

The University of North Carolina at Greensboro
Department of Consumer, Apparel, and Retail Studies

CRS 363: Global Sourcing of Apparel & Related Consumer Products (WI)

T/R 11:00 - 12:15 PM
217 Stone Building

INSTRUCTOR Dr. Elena Karpova
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Office: 212 Stone Building
Office Hours: Tuesdays 1:00 – 2:00 pm, or by appointment

GRADUATE TEACHING ASSISTANT Ms. Narmin Nasibli, CARS Ph.D. Student

PREREQUISITE: Minimum grade of C (2.0) in CRS 231

COURSE DESCRIPTION

Sourcing strategies for apparel and related consumer products, global platforms, business and cultural environments, and financial transactions used in conducting business in the international marketplace.

REQUIRED TEXTS

Text 1: Rivoli, P. (2014). *The Travels of a T-shirt in the Global Economy*. John Wiley & Sons.
Note: eBook should be available through the UNCG library- <https://ebookcentral.proquest.com/lib/uncg/detail.action?docID=1840835>

Text 2: Karpova, E., Kunz, G., & Garner, M. (2021). *Going Global: The Textile and Apparel Industry*. 4d Ed. Bloomsbury Publications.
Note – you can rent eBook + STUDIO for 6 months for \$35.10.
<https://www.bloomsburyfashioncentral.com/products/fairchild-books/shop/going-global-the-textile-and-apparel-industry-studio-instant-access/ebook-studio>

COURSE LEARNING OUTCOMES

After successfully completing the course, students will be able to:

1. Mastery terminology used in global sourcing of apparel and related consumer products.
2. Critically evaluate forces affecting global production, trade, retail, and consumption of textile, apparel, and related consumer products.
3. Contrast and relate different cultures around the world and practice professional demeanors for global business communications.
4. Explain the relationship between sourcing and other supply chain activities, such as trend forecasting, product development, manufacturing, and retailing.
5. Apply the knowledge of the global textiles and apparel supply chain to evaluate domestic and international sourcing options for specific product categories and types of companies.
6. Develop sourcing strategy for an apparel retailer based on the analysis of political, economic, social, and cultural forces, and trade regulations. Evaluate and critique peers' sourcing strategies.

7. Analyze social responsibility and sustainability issues in the apparel and related industries and formulate solutions.
8. Explain the trends that impact the future of the apparel and related consumer products complex.
9. Critically analyze consistency and conflicts in information, synthesize and develop responses, and professionally present the results of your reading, listening, discussing, observing, and thinking.
10. Enhance critical and analytical thinking, teamwork, constructive critique, writing, and presentation skills.

WRITING INTENSIVE LEARNING OUTCOME FOR GENERAL EDUCATION

Students will write in genres appropriate to the Consumer, Apparel, and Retail Studies (CARS) discipline. Students demonstrate their understanding of related CARS concepts and materials through writing, using constructive criticism from readers to revise drafts and produce one or more clear, coherent, and effective written assignments.

Approximately one-third of the total grade is devoted to assessments of writing learning outcomes. Diverse types of assignments will be used to develop and assess these outcomes such as individual and team-based essay, reflection, analysis (compare & contrast; cause & effect), position and research papers. Various instructional strategies will be employed to communicate expectations for writing assignments, including short lectures, review and analysis of sample essays, practice writing assignments (graded on completion), anonymous peer review and critique of papers, instructor's review and feedback, etc.

Student writing work will be graded based on student control over the subject matter and understanding of CARS related concepts and material, as well as on clarity, organization, correctness, and effectiveness of expression. Instructor will be available for conferencing with individual students *after* assignment due date to review instructor's feedback. Students are encouraged to set up individual meetings with consultants at the UNCG Writing Center *before* the assignment is due.

GLOBAL, DIVERSITY, AND ETHICAL PERSPECTIVES

There is a variety of global perspectives in this course, from world's trade and economics to diverse cultures and demographics and their impact on textile and apparel production and consumption. The course concepts will be viewed from ethical perspective, with the focus on social responsibility and sustainability.

COMMUNICATION POLICY

Students are expected communicate professionally, including email. In your email communications please include:

- CRS 363 as email subject
- Appropriate greeting and ending of your message, including your name
- Clearly written paragraph(s) indicating the question or concern you have

ATTENDANCE, CLASS PARTICIPATION, AND ETIQUETTE

In your career, much of your interactions with colleagues, customers and suppliers will require strong communication skills—online and in-person: negotiating, formulating plans

together, strategizing, reporting, etc. Our in-class discussions are your best opportunity to build these essential skills. Doing so requires everyone come to class prepared, with a positive and open attitude and be actively engaged during each class. Students are expected to be prepared to answer questions if called by instructor. If class meetings are conducted via Zoom, students are required to have their cameras on during the entire duration of the class.

