



**NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF BUSINESS AND TECHNOLOGY OF FASHION
BUF 4900: INTERNSHIP COURSE
SPRING 2021**

Course: BUF4900 (OLEO75)
3 Credit Hours

Instructor: Dr. Alyssa Dana Adomaitis
Instructor Email:
aadomaitis@citytech.cuny.edu

Classroom Number: ONLINE
Synchronous

Office Hours: T 11:30-12:30 pm;
T 11:30- 1:30pm or by appointment
only

Class meeting: TH 6-8:30pm

Office Location: ACADEMIC 812A

COURSE DESCRIPTION: Work experience with a company in the fashion industry, related to the student's interest area. Students apply their formal education to professional situations in order to ease the transition into the work environment. Students keep a journal of their work, submit written analyses and meet periodically to discuss their experiences.

Pre or co requisites: Any BUF4900 course and approval of internship prior semester

Students will be able to understand and describe how their educational experience fits into the job market.	Class discussion, examinations, and bi-weekly quizzes
Students will be able to evaluate how their performance as well as establish improvements for the future.	Class discussions and weekly journals
Assess the diverse career opportunities available in the fashion industry	Class Assignments, Paper

Students will establish contacts in the job market, fostering and maintaining professional relationships in the process.	Class discussion, bi-weekly quizzes and through the internship program.
Create an Retail Marketing e- Portfolio a n d professional resume.	Open Lab site

GENERAL EDUCATION LEARNING OUTCOMES

Apply classroom experiences to a workplace setting	Class discussion, examinations, and journals
Practice ethical behavior appropriate to a professional working in the field	Class discussion, examinations, and journals
Evaluate one's own performance in light of one's expressed goals.	E-Portfolio
Use critical thinking and personal communication skills to solve problems.	Midterm Exam
Demonstrate personal attitudes, abilities, and skills necessary to function as team members and leaders within professional environments	Open Lab site/Mock interviews

COURSE POLICIES & PROCEDURES:

ATTENDANCE AND LATENESS:

Class attendance is expected as this course is synchronous. Class attendance is also taken for financial aid records.

Attending class late/ excessively late or leaving early will effect grade, even online. Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade.

Please enable ZOOM video camera as class will be held on ZOOM.

Should a student be absent more than two days of a semester course, one must bring in documentation of the day and time of absence on official letterhead. Students who are not present in class on the days of these assignments will **NOT** be given the opportunity to make-up these activities unless *recognized by CUNY-The New York City College of Technology*.

It is *strongly recommended* that a student's personal appointments be scheduled at other than class times (*this includes job interviews and medical appointments*).

If you are absent when an assignment is due, you are responsible for having the assignment turned in during the class period. If you are absent from class, you are responsible for the material covered. *This means you Must get the missed work and you are responsible to get the material by contacting your peers.*

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course. When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.

ASSIGNMENTS/ NO LATE WORK POLICY:

Assignments and projects are due at the very beginning of class as scheduled. **NO LATE work will be accepted.** Written work must be **word processed/typed** on standard size 8 1/2" by 11" paper in black ink. **All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates. No assignments can be written within an email but in Word or PDF documents.**

Process for Evaluation:

Outstanding (A) work went beyond the package and presentation requirements.

Good (B) work met all grading criteria, performed to top standards.

Average (C) work, met all but one or two of the grading criteria. Below

Average (D) work met only one or two of the grading criteria.

Project Grading Criteria:

- 1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
- 2) *Thoroughness* - Students must have covered all topical areas. Students should provide adequate coverage within each topical area.
- 3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.

Papers will be graded on the following criteria:

- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive in conclusion/ recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.
- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not earn an “A” if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

In a case of an emergency, you may e-mail your assignment to me prior the start time of the class to get full credit. Documentation of the emergency will be expected on professional letterhead. Please do not send me work if you are running late. It must constitute an emergency.

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 10% of your final grade.** Coming to class is NOT participation. Class discussion will add points to your participants.

