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

BUF 3300: OL32 INTERNATIONAL RETAILING
SUMMER 2022 ONLINE

Course: BUF 3300-
Prerequisites: MKT 2300 or MKT 2327
Credits: 3
Instructor: Dr. Alyssa Dana Adomaitis
Faculty Office: A-823A

Office Hours: M-Wed. prior/after class or by appointment only
Office Phone: (718) 260-57567
E-Mail: aadomaitis@citytech.cuny.edu
Meeting Date/Time/Room:
   M-W 11:30-2 pm ONLINE VIA ZOOM CAMERA

COURSE DESCRIPTION:

Key issues affecting international retailing with consideration of the global consumer's welfare. Provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment.

Retailing is changing, and the successful business will know how to identify, adapt, and plan with the changes, without moving away from its core competencies.

LEARNING OUTCOMES:

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

Outcome	Assessment
Compare and contrast various international retailer's strategy and expansion patterns	Class discussion, class examinations, & *Regional Term Paper*
Assess regulatory and economic environments along with the impact they have on international retail development	Class discussion, class examinations, & *Regional term Paper/ Presentation*
Identify and describe social and cultural environments that impact shopper behavior and purchasing patterns in various global markets	Class discussion & *Regional term Paper/ Presentation*
Describe how retailers need to vary their retail structure by depending on the global market to meet the customer's textile and apparel needs	Class discussion, course readings, & *Regional term Paper/ Presentation*
Provide examples of how international retailers adapt to local conditions and market local textile and apparel brands to attract consumers	Class discussion, course readings, class examinations & *Regional term Paper/ Presentation*

GENERAL EDUCATION LEARNING OUTCOMES

Outcome	Assessment
Apply critical thinking, creativity, and problem-solving processes to issues and concern in fashion retailing	Papers, class discussion, midterm examination & *Regional term Paper/ Presentation*
Demonstrate an understanding of the similarities and differences of other cultures, people, and place as they impact strategic planning	Class discussions, Course readings, & *Regional term Paper/ Presentation*
Understand organizations and histories underlying government in global context	Class discussion, examinations, course readings, & *Regional term Paper/ Presentation*

TECHNOLOGY ENHANCEMENT:
- ❖ In addition to using Blackboard throughout the course,
- ❖ Students will also be responsible for building a web page via *Open Lab*
- ❖ SAFEASSIGN Technology for the submission of papers
- ❖ ZOOM Camera for online class lectures

In addition to using Blackboard throughout the course, students will also be responsible for building a web page. Please read BB Announcements to ensure timely updates about the course as it is the students' responsibility to read.

REQUIRED TEXTBOOK AND SUPPLEMENTAL MATERIALS:
Sternquist, B (1018). International Retailing. Bloomsbury. Fairchild Publishing; New York, New York

ASSESSMENT AND GRADING:
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 or more. Two hundred points can be earned through examinations and one hundred points through quizzes. A student's score is converted into a percentage and a grade will be assigned using the scale listed below.

COURSE EVALUATION

Homework/Free writes	50 points
Exam 1	75 points
Exam 2	75 points
Quizzes	100 points
Regional Textile and Apparel Complex Project	100 points
Webpage or Report	100 points
Final Exam	100 points
Total	**600 points**
Active Participation	10%

GRADING SCALE:

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:

ATTENDANCE:

Class attendance is part of course participation. 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 be sure to login on ZOOM with camera ability to assure student visibility for online class.

Should a student be absent more than two days of a course, one must bring in documentation of the <u>day and time of absence on official letterhead</u> *the very next class* session otherwise excused absence is not valid.

Students who are not present in class on the days of assignments will <u>NOT</u> be given the opportunity to make-up these activities unless recognized by CUNY-City Tech along with professional documentation.

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, <u>you</u> are responsible for having the assignment turned in during the class period. If <u>you</u> are absent from class, <u>you</u> are responsible for the material covered. *This means you must get the missed work and <u>you are responsible to get the material by contacting your peers.</u>*

In a case of an emergency, you may e-mail your assignment / submit assignments early but it must be *<u>prior the start time of the class to get full credit.</u>* Documentation of the emergency on professional letterhead will be expected the very next class period.

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/ PRESENTATIONS/NO LATE WORK POLICY:
- ❖ Assignments and projects are due at the **beginning** of class as scheduled. **NO LATE work will be accepted after the submission time.**
- ❖ Assignments placed under the professor's door or email will **not be accepted**.
- ❖ Written work must be **word processed/typed on standard size 8 1/2" by 11" paper in black ink in Times New Roman font.** All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.

Please be sure to login on ZOOM with camera ability to assure student visibility for online class as it replicates the classroom setting. Please dress professionally as not pajamas, tank tops, bathrobes, lingerie are NOT accepted as appropriate dress. In addition, lying down on beds, sleeping, watching television, while the class is in session is not appropriate for a professional setting.

Should a student be absent more than two days of a course, one must bring in documentation of the day and time of absence on official letterhead the day or *the very next class* session otherwise excused absence is not valid.

