this class,**

4. arriving classroom on time and departing after the class is over,
5. showing respect for others in the classroom by not talking with other students,
6. turning in all assignments on the due date and adhering to other rules and policies relevant to this class. All assignments submitted should be neatly hand written or printed and secured with a staple. In addition, honesty and independent work is expected on all homework assignments, and

7. bringing your own calculators –calculators cannot be shared.

CARS Department Statement on Student Conduct and Complaint Behavior

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

Course topics and tentative course schedule

JANUARY

Week 1

Tuesday 15 Introduction to class
Thursday 17 Ch. 1: Introduction + Ch 2 (Basic Merchandising Mathematics)

Week 2

Tuesday 22 Ch 2 (cont.) + Ch. 3 (Profitability)
Thursday 24 Ch. 3 (Cont.) *HW # 1 Due (Ch. 2: Summary Problems, problem # 2, 4, 6, 8, 10, 12, 14, & 16)*

Week 3

Tuesday 29 Ch.3 (cont.) **Quiz # 1 (Ch. 2)**
Thursday 31 Ch. 3 (cont.) *HW # 2 Due (Ch. 3: Summary Problems, problem # 2, 4, 6, 8, 10, 12, 14, & 16)*

FEBRUARY

Week 4

Tuesday 5 Retail Profit Margin Accelerators **Quiz # 2 (Ch. 3)**
(RPMA)
Thursday 7 RPMA (cont.)

Week 5

Tuesday 12	Ch. 4 (Cost of Merchandise Sold)	
Thursday 14	Ch. 4 (cont.)	<i>HW # 3 (Ch. 4: Summary Problems, problem # 2, 4, 6, & 8)</i>

Week 6

Tuesday 19	Wrap up	Quiz # 3 (Ch. 4)
Thursday 21	EXAM 1 (Ch. 1 through Ch. 4)	

Week 7

Tuesday 26	Ch. 5 (Markup as a Merchandising Tool)	
Thursday 28	Ch. 5 (cont.)	RPMA Project Due

MARCH

Week 8

Tuesday 5	****NO CLASS**** --- Spring Break!!!	
Thursday 7	****NO CLASS**** --- Spring Break!!!	

Week 9

Tuesday 12	Ch. 5 (cont.)	<i>HW # 4 (Ch. 5: Summary Problems, problem # 2,4,6,8,10, 12, 14,16, & 18)</i>
Thursday 14	Ch. 6 (Retail Pricing for Profit)	Quiz # 4 (Ch. 5)

Week 10

Tuesday 19	Ch. 6 (cont.)	<i>HW # 5 Due (Ch. 6: Summary problems, problem # 2,4,6,8,10, 12,14,16, & 18)</i>
Thursday 21	Wrap up	Quiz # 5 (Ch. 6)

Week 11

Tuesday 26	EXAM # 2 (Ch. 5 & Ch. 6)	
Thursday 28	****NO-CLASS: CARS Advising Day****	

APRIL

Week 12

Tuesday 2	Ch. 8 (The Dollar Merchandise Plan)
Thursday 4	Ch. 8 (cont.)

Week 13

Tuesday 9	Ch. 8 (cont.)	<i>HW # 6 Due (Ch. 8: Summary problems, problem # 2,4, 6,8, & 10)</i>
Thursday 11	Ch. 7 (Inventory Valuation)	

Week 14

Tuesday 16	Ch. 7 (cont.)	Quiz # 6 (Ch.8)
Thursday 18	Ch. 7 (cont.)	<i>HW # 7 Due (Ch. 7: Summary problems, problem # 1,2,3,4, &5)</i>

Week 15

Tuesday 23	Ch. 9 (Dollar to Buy)
Thursday 25	Ch. 9 (cont.)

Week 16

Tuesday 30	Wrap up	<i>HW #8 Due (Ch. 9: Summary problems, problem # 2,4,6,8, & 10)</i>
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Six-Month Merchandising Plan Project Due

MAY

Week 17

Thursday 9	FINAL EXAM (Noon – 3.00 p.m.) (Ch.7, 8, & 9)
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