Participation involves:

- **Active Learning.** Taking notes, asking questions and taking responsibility for your own learning.
- **Working with others in group activities:** Everyone’s learning is improved by individual contributions.
- **Attending class regularly.** If you aren’t here, you can’t learn.

Student Conduct Policy:

Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated. Definition of such behavior is the sole judgment of the instructor. This will include, but is not limited to:

1. Use of or interruption by any electronic device, especially cell phones.
2. *Talking amongst students* or comments that are made to distract from the class.
3. Disrespectful comments to or about anyone or any group of people.
4. Food shall be permitted in the class unless it becomes a disruption to the classroom.
5. ***Do not attempt to discuss grades*** before, during or after class hours.

Please make an office appointment for these discussions.

6. All rules of conduct in the Student Handbook apply.

Special Request:

As Fashion students and instructors we should take pride in our clothing choices and appearances. Please dress professionally within the classroom and all class field trips that you are representing The Department of Business, The Business & Technology of Fashion, The New York City College of Technology, CUNY.

ELECTRONIC DEVICES:

Please silence all devices before class. If you use a computer, please sit in the *two front rows of the class*. **If you are using electronics inappropriately or if your device rings in class, there will be 5 points from your final grade each time.** If you are expecting a life and death announcement from an immediate family member please notify me *before* class of that situation.

ACADEMIC INTEGRITY POLICY:

The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. City Tech is committed to supporting its mission to provide an educational experience designed to Develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community - - students, faculty and staff - - to act honestly in all situations.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code.

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a *zero* for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook.

mic dishonesty (is any) form of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. "(Kibler et. al. (1988), Academic integrity and student development: Legal issues and policy perspectives, Ashville, NC: College Administration Publications, Inc., p. 1.) All students are expected to agree to a pledge of honesty concerning their academic work, and faculty are expected to maintain the standards of that pledge.

INFORMATION (TECHNOLOGY) LITERACY STATEMENT

Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

ACADEMIC WRITING CENTER (AG-18):

Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral communication and computer applications. Both peer and faculty tutors are available for assistance. The Academic Support Center offers academic assistance to all students through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Support Center on campus and on Blackboard.

SAFEASSIGN AS A LEARNING TOOL

SafeAssign helps prevent plagiarism by providing both the student and the professor with a feedback report that compares any student work submitted through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard's **SafeAssign** software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source. SafeAssignment should not match more than 20% for acceptable collegiate work.

For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through **SafeAssign** in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to **SafeAssign** in order to get

sufficient feedback from **SafeAssign** reports to help minimize the risk of plagiarism.

- ❖ If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the professor will file a report to the Department Chair documenting the use of the paper as an action of academic dishonesty.
- ❖❖ student fails to submit an assignment to SafeAssign, the professor will assign a grade of zero for that assignment. You must meet the time criteria set at City Tech.
- ❖ submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database.
- ❖❖ Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted. Submit your work early; consider time management. I cannot accept assignments via email as it can cause viruses in the computer.

GRADES:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

PARTICIPATION	10% of final grade
JOURNAL (Open Lab site)	100 points
ASSIGNMENT #1 Company History	50
ASSIGNMENT #2 Bubble Assignment	50
ASSIGNMENT #3 Brand Image	50
ASSIGNMENT #4 Networking	50
<u>ASSIGNMENT #5 Environment</u>	<u>50</u>
Forms	
Supervisor Evaluation Form	
<u>Student Evaluation Form</u>	
TOTAL (<i>tentative</i>)	= 350 points

Additional Assignments for Points:

Final Résumé	100
Statement of Goals and Objectives	50
Letter of Application/Cover Letter	50
Portfolio-in-Progress	100
Research File on Prospective Employers/Grad School	50
	350
Participation in Class and Required Activities	10%

Etiquette Workshop—25

Quizzes or Other—100

TOTAL 100 %

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500 depending on the flow of the course, number of students in the course, and consistency of the class as a whole moving forward. A student's score is converted into a percentage and grade will be assigned using the scale listed below. ***Excessive absence/lateness can affect grade average by lowering it by 10%.***