Students who are not present in class on the days of assignments will NOT be given the opportunity to make-up these activities unless recognized by CUNY-City Tech along with professional documentation.

On presentation days all students are expected to arrive/login at class with all needed materials **on time**. **Failure to do so will result in a reduction in the student's or group's grade.** If a student or group fails to be present, or is unprepared to make their presentation during their designated slot, **they will *not* be given credit for the presentation.**

On midterm and exam days all students are expected to be in class **on time**, prepared to take the test. Students who arrive/login after the start of the exam will not be given additional time to complete the test, and will have points deducted from the exam grade.

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.
- If you are texting on the WHATS APP, you are not paying attention to important course material. Be careful of what you write as its permanent and documented.

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.

ONLINE 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.

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 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. Please do Not talk/ or TEXT on cell phones while in class.

ACADEMIC INTEGRITY POLICY:

The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. Academic dishonesty cannot and will not be tolerated at City Tech. 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.

Any AI generated work, will not be given credit.

"Academic 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. This skill will be reflected in your research papers.

SCHEDULE OF TOPICS:
Note: readings listed are tentative, and may be changed based on specific course focus.

SESSION	TOPIC of DISCUSSION VIA ZOOM	ASSIGNMENT
1	Course introduction What is meant by the global textile and apparel complex?	-Course syllabus -Get your text book -Read preface, overview and chapter 1
1/2	Internalization of Retailing *Online Class Lecture Monday Schedule*	Chapt1
3	Global patterns of development: Are they sustainable? Center for Strategic and International Studies, *What is globalization?*	-Read chapter 2/3
	Form groups for team project Location factors	- **- PROPOSAL FOR TEAM PROJECT DUE**

	High and Low Context Cultures	Chapt 4 *Movie: Kite Runner* **-Study for MIDTERM EXAM**
	Midterm Exam	
5	Global patterns of textile and apparel employment; International culture and human behavior	-Read chapter 5
6	Retailing in developing countries	-Traditional retailing systems writing Film: *Kissengani* -Read chapter 6
7	Licensing, franchising, strategic alliances	-Licensing and franchising assignment

	Research Projects	*Online Assignment due SafeAssign*
8	Discussion of Research Project Drafts APA writing, In-text citation, references	-Continue working on group regions project. -Read chapter 7
9	Retailing in multinational markets	
10 -14	Characteristics of various international countries	-Read Chapter 21
	Regionalization and internationalization of retailing Prognosis for the future	
	Project Work Day In-class peer review	
	Student presentations Final Exam Review	**-HAND IN REPORT OR WEBPAGE**
15	**Final Exam**	

REFERENCES:

Benbow-Pfalzgraf and Richard Martin, eds. <u>Contemporary Fashion</u>. 2nd Ed. Detroit: St. James Press, 2002. (BGN/ GMT/ MDL/ NYC/ NWK/ WST/ REF 746.9 CON)

Gigi Ekstrom, Margaret. <u>Fashion Marketing</u>. New York: McGraw Hill/Glencoe,

2006. Goworek, Helen. <u>Careers in Fashion and Textiles</u>. Ames, IA: Blackwell Pub.,

   2006.

Mauro, Lucia and Kathy Siebel. <u>Careers for Fashion Plates & Other Trendsetters.</u> Blacklick, OH: McGraw Hill, 2002.

Rosenau, Jeremy A. and David Wilson. <u>Apparel Merchandising: The Line Starts Here.</u>   New York: Fairchild Publications, 2001. (GMT 687 ROS)

SAMPLE TERM PROJECT: Regional Presentation
Students will work in teams of four; each team will provide a rationale for investigating the apparel and textile complex in one of the following regions of the world.

MEGAREGION	*REGION*	*COUNTRIES in REGION*
The Americas:	*North America:*	Bermuda, Canada, Greenland, Saint Pierre-et-Miquelon, United States of America
	Central America:	Belize, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama
	The Caribbean Basin:	Anguilla, Antigua and Barbuda, Aruba, Bahamas, Barbados, British Virgin Islands, Cayman Islands, Cuba, Dominica, Dominican Republic, Grenada, Guadeloupe, Haiti, Jamaica, Martinique,

