



**NEW YORK CITY COLLEGE OF TECHNOLOGY  
THE CITY UNIVERSITY OF NEW YORK  
DEPARTMENT OF BUSINESS**

**BUF 4300 GLOBAL SOURCING AND INTERNATIONAL RETAIL TRADE**

**Prerequisites:** BUF 3300, BUF 3310, HIS 1103

**Credits:** 3

**Writing Intensive Course**

**INSTRUCTOR:**

**Faculty Office:**

**Office Hours:**

**Office Phone:**

**E-mail:**

Meeting Date/ Time:

Room:

**COURSE DESCRIPTION:**

Economic perspective of textile products, production and global sourcing, with emphasis on United States fashion industries. *This course is writing intensive.*

With the globalization of the apparel industry it is critical for students to understand the ways in which historical events and economic and political policies are shaping and changing the industry. This course is developed using academic rigor, knowledge integration, and critical thinking to enhance the learning experience of senior students. The course is designed to integrate economic, political, and historical influences on the global production of textile and apparel products, emphasizing the United States' fashion industry. In addition, discussion include varying retailing models in industrial and developing countries throughout the world. Enhancement of the learning experience will be accomplished through reading assignments, intensive writing assignments, and class discussions.

**LEARNING OUTCOMES:**

Upon successful Completion of this course, students will be able to

<b>Outcome</b>	<b>Assessment</b>
Evaluate the interrelationship between the domestic and international fashion markets and their significance to the fashion industry.	Papers, examination & class discussion
Research a variety of cultures, and analyze how each developed their respective style choice	<i>International Palette Paper</i>
Describe the importance of international expansion as a key strategy for retail organizations.	Class discussion, exams & essays

Recognize and describe the challenges and rewards of economic growth in developing countries and the relevant importance to retailers.	Class discussion and writing assignments
Evaluate specific foreign policies affect bi-lateral agreements, trade, and social policy	Class discussion, text essay-formatted quizzes, exams and essays

### GENERAL EDUCATION LEARNING OUTCOMES

Outcome	Assessment
Apply critical thinking, creativity, and problem-solving processes to issues and concern in fashion retailing	Papers, class discussion, and exams
Analyze nonverbal communication within dress and style and explain their meaning.	Class discussion, exam, and Foreign Film research paper
Demonstrate an understanding of the similarities and differences of other cultures, people, and place as they impact strategic planning	Class discussions, exams, and research papers
Understand organizations and histories underlying government in global context	Class discussion, text essay-formatted quizzes

### RECOMMENDED TEXTBOOK:

Sternquist, B. (1998). *International Retailing*. Fairchild Publications; New York, NY.

Rosen, E. I. (2002). *The Globalization of the U. S. Apparel Industry: Making Sweatshops*. University of California Press; Los Angeles, CA.

### ASSESSMENT AND GRADING:

You will engage in the following learning to achieve the outlined objectives and provide a means of evaluation:

- (a) participation,
- (b) complete examinations on scheduled dates,
- (c) prepare two research papers
  - (1) culture and dress by viewing a specified movie and
  - (2) analyzing a culture using the five senses through an authentic dining experience and
- (d) participate in class discussions.

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

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 600. Two hundred points can be earned through examinations and 100 points through quizzes. A

student's score is converted into a percentage and grade will be assigned using the scale listed below.

### COURSE EVALUATION

Active Participation	50
Midterm Exam	50 points
Midterm Essay (Rosen)	100 points
International Palette Paper	100points
Foreign Film Paper	100 points
Regional Textile and Apparel Essay	100 points
<u>Final Exam</u>	<u>100 points</u>
<b>Total</b>	<b>600points</b>

### PROCESS FOR EVALUATION:

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

### **COURSE POLICIES AND PROCEDURES:**

#### 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.

Participation involves:

- Active Learning. Taking notes, asking questions and taking responsibility for your own learning.
- Working with others in group activities: A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- Attending class regularly. If you aren't here, you can't learn.

#### ELECTRONIC DEVICES:

Accordingly, this class will adhere to the following “Digital Device Policy” prohibiting the use of such devices during all in class meetings:

- Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices.
- Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class.
- If your electronic device audibly activates during class, you will be deducted 5 points from your final grade.
- If you are expecting a life and death announcement from an immediate family member—brother/sister/parent/spouse/child — please notify me before class of that situation.

#### GUIDELINES FOR WRITTEN ASSIGNMENTS:

All papers **MUST** be typed. A page is the equivalent of a 2.0 line-spaced 8.5 x 11-inch paper with one-inch margins using 12- point type in black ink in Times New Roman font. Follow the page length guidelines for each assignment and number each page. All work **MUST** contain the student name(s), the course name and number, the date the assignment is *submitted*, and the name of the assignment. Please plan accordingly for all your assignment due dates.

Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear ,and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database marketing concepts and principles (including material covered in the assigned reading, lectures, and discussions).
- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive 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 receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

#### EMERGENCIES

In a case of an emergency, you may submit your assignment the following class day. For once a week courses you may e-mail your assignment to me prior the start of the class to get full credit. Documentation on Professional Letterhead of the emergency will be expected. Coming late to class does not constitute an emergency.

#### **COLLEGE POLICIES (ACADEMIC INTEGRITY, ADA, RESOURCES):**

See standard policy document

## SCHEDULE OF TOPICS:

This tentative schedule of topics is tentative, based on current events

SESSION	TOPIC	ASSIGNMENT
Week 1	Introduction to Course <b>Internalization of Retailing</b> Video: History Chanel Presents Last Days of WWII	Chapter 1( Sternquist) Introduction (Rosen) Article: Triangle Shirtwaist Fire
Week 2	<b>Reasons for Going International</b> <b>Barriers to International Trade</b>  Discussion/Quiz#1: Making Sweatshops Intro. Video: <i>Kathie Lee: Sweatshops</i>	Chapter 2 (Rosen) Paper #1: International Palette
Week 3	<b>Theories of International Trade</b>  Movie Analysis: East is East <b>Discussion/Quiz#2: Making Sweatshops</b> Article: WWII- The Conflict Brews	Chapter 3 (Rosen) Article: <i>Winners &amp; Losers: The Truth About Free Trade</i> Handout: <i>What is Culture?</i>
Week 4	<b>International Culture &amp; Human Behavior</b> Discuss Film Application to Culture Video: Nightline Up Close/ Steve Tice: A Vietnam Solider Discussion/Quiz#3: Making Sweatshops Form Critical Thinking Groups (4 per team) Article: <i>Dien Bien Phu</i>	Chapter 2 (Sternquist) Chapter 4(Rosen)
Week 5	<b>Retailing in Developing Countries</b> Handout: Managing Political Risk Video: <i>Nightline Special The Heart of Darkness</i> (Retailing in the Congo/Rwanda) Online Game: Darfur is Dying Discussion/Quiz #4: Making Sweatshops	Chapter 3 (Sternquist) Chapter 5 (Rosen)  Paper #1 Due
Week 6	Video: Nightline Special The Heart of Darkness Review Assignment: Managing Political Risk Retail in Kissangani: The Diamond Trade Video: Frontline Ghosts of Rwanda Discussion/Quiz#5: Making Sweatshops	
Week 7	Review for Midterm: Practice Midterm In Class <b>MIDTERM EXAM</b>	Sweatshop Essay Due
Week 8	<b>Retailing in Central America</b> Video: <i>Biography Rise &amp; Fall of Panama's Strongman: Noriega</i> Video: <i>Biography Fidel Castro El Comandante</i> Articles: Nicaragua Lt. Col. Oliver North (Iran-Contra Scandal) Review Chapters 6 & 7(Rosen)	Chapter 8 (Rosen)

Week 9	<b>Retailing in Mexico</b> Video: Juarez, Mexico Discussion/Quiz#7: Making Sweatshops Paper #2- Foreign Film Critic Film suggestions will be discussed in class	Chapter 7 (Sternquist)  Chapter 9 (Rosen)
Week 10	<b>Retailing in the United Kingdom</b> Article: London Retail Scene Discussion/Quiz#8: Making Sweatshops	Chapter 8 (Sternquist)  Chapter10 (Rosen)
Week 11	<b>Retailing in Germany</b> History Channel <i>The Rise &amp; Fall of the Berlin Wall</i> “Night” by Elie Wiesel Discussion/Quiz#9: Making Sweatshops	   Chapter 11& 12 (Rosen)
Week 12	<b>Retailing in Spain &amp; Italy</b> Article: Business in Italy Video: 20/20 Report Sweatshops Nightline Clothes Line	Chapter 10 (Sternquist)  Paper #2 DUE
Week 13	<b>Retailing in China</b> Articles: China Agrees to Cut Textile Shipments The China Question: Who’s the Real Winner? Bush says China Should Continue Currency Flexibility Review of Making Sweatshops	Chapter 13 (Sternquist)
Week 14	<b>Retailing in Hong Kong, Taiwan</b> Video: Diane Sawyer The Brad Pitt Interview Article: India Rising Review for Final: Practice Final In Class	
Week 15	FINAL EXAM	

### **BIBLIOGRAPHY:**

- Benbow-Pfalzgraf and Richard Martin, eds. *Contemporary Fashion*. 2<sup>nd</sup> Ed. Detroit: St. James Press, 2002.
- Gigi Ekstrom, Margaret. *Fashion Marketing*. New York: McGraw Hill/Glencoe, 2006.
- Goworek, Helen. *Careers in Fashion and Textiles*. Ames, IA: Blackwell Pub., 2006.
- Mauro, Lucia and Kathy Siebel. *Careers for Fashion Plates & Other Trendsetters*. Blacklick, OH: McGraw Hill, 2002.
- Rosenau, Jeremy A. and David Wilson. *Apparel Merchandising: The Line Starts Here*. New York: Fairchild Publications, 2001.