The course attendance policy conforms to the Class Attendance Policy stated in the University's Undergraduate Bulletin. Absence from class will significantly affect your grade and negatively impact your performance in the course. If a class is missed, it is your responsibility to obtain the information from your classmates. Missing a class is not an excuse for not submitting the assigned homework by the due date.

If extenuating circumstances prevent you from attending class, notify the instructor immediately by email. To make up missed in-class learning activities (LA). **The student is required to turn in a two-page typed summary of the assigned readings and complete the missed in-class LA within one week of the missed class.**

Tardiness is disruptive to fellow students as well as instructor. If tardiness becomes a problem, the instructor reserves the right to deduct points by half of the letter grade at any time during the semester. If a student late for a class or leaves early without prior notice, points will be deducted for the in-class LA.

All students are expected to conduct themselves in a professional manner at all times. It is expected that you will be respectful to both the professor and your classmates. Any behavior or attitude that is disruptive to the class won't be tolerated, such as, for example:

- Being rude toward instructor or fellow students
- Sleeping during class
- Doing homework or browsing unrelated content in class
- Using cell phone

The professor reserves the right to ask student to leave the class if the student's behavior is inappropriate and disrespectful.

ASSIGNMENTS

- **No late assignments will be accepted.** Generous time is given to complete assignments – plan accordingly. Any computer or Internet problems are not an excuse.
- Canvas-based assignments (e.g., quizzes) are due **10 am on Tuesdays and Thursdays.**
- In-class learning activities (LA) are submitted on Canvas by the end of the class, unless additional time is allowed, such as for Cases and Essays that are due by the end of the day (11:59 pm).

CARS 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.

EXAMS

There are three exams to assess your knowledge and application of the course material. Failure to appear for an exam will result in a zero for the test. The exams will be taken during the scheduled class time, in-person. Students are expected to **bring their laptops** to complete the exams. Please note that Chromebooks could NOT be used for taking exams as they do not work with the Respondus Lockdown Browser feature used for the exams. During exams, all course materials including books, class notes, and scrap papers must be left out of sight. Cheating will result in a zero for the exam. Use of cell phones for calculation is not allowed.

ACADEMIC INTEGRITY

Students are expected to do their own work for all assignments and exams. You are expected to follow the UNCG academic integrity policy that covers cheating, plagiarism, misuse of academic resources, falsification and facilitation of dishonest conduct and other violations of the Academic Honor Policy: <http://academicintegrity.uncg.edu/>. Any violation of the Academic Honor Policy will result in failure of the assignment and potentially the entire course.

HEALTH AND WELLBEING:

Health and well-being impact learning and academic success. Throughout your time at 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 Student Health Center at 107 Gray Drive. For students in recovery from alcohol and other drug addiction, the Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to recovery@uncg.edu.

ACADEMIC ACCOMMODATIONS

UNCG respects and welcomes students of all backgrounds and abilities. It is my goal to create a learning experience that is as accessible as possible. 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. Please review <https://ods.uncg.edu/> , call 336-334-544 or visit Suite 215, EUC. If you have already been approved for accommodations through OARS, please let me know immediately.

GRADING POLICY

The instructors will make every effort to keep accurate grade records on Canvas. However, it is student responsibility to monitor the records and keep all materials related to the course. Grade related claims should be submitted in writing (e-mail acceptable) until **Wednesday, November 30**, the last day of classes. After this date, no grade-related claims will be accepted (except the Final Exam grade).

Your grade will be determined by your performance on the exams, learning activities, quizzes, assignments, course projects, etc. No extra credits will be given.

The course grade is based on the following assignments:

Graded Course Assignments	Points
Text 1 T-Shirt Travels quizzes (5 @ 15 pts)	75
Text 2 Going Global Chapter quizzes (12 @ 10 pts)	120
Responsible sourcing project (quiz, research report, debate, etc.)	220
In-class & Canvas Learning Activities (LA) (cases, discussion, etc.)	350-360
Three Exams (3 @ 100 points)	300
Total	1,065-1,075

The letter grade breakdown is shown below:

	B+ = 89 – 87%	C+ = 79 – 77%	D+ = 69 – 67%	F = Below 60%
A = 100 – 93%	B = 86 – 83%	C = 76 – 73%	D = 66 – 63%	
A- = 92 – 90%	B- = 82 – 80%	C- = 72 – 70%	D- = 62 – 60%	

CRS 363 TENTATIVE COURSE SCHEDULE

Instructor reserves the right to change the course schedule. Students will be notified by email/Canvas.

Instructor welcomes any course suggestions at any time.
Please come and see me if you have any questions or concerns about the course.

