The University of North Carolina at Greensboro  
The Bryan School of Business and Economics  
Department of Consumer, Apparel, and Retail Studies

1RCS 460/560: Advanced Retail Buying and Merchandising (3 Credits, Online Course)  
Fall 2021

INSTRUCTOR

Dr. Jin Su  
Email: j_su@uncg.edu  
Office: 214 Stone Building  
Office Phone: 336-256-0290  
Virtual office hours: Monday & Wednesday: 12:00 – 1:00pm (see Canvas)  
Or by appointment

Teaching Assistant: Ms. Mon Thu Myin (mamyin@uncg.edu)

PREREQUISITES

For undergraduates: Grade of C (2.0) or better in RCS 361  
For graduates: Instructor’s approval

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.

In this course, we will focus on those elements that contribute to the firm’s decisions about the merchandise it buys and sells, and the performance of the merchandise. We will investigate and discuss the role and responsibilities of apparel/textile product merchandisers in retail operations in addition to fundamentals of merchandise mathematics and application of computer technology.

RECOMMENDED TEXT


Or


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1 Please note: This is an online course. It is important that you check the course website regularly for any new course information. You are responsible for any information posted on Canvas.
Additional teaching materials (readings, lecture notes, etc.) will be made available through Canvas.

The book of previous retail math class would be helpful as a reference.

OTHER MATERIALS

Regular display or scientific calculator, worksheets, USB Stick, and Laptop computer (if you have one)

STUDENT LEARNING OUTCOMES

At the end of this course, both undergraduate and graduate students should be able to:
- Apply basic principles of merchandising theory to manage and control inventory in an apparel and textiles context.
- Calculate figures employed within the retail environment for profit maximization.
- Predict future sales figures for apparel and textiles merchandise by examining current trends and previous sales figures.
- Develop and analyze a simulated retail merchandising plan for an apparel and textiles company.
- Utilize computer software to obtain key information and prepare useful reports concerning inventory management.

At the end of this course, graduate students should be able to:
- Evaluate and critique an apparel and textiles company’s merchandising strategy.
- Prepare and present a revised retail merchandising plan for an apparel and textiles company.

TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES

This course will be a combination of online lectures, homework assignments involving problem-solving and the use of computer software, and a financial assignment involving critical thinking skills, problem solving skills, and computer software skills.

Online lectures will be used to introduce key concepts and to provide information from the outside readings. Homework assignments and the financial assignment will be used to master analysis skills and to gain experience using the computer software.

Graduate students enrolled in the course will also be expected to complete one additional assignment, which is a written analysis and revision of an apparel and textiles company’s merchandising strategy.

TECHNOLOGY APPLICATIONS AND GLOBAL PERSPECTIVES
There would be some coverage of technological advances and global perspectives relating to retail buying and merchandising in the course.

EVALUATIONS AND GRADING

All students will be graded on 1) the midterm and final examinations; 2) completion and submission of the homework assignments; and 3) completion and submission of the financial assignment.

Graduate students’ grades will also be based on completion and submission of the written analysis and revision of merchandising strategy project.

More specific evaluative criteria for each element will be posted on Canvas.

The letter grade breakdown for **undergraduate students** is shown below:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100 – 93%</td>
<td>100%</td>
</tr>
<tr>
<td>A−</td>
<td>92 – 90%</td>
<td>90%</td>
</tr>
<tr>
<td>B+</td>
<td>89 – 87%</td>
<td>87%</td>
</tr>
<tr>
<td>C+</td>
<td>79 – 77%</td>
<td>77%</td>
</tr>
<tr>
<td>D+</td>
<td>69 – 67%</td>
<td>67%</td>
</tr>
<tr>
<td>D</td>
<td>66 – 63%</td>
<td>63%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
<td></td>
</tr>
</tbody>
</table>

The letter grade breakdown for **graduate students** is shown below:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100 – 93%</td>
<td>100%</td>
</tr>
<tr>
<td>A−</td>
<td>92 – 90%</td>
<td>90%</td>
</tr>
<tr>
<td>B+</td>
<td>89 – 87%</td>
<td>87%</td>
</tr>
<tr>
<td>C+</td>
<td>79 – 77%</td>
<td>77%</td>
</tr>
<tr>
<td>C</td>
<td>76 – 70%</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>66 – 63%</td>
<td></td>
</tr>
<tr>
<td>D−</td>
<td>62 – 60%</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Below 70%</td>
<td></td>
</tr>
</tbody>
</table>

