



**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: Dr. Alyssa Dana Adomaitis,
Director of The Business and Technology of Fashion

Faculty Office:

Office Hours: or by appointment only

Office Phone: x 5757

E-mail: aadomaitis@citytech.cuny.edu

Students can send emails to faculty with salutation of: Dear Dr. Adomaitis

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

Outcome Assessment

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	International Palette Paper
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- Class discussion, text essay-formatted lateral agreements, trade, and social policy quizzes, exams and essays

GENERAL EDUCATION LEARNING OUTCOMES

Outcome

Analyze nonverbal communication within dress and style and explain their meaning.

Understand organizations and histories underlying government in global context

RECOMMENDED TEXTBOOK:

Assessment

Class discussion, exam, and Foreign Film research paper

Class discussion, text essay-formatted quizzes

Apply critical thinking, creativity, and problem-solving processes to issues and concern in fashion retailing	Papers, class discussion, and exams
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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
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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.