A	=	93 – 100
A-	=	90 – 92.9
B+	=	87 – 89.9
B	=	83 – 86.9
B-	=	80 – 82.9
C+	=	77 – 79.9
C	=	70 – 76.9
D	=	60 – 69.9
F	=	59.9 and below

CREDIT HOUR ASSIGNMENT POLICY:

Course work performed outside of the classroom (such as reading, studying, writing papers, doing projects or receiving tutoring) is critical to academic success. **While the time requirements for individual students may vary somewhat, a general rule of thumb is that students should spend about two hours outside the classroom for every hour required in it. In this course, that means about 5 hours.**

E-PORTFOLIOS/OPEN LAB

CUNY-College of Technology asks all students to participate in building a program-long e-Portfolio of the work that they complete while taking classes at the College. Through a process of *collect, select, reflect, and connect*, students learn to judge the quality of their own work, speak about their learning, and present evidence of their current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection. For more information, see the "**e-Portfolios at CUNY- College Technology**" organization in Blackboard.

MIDTERM REPORTS

At the end of Week all students will be notified through their CUNY- College of Technology e-mail accounts and/or posted on Blackboard about their progress in this course.

COMPLIANCE WITH AMERICAN DISABILITIES ACT:

Any student who seeks a reasonable accommodation of a disability with respect to an academic matters should obtain a CUNY City Tech College Request for Accommodation of Disability Form, as soon as the need becomes apparent, from one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support Services.

Phone # 1.718. 260.5143

Fax: # 1.718. 254-8539

Guidance for Field and Clinical Placement Agreements: Working in collaboration with the CUNY Office of General Counsel, we recommend the following guidance for any students who are participating in field or clinical placements in Summer 2020/Fall 2020 that are facilitated, funded, or directly arranged by campus staff. This language is consistent with the assumption of risk/waiver that is part of the Domestic Travel Policy. The language below could be included, or modified for inclusion, into field or clinical placement documents that campuses use with their students:

“In signing this Agreement, I acknowledge that I understand that my participation in an in-person field or clinical placement will involve risks and hazards not found in remote study at the College, which is the current mode of instruction required by the COVID-19 pandemic and the executive orders and directives of New York State. In ordinary times, these risks can range from a) minor injuries and illness such as bruises, and strains, to b) major injuries and illness such as broken limbs, loss of sight, neck or back injuries, heart attacks, and concussions, to c) catastrophic injuries, including paralysis and death, and also include risks of damage to or theft of personal property, and risks involved in traveling to and within, and returning from, internship sites or clinical placements. I understand that COVID-19 presents unique health risks, especially to those with underlying conditions, and that there may be other risks not known or reasonably foreseeable. I have sought and obtained information and advice that I feel are necessary and appropriate. I VOLUNTARILY ACCEPT AND ASSUME ALL OF THE RISKS IN PARTICIPATING IN THE field or clinical placement and my participation in the assigned placement described below is voluntary.”

TOPICS COVERED IN THIS COURSE: As this course is hands-on and immersive, we will be covering the following topics, as well as responding to the concerns and experiences that emerge during the course of the internship and semester. In this experimental form, students should craft an adaptable attitude and cultivate self-starting, flexible professional capacities.

COURSE SCHEDULE

The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials.

Credit hour Assignment Policy -Assigned homework such as reading course chapters daily current events, and writing assignments that will assist you to build a strong, thorough research

paper is expected to take up to 6-7 hours weekly. Please plan accordingly.