COURSE REQUIREMENTS AND EVALUATIONS

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Undergraduate</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Examinations</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>2. Homework assignments</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>3. Financial assignments</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>4. Project for Graduate Students only</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Examinations

There will be two exams. The exam questions will be based upon class lectures, the text, class discussion, assignments, and other materials covered in class. The exam will consist of multiple choice and essay questions, as well as problem-solving questions. The final exam will be completed online during the final examination week.
Homework Assignments

There will be several assignments to complete during the semester. Assignments include, but are not limited to, problem-solving activities and written responses to questions. These assignments will be completed as you work through the corresponding chapters online. They will be due at the time that you complete the chapter module by the due date listed on the syllabus. They will focus on the key concepts introduced in each chapter.

Financial Assignments

The financial assignment will consist of a six-month merchandise plan for a simulated apparel and textiles company. Students will plan a fashion category for the upcoming season for a retail store. They will determine initial allocation quantities to order for the store location through analysis of historical data. The six-month merchandise plan will be completed by students on their own time, and it will be due as indicated on the syllabus.

ASSIGNMENT REQUIREMENTS

- Late assignments WILL NOT BE ACCEPTED!
  
  The only exception to this rule is if you have documentation for medical or family emergencies and other crises (i.e., doctor’s note).

- Written Assignments (WORD document): All documents must satisfy the requirements as follows:
  - typed,
  - double-spaced,
  - 10-12 font,
  - 1-inch margins on all sizes,
  - title of assignment centered on first page,
  - use of header containing student name at left side and due date on right side,
  - use of appropriate page number,
  - appropriate citation for all references and quotations (APA style in the Publication Manual of the American Psychological Association, 6th or 7th edition),
  - accurate spelling and grammar.

Citation Guides: APA Style on the webpage of UNCG Libraries (University Libraries—Research Guides—Citation Guides—APA Style):
http://uncg.libguides.com/citation/apa

The Writing Center at UNCG provides some information about APA Style: https://writingcenter.uncg.edu/writing-assistance/grammar-and-usage/

ATTENDANCE POLICY
Students are expected to complete all modules in a timely fashion. Attendance in the modules will be recorded via completion and submission of the homework assignments which are embedded in the modules.

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.

ACADEMIC INTEGRITY

Students will be expected to do his/her own original work for exams and assignments. Students are responsible for familiarizing themselves with the UNCG policy on issues such as cheating, plagiarism, misuse of academic resources, falsification and facilitation of dishonest conduct. Procedures and penalties related to these and other violations of the Academic Honor Policy are found in the undergraduate bulletin as well as via the following web site: http://academicintegrity.uncg.edu/. Any violation of the Honor Policy may result in failure of the assignment and subsequently the entire course. Therefore, DO NOT JEOPARDIZE YOUR ACADEMIC FUTURE by participating in, or facilitating, any act of academic dishonesty.

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 or visiting them in Suite 215, EUC.

RELIGIOUS OBLIGATIONS STATEMENT

The statement below is from the UNCG 2021-2022 University Catalog: (https://catalog.uncg.edu/academic-regulations-policies/university-policies/)

The university allows for a limited number of excused absences each academic year for religious observances required by the faith of the student.

Students must notify instructors of absences in advance of the date of the religious observance. Instructors have the authority to specify, via written notice to students, the amount of lead time required and may require that the nature of the religious observance be
specified and the student’s participation be confirmed in writing by an official of the religious organization.

When appropriate notice is provided by a student, the student must be granted at least two excused absences per academic year under this policy and must be allowed to make up or waive work and tests missed due to these particular absences. With regard to any test or other assignment that a student would miss due to notice of a required religious observance, faculty members may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. Beyond the minimum terms and limits of this policy, instructors maintain authority to establish and enforce the attendance policy for the courses they are teaching.

The requirement for students to make such requests for excused absences applies only to days when the university is holding class.

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.

HEALTH AND WELLNESS

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. 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. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting https://shs.uncg.edu/srp or reaching out to recovery@uncg.edu

COVID-19 HEALTH AND SAFETY ISSUES
As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. As such, all students, faculty, and staff are required to uphold UNCG’s culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- Following face-covering guidelines
- Engaging in proper hand-washing hygiene when possible
- Self-monitoring for symptoms of COVID-19
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting and must not move furniture. Students should not eat or drink during class time.

