



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Consumer, Apparel and Retail Studies
Course Syllabus
CRS 482 Special Problems in CRS
Spring 2023

PROFESSOR: Anne Mitchell Wood
CLASS: Monday 5-7:30pm
LOCATION: Stone 244

OFFICE: 353 Stone, UNCG
EMAIL: acmitch2@uncg.edu
OFFICE HOURS: Tuesday/Thursday 9:30-11am via Zoom

COURSE DESCRIPTION: Understanding, analyzing and problem solving of consumer, apparel, and retail issues. Emphasis will be placed on firsthand discovery through travel to NYC and the NRF student summit, market appointments, retail shopping, museum visits and dialogue with industry professionals.

REQUIRED READING:

- Ibrahim, Ibrahim. (2022) Future Ready Retail, Kogan Page: London.

RECOMMENDED READING:

- Lewis, Robin & Dart, Michael. (2014) The New Rules of Retail: Competing in the World's Toughest Marketplace, 2nd ed., St. Martin's Press.

STUDENT LEARNING OUTCOMES: After completing this course, you will be able to:

- Understand challenges faced in retail operations from concepts to processes, strategies and techniques that are employed.
- Research strategies for operating effective and efficient retail operations, including but not limited to brick-and-mortar, online and omni-channel organizations.
- Solve operational, managerial and strategic problems by integrating critical thinking and practice.

Attendance:

Class attendance is required. 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.

Being tardy or leaving early is not acceptable. Every time a student is tardy or leaves early, it will be marked as an absence. The instructor reserves the right to drop the student from the course after 2 unexcused absences. Written documentation of the excused absences must be presented to the instructor during scheduled office hours within 1 week. The student is responsible for all material covered in class, regardless of the reason of absence. This may include assigned readings, lecture and discussion, visuals, slides, videos and handouts. Missing a class discussion will result in a zero.

An excused absence, as defined by the University, is a verified illness, family emergency, religious observance, or University sponsored event. A doctor's note or letter from an appropriate person will be considered verification for an excused absence. **An excused absence must be reported to the instructor prior to the class meeting by note, telephone, or e-mail to be accepted as an excused absence.** An incomplete will only be given for documented illness or death in the family.

An excused absence is not an excuse for a late assignment. Written assignments that are late will only be accepted within 48 hours of due date (i.e. till 5pm 2 days after assignment is due) and one letter grade will be deducted.

EXPECTATIONS FROM STUDENTS:

- Come prepared for every class and respect whoever is speaking with active listening.
- Complete work on time and in the format prescribed.
- Proofread and edit all work before turning it in.
- **NO PHONE USE/EARBUDS/ANY TECH while in class unless instructed.**
- Participate fully in class discussions. Any class disruptions will result in you being asked to leave and a zero for that day's assignment.

Evaluation and Grading: Grades will be determined by the following components and distribution below. Detailed handouts for each part of the course will be provided as the course progresses.

Individual Project – Retailer Evolution	100
Individual Project-Retail Strategy	100
Chapter Discussions (Groups)	100
Reflection Paper Exam	100
Field Trip attendance	50
Attendance	100
NYC Journal	50
NYC Behavior Grade	400

TOTAL **1000 points**

GRADING SCALE:

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

The professor reserves the right to alter the syllabus if needed. Students will be notified verbally and in written form (email/Canvas) should such a situation arise.

CLASS LECTURES: The textbook while useful will not be the only source of information for this class. It is important that the student listens and takes careful notes during this class. Class lectures are intended to enrich or supplement the assigned readings and class activities. They are NOT intended to summarize or substitute for the reading or class activities.

Preparation for NYC:

- 1. You must have an updated copy of your resume, with 10 copies/envelopes that you will bring with you to the NRF Summit.**
- 2. You must have 10 prepared questions written at the beginning of your journal to potentially ask at NRF or market appointments.**
- 3. You must purchase a journal (It can be a regular notebook, but I recommend the Moleskine or Rhodia brands which are a bit smaller) that you will use to document the NY portion of our trip. All appointments, including the NRF summit, must be documented. You can jot brief notes during, then afterwards, write questions or observations you have about each experience. This will help you to identify problems, challenges, and opportunities that you will use during the semester assignments. Feel free to include sketches, business cards, photos, etc. to help document the trip. No notetaking on phones allowed.**

STUDENT RESPONSIBILITY:

Each student is responsible for reading the syllabus and becoming familiar with all course policies and the outlined schedule, including tests, projects, and lab due dates. In addition, each student is expected to comply with the UNCG Honor Policy, contribute to class discussions/activities, attend all labs on time, and be properly prepared for every class with textbook and required materials. Students should speak with me early in the semester about problems with course materials, grades, class assignments, etc... Do not wait until the end of the semester to address problems that can be solved immediately. If you are having trouble understanding class materials or lab assignments, please contact me immediately. I do not mind helping anyone further understand course materials, I want you to succeed and understand the information in this course and I am here to help you.