**Week Topic Assigned
Reading**

WEEK	Topic	Chapter Reading
1 Feb 4	Getting Started	Introduction to the class; past internships; Chpt 1
2 Feb 11	Review of Internship Paperwork; Sexual Harassment Workshop	Chapter 2
<i>Feb 12</i>	<i>College Closed</i>	<i>Lincoln's Birthday</i>
<i>Feb 15</i>	<i>College Closed</i>	<i>President's Day</i>
3 Feb 18	<i>Research Company History</i> Applying and Interviewing for the Internship	<i>Reviewing The Process</i> <i>Human Resources</i> (tentative)
4 Feb 25	Writing a Résumé and Letter of Application	Former intern(s) with success
5 March 4	Applying and Interviewing for the Internship Cover Letter <i>Before Settling In The Company Mission, Image, and Location</i> <i>Defining Your Image</i>	Chapter 5 <i>p. 136, 151</i> <i>Fashion company</i>
6 March 11	<i>MIDTERM EXAM</i> <i>ESSAY</i> The Nature of the Organization: <i>Professional Dress and Professional Workshops</i>	Chapter 6
7 March 18	The Customer <i>Target Market Assignment</i>	Chapter 7

8 – March 25-Apr4	The External Environment and E-Commerce <i>Setting Up for E-Portfolio Image</i>	Chapter 8 E-Portfolio/Open Lab
March 27-April 6	<i>Spring Break</i>	No Classes
10-11 April 13-20	The Product and Pricing <i>Operations Management</i> <i>What does management entail?</i>	Chapt 9
12 April 27	E-Portfolio REVIEWS	WWD, <i>NY Times</i> , Indeed.com
13-14 May 4-11	FINAL PRESENTATIONS	Chapter 11
14 May 18	Reading Day	No Classes
15	Final Exam	May 25 6:00 pm

Web Resources for the Courses

www.FashionInternships.net

www.rsinternships.com

www.internzoo.com

www.vault.com

www.condenastcareers.com/internprogram.cfm

www.freefashioninternships.com

www.saksincorporated.com/careers.executivetraining.asp

www.buckle.com

www.macyscollege.com

www.fashionjobscentral.com

Participation will be assessed as follows:

	Exemplary (90-100%)	Proficient (80-90%)	Developing (70-80%)	Unacceptable (>70%)
Frequency of Participation on Class	Student initiates contributions more than once in each recitation.	Student initiates contributions more than once in each recitation.	Student initiates contributions more than once in each recitation.	Student does not initiate contribution & needs instructor to solicit input.
Quality of Comments	Comments always insightful & constructive; uses appropriate terminology. Comments balanced between general impressions, opinions & specific, thoughtful criticisms or contributions	Comments always insightful & constructive; uses appropriate terminology. Comments balanced between general impressions, opinions & specific, thoughtful criticisms or contributions	Comments are sometimes constructive, with occasional signs of insight. Student does not use appropriate terminology; comments not always relevant to the discussion.	Comments are sometimes constructive, with occasional signs of insight. Student does not use appropriate terminology; comments not always relevant to the discussion.
Listening Skills	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e.,	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e.,	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e.,	Student listens attentively when others present materials, perspectives, as indicated by comments that build on others' remarks, i.e.,

	student hears what others say & contributes to the dialogue.	student hears what others say & contributes to the dialogue.	student hears what others say & contributes to the dialogue.	student hears what others say & contributes to the dialogue.
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GRADING RUBRIC For ASSIGNMENTS

	Excellent	Good	Poor
Clarity of Concept/Initiative	Trend / Concept is clearly articulated in all aspects of the work.	Trend / Concept is articulated in some aspects of the work.	Trend /Concept is not articulated.
Thoroughness	Aesthetic is clearly expressed, and the project details strongly support the aesthetic	Aesthetic is expressed, and the project details somewhat support the aesthetic	Aesthetic is not expressed, and the project details do not support the aesthetic
Accuracy	Concepts and all statements are factually accurate and demonstrate clear understanding of the material and the ability to apply the material to additional use-case scenarios	Concepts and all statements are factually accurate and demonstrate a working understanding of the material	Concepts and all statements are factually inaccurate and do not demonstrate a working understanding of the material or are not present at all.
Professionalism/ Technique and Skill	Presentation conforms to the parameters of the assignment <i>and</i> is executed with a high level of neatness and technical skill.	Presentation conforms to the parameters of the assignment <i>but is not</i> executed with a high level of neatness and technical skill.	Presentation fails to conform to the parameters of the assignment and is not executed with a high level of neatness and technical skill.