To make it easier for students to hear their instructor and/or read lips and if conditions permit, instructors who are fully vaccinated and who can maintain at least six feet of distance from students may remove their masks while actively teaching if they choose, but will wear a mask at all other times while in the classroom, including during the periods before and after class.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and other requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.
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Course Topics and Tentative Course Schedule for Fall 2021

Please note:
- This is an online course. It is important that you check the course website regularly for any new course information.
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<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics and Assignments</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug. 17-20</td>
<td>Course Syllabus&lt;br&gt;Unit-1 Today’s Buying Environment&lt;br&gt;Unit-2 The Buying Function in Retailing</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Aug. 23-27</td>
<td>Unit-3 Buying for Different Types of Stores&lt;br&gt;Unit-4 Obtaining Assistance for Making Buying Decision</td>
<td>Assignment# 1 Due (Sunday Aug 29 before midnight)</td>
</tr>
<tr>
<td>3</td>
<td>Aug.30 – Sept. 3</td>
<td>Unit-5 Understanding Your Customers&lt;br&gt;Unit-6 Understanding Product trends: What Customers Buy</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Sept. 6-10</td>
<td>Unit-7 Selecting Vendors and building Partnerships&lt;br&gt;Unit-8 Making Market Visits and Negotiating with Vendors&lt;br&gt;Unit-9 Locating Sources in Foreign Markets</td>
<td>Assignment# 2 Due (Sunday Sept 12 before midnight)</td>
</tr>
<tr>
<td>5</td>
<td>Sept. 13-17</td>
<td>Unit-10 Making the Purchase&lt;br&gt;Unit-11 Pricing the Merchandise</td>
<td>Assignment# 3 Due (Sunday Sept 19 before midnight)</td>
</tr>
<tr>
<td>6</td>
<td>Sept. 20-24</td>
<td><strong>Exam (I)</strong></td>
<td><strong>Exam (I)  &lt;br&gt;Due Sunday, Sept. 26 before midnight</strong></td>
</tr>
<tr>
<td>7</td>
<td>Sept.27 – Oct. 1</td>
<td>Unit-12 Profit &amp; Loss Statements</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Oct. 4-8</td>
<td>Unit-12 Profit &amp; Loss Statements (Cont.)</td>
<td>Assignment # 4 Due (Sunday Oct 10 before midnight)</td>
</tr>
<tr>
<td>Week</td>
<td>Dates</td>
<td>Topic</td>
<td>Assignment Due</td>
</tr>
<tr>
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</tr>
</tbody>
</table>
| 9    | Oct. 11-15| **Unit-13**  
Markup and Inventory Control Parts 1-2  
Markup and Inventory Control Part 3 | Assignment # 5 Due  
(Sunday Oct 17 before midnight)          |
| 10   | Oct. 18-22| **Unit-14**  
The Six-Month Merchandise Plan Parts 1-2 | Assignment # 6 Part I Due  
(Sunday Oct 24 before midnight)          |
| 11   | Oct. 25-29| **Unit-14 (Cont.)**  
The Six-Month Merchandise Plan Part 3  
The Six-Month Merchandise Plan Open-to-Buy | Assignment # 6 Part II and Part III Due  
(Sunday Oct 31 before midnight)          |
| 12   | Nov. 1-5  | **Unit-15**  
Preparing Buying Plans  
Developing Assortment Plans  
Controlling Inventories  
Financial Assignment | Assignment # 7 Due  
(Sunday Nov 07 before midnight)          |
| 13   | Nov. 8-12 | **Unit-16**  
Financial Assignment Part #1  
Project for Graduate Students only | Part# 1 of Financial Assignment Due  
(Sunday Nov 14 before midnight)          |
| 14   | Nov. 15-19| **Unit-16**  
Financial Assignment Part #2  
Project for Graduate Students only |                                                                           |
| 15   | Nov. 22-23| Financial Assignment Part #2 (All Students) | Part #2 of Financial Assignment (All Students)  
Due by Tuesday, Nov. 23 before midnight |
|      | Nov. 24-26| Class Excused - Thanksgiving Break |                                                                           |
| 16   | Nov. 29 – Dec. 2 | Review  
Questions & Answers |                                                                           |
|      | Dec. 3    | **Exam (II) for Undergraduate Students**  
**Exam (II) for Graduate Students**  
Project for Graduate Students only Due on Dec. 5 |                                                                           |
| 17   | Dec. 6-7  | **Exam (II) for both Undergraduate and Graduate Students**  
**Exam (II) Due Tuesday, Dec. 7 (before midnight)** |                                                                           |

The schedule and procedures in this course, as outlined in this syllabus, are subject to change in the event of extenuating circumstances and/or as deemed appropriate by the professor.