ACADEMIC INTEGRITY POLICY:

The UNCG 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, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

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. 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

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

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

- [*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 Outline

Date	Class Topic	Reading for Class	Assignments for class
Week 1 Jan 8-15	NYC TRIP	Start reading Future Ready Retail	Groups assigned for Future Ready Retail
Week 2 Jan 16	No Class due to Holiday		Work on finalizing Journals
Week 3 Jan 23	Semester Overview; WSJ Article Discussion, New Rules of Retail PP		Turn in NYC Journals! Topics selected for Retail Evolution project
Week 4 Jan 30			Students work independently
Week 5 Feb 6	Meet at Reconsidered Goods 5pm Feb. 6th 4118 Spring Garden St.		
Week 6 Feb 13	Future Ready Retail Group Discussion Chapters 1-6	Future Ready Retail must be read by this date	
Week 7 Feb 20			Students work independently
Week 8 Feb 27	Future Ready Retail Group Discussion Chapters 7-12		
Week 9 Mar 6	SPRING BREAK-NO CLASS		
Week 10 Mar 13			Students work independently
Week 11 Mar 20	Retail Evolution Presentations begin		Retail Evolution DUE Individual Project-Retail Strategy begins
Week 12 Mar 27	Presentations continue		
Week 13 April 3			Work on individual project
Week 14 Apr 10			Work on individual project
Week 15 Apr 17	Individual presentations start		Individual Project-Retail Strategy DUE
Week 16 April 24 Exams 4/28-5/4	Complete individual presentations		Reflection paper exam due 5/3

CARS NEW YORK CITY STUDY TOUR
JANUARY 2023
EXPECTATIONS, GUIDELINES AND ACKNOWLEDGEMENT

While we are in New York City, we are not just enjoying the city and all it has to offer, we are also representing the University of North Carolina at Greensboro and the Department of Consumer, Apparel and Retail Studies. Therefore, you will be expected to:

- Be on time for all scheduled appointments and departure times. Missing an appointment is unacceptable and will be reflected in grading. If you are late, you will wait until the appointment is over (do not show up late!) and rejoin the group.
- Act and dress professionally for all scheduled appointments. It is crucial to wear comfortable shoes as you will be walking much more than normal, so please be mindful of this when packing. Extreme heels or brand-new shoes are discouraged.
- Always behave responsibly and **follow all guidelines related to Covid and your instructor. You must have proof of Covid vaccination and photo ID at all times**, face covering (bring extras!!) to participate in all activities, NRF, museums, restaurants.
- Never go anywhere alone. You must have at least one other person with you unless you are meeting a family member locally and have pre-arranged with the Professor.
- Be aware of your surroundings and purses/valuables, especially in crowded areas or subways. Pickpockets are common in NYC and we don't want anyone in our group to fall victim.
- Know the name and address of the hotel where we are staying.
- You must be back to the hotel no later than 1am on any given evening; otherwise, you won't be fit to participate the next day.
- Please respect ALL hotel rules, and if you are coming in late, respect others in the hotel by being as quiet as possible. **If management speaks to me about any student, it will be reflected in your grade.**
- If I need to speak to a student(s) regarding, but not limited to inappropriate conduct, poor group dynamics, lack of professional demeanor, argumentative behavior, not following the professor's instructions, or any other disruption during the week, it will be reflected in your NYC grade, which counts for 40% of your total class grade. The Professor also reserves the right to instruct a student to leave the entire trip at any point during the week due to poor behavior as noted above. If a student is unable to follow these guidelines, they will receive an automatic "F" in the course.

I acknowledge that I have read, understood, and will abide by the syllabus and all the above and Professor Wood's instructions during the trip to NYC in January 2023

Signed _____ Date _____

Emergency Contact name and phone number _____