DATE	TOPIC	READINGS	ASSIGNMENTS DUE
Week 1	<i>TEXT 1 'Travels of T-shirt'</i>		
8/16 T	Course overview Apparel industry review	Syllabus	Kahoot quiz - course policies In-class Learning Activity (LA) due 12:15 pm
8/18 R	Preface & Prologue, Chapters 1, 2, & 3.	pp. ix–xx, 1-48	T-shirt Quiz 1 due 10 am In-class LA due 12:15 pm
Week 2			
8/23 T	Chapters 4, 5, & 6.	pp. 49 - 104	T-shirt Quiz 2 due 10 am In-class LA due 12:15 pm
8/25 R	Chapters 7, 8, & 9.	pp. 105 - 155	T-shirt Quiz 3 due 10 am In-class LA due 12:15
Week 3			
8/30 T	Documentary <i>China Blue</i>		<i>China Blue</i> Quiz due 10 am In-class <i>China Blue</i> Essay & peer review due 12:15 pm
9/1 R	Chapters 10, 11, & 12	pp. 156 - 211	T-shirt Quiz 4 due 10 am In-class LA due 12:15
Week 4			
9/6 T	Chapters 13, 14, & 15 <i>Exam 1 review</i>	pp. 212-261	T-shirt Quiz 5 due 10 am In-class LA due 12:15
9/8 R	Exam 1		
Week 5	<i>TEXT 2 'Going Global'</i>		
9/13 T	Intro to globalization	Chapter 1	Chapter 1 Quiz due 10 am In-class LA due 12:15 pm Environmental survey 1 due 12:15 pm
9/15 R	Consumers, consumption, & well-being. Case Study 1	Chapter 2	Chapter 2 Quiz due 10 am Case Study 1 Quiz & Essay due 11:59 pm
Week 6			
9/20 T	Textile & apparel supply matrix. US government import tariff schedule.	Chapter 3	Chapter 3 Quiz due 10 am Tariffs Case Quiz due 11:59 pm
9/22 R	Sustainability in T&A industries.	Chapter 4	Chapter 4 Quiz due 10 am In-class LA due 12:15 pm
Week 7			
9/27 T	Responsible Sourcing Project intro Case Study 2	Project description	Sourcing Project Quiz due 10 am Team contract due 2:00 pm Case Study 2 quiz due 11:59 pm
9/29 R	Trade barriers, regulations, & politics.	Chapter 5	Chapter 5 Quiz due 10 am

DATE	TOPIC	READINGS	ASSIGNMENTS DUE
			In-class LA due 12:15 pm
Week 8			
10/4 T	Illegal and unethical trade. <i>Exam 2 review</i>	Chapter 6	Chapter 6 Quiz due 10 am In-class LA due 12:15 pm
10/6 R	Exam 2		
Week 9			
10/11 T	No class – Happy Fall break		
10/13 R	Selecting locations for global sourcing	Chapter 7	Chapter 7 Quiz due 10 am In-class LA due 12:15 pm
Week 10			
10/18 T	Responsible Sourcing Project teamwork		Research report is due 11:59 pm
10/20 R	Selecting vendors for global sourcing	Chapter 8	Chapter 8 Quiz due 10 am In-class LA due 12:15
Week 11			
10/25 T	Europe	Chapter 9	Chapter 9 Quiz due 10 am In-class LA due 12:15 pm
10/27 R	Americas and Caribbean - No class	Chapter 10	Chapter 10 Quiz due 10 am In-class LA due 12:15 pm
Week 12			
11/1 T	Case Study 3	Cultural case video	Cultural Case quiz due 10 am Case Study 3 quiz due 11:59 pm
11/3 R	Responsible Sourcing Project – Debate		Presentation due 12 noon Team sourcing decision due 2 pm Individual reflection due 2 pm
Week 13			
11/8 T	Case Study 4 teamwork <i>The danger of a single story</i> video	Case Study 4	Case Study 4 Part 1 due 10 am In-class LA due 12:15 pm
11/10 R	Case Study 4 teamwork		Case Study 4 Part 2 due 10 am Case Study 4 teamwork due 12:15 pm
Week 14			
11/15 T	Asia Case Study 4 teamwork	Chapter 11	Chapter 11 Quiz due 10 am Case Study 4 team work due 12:15 pm
11/17 R	Case Study 4 debriefing		Case Study 4 Team presentation
Week 15			
11/22 T	Middle East and Africa	Chapter 12	Chapter 12 Quiz due 10 am In-class LA due 12:15 pm
11/24 R	No class – Happy Thanksgiving		
Week 16			
11/29 T	Class wrap-up & Final Exam review		Final course reflection due 12:15 pm
Week 17	Final Exam		Tuesday, December 6 @ 12 pm, noon