		Montserrat, Netherlands Antilles, Puerto Rico, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Trinidad and Tobago, Turks and Caicos Islands, U. S. Virgin Islands
	South America:	Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Falkland Islands, French Guiana, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela
Europe:	*North Europe:*	Channel Islands, Denmark, Estonia, Faeroe Islands, Finland, Iceland, Ireland, Isle of Man, Latvia, Lithuania, Norway, Sweden, United Kingdom of Great Britain (incl. England, Scotland and Wales) and Northern Ireland
	West Europe:	Austria, Belgium, France, Germany, Liechtenstein, Luxembourg, Monaco, Netherlands, Switzerland
	East Europe:	Belarus, Bulgaria, Czech Republic, Hungary, Moldova, Poland, Romania, Russian Federation, Slovakia, Ukraine
	South Europe:	Albania, Andorra, Bosnia-Herzegovina, Croatia, Gibraltar, Greece, Holy See, Italy, Macedonia, Malta, Portugal, San Marino, Slovenia, Spain, Yugoslavia
Asia:	*East Asia:*	China; China-Hong Kong; China-Macao (Taiwan); Democratic People's Republic of Korea (North Korea), Japan, Mongolia, Republic of Korea (South Korea)
	West Asia:	Armenia, Azerbaijan, Bahrain, Cyprus, Georgia, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian Territory, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates, Yemen
	South-central Asia:	Afghanistan, Bangladesh, Bhutan, India, Iran, Kazakhstan, Kyrgyzstan, Maldives, Nepal, Pakistan, Sri Lanka, Tajikistan, Turkmenistan, Uzbekistan
	Southeast Asia:	Brunei Darussalam, Cambodia, East Timor, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam
Africa:	*North Africa:*	Algeria, Egypt, Libyan Arab Jamahiriya, Morocco, Sudan, Tunisia, Western Sahara
	West Africa:	Benin, Burkina Faso, Cape Verde, Cote D'Ivoire, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, St. Helena, Togo
	East Africa:	Burundi, Comoros, Djibouti, Eritrea, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Mayotte, Mozambique, Reunion, Rwanda, Seychelles, Somalia, Tanzania, Uganda, Zambia, Zimbabwe
	Middle Africa:	Angola, Cameroon, Central African Republic, Chad, Congo, Democratic Republic of Congo, Equatorial Guinea, Gabon, Sao Tome and Principe
	South Africa:	Botswana, Lesotho, Namibia, South Africa, Swaziland
Oceania	*Australia/New Zealand:*	Australia, New Zealand

	Melanesia:	Fiji, New Caledonia, Papua-New Guinea, Solomon Islands, Vanuatu
	Micronesia:	Federated States of Micronesia, Guam, Kiribati, Marshall Islands, Nauru, Northern Mariana Islands, Palau
	Polynesia:	American Samoa, Cook Islands, French Polynesia, Niue, Pitcairn, Samoa, Tokelau, Tonga, Tuvalu, Wallis and Futuna Islands

Step ONE:
Your team will submit a proposal selection of a region for each team will be based on the submitted rationales. The region will be assigned to only one team of students, i.e., no duplicate region assignments is permitted. This is to insure access to library resources.

Step TWO:
Your team will begin by using both the Internet and the Library to obtain information about the region for an oral presentation. Students will gather supporting data and qualitative information. Each team of students then will synthesize the data and information and prepare a detailed written outline, reference list, and a comprehensive, integrative presentation on the textile and apparel complex for the selected region. This means focusing on the *interrelationships and interdependence* among the countries in the region, and between the region and other regions of the world, and among such **factors as geography; climate; natural resources; population and demographics; technology; culture; the economy; labor and employment practices; fiber, fabric and apparel production, distribution and consumption; and import/export trade policies and practices.** Students will also analyze issues facing the population and soft goods industry of the region with respect to ecological sustainability by reference to class readings. Students will attempt to show the strengths and weaknesses of the region within the global textile complex. For guidance in the types of relationships that could be addressed, refer to the following link on Blackboard: Course Documents: Regional Presentation.

The reference list of the sources of all data and information gathered must include complete citations for all books, articles, and government documents, including URL addresses for electronic sources, following the citation format most frequently used by professionals in the field of apparel and textiles.

This format is in the *Publication Manual of the American Psychological Association (5th edition), 2001*. For additional links related to APA style, go to Blackboard xx and then Course Documents : Links .

Step THREE:
The oral presentation should be 20 minutes in length, with each team member taking part in the presentation. A detailed outline (at least three levels) and complete list of references used in the presentation must be submitted to the instructor in typed format at the beginning of the presentation. The typed outline and reference list must have one inch margins (top, bottom, left, right) and double line spacing. Work must be submitted in a professional manner in a clean, neat binder or folder. Teams are expected to use visuals (such as PowerPoint presentation, transparencies, artifacts, maps, figures, tables, and the Internet, including the Web page developed by the team) to support the presentation.

Presentation and Submission Policy:
The regional presentation must be given orally on the date assigned for the team's presentation. Failure to do so will result in a zero (0.0) for the assignment for any team member who is absent or late. In the event of an unpredictable medical or family emergency, the student must contact both the team and the professor by phone or in person *within one day* of the due date and present any documentation that

is required by the professor. If such an unlikely event as this occurs, the student, other team members, and the instructor will address the problem and arrive at an appropriate solution. The detailed outline, reference list and URL for the web page must also be submitted during class on the date of the presentation. Failure to submit these on the same date as the presentation will result in a 0.0 for all team members for the presentation. Each team should maintain a backup copy of the outline, reference list, and web page to prevent loss due to computer problems.

Step FOUR:
Your team may choose either:

1. Develop a ***Web page*** for the region for publication on the course page and for referral during the presentation. The types of links on the web page should reflect the topics as described on the following link: Blackboard: Course documents: Regional Presentation. A list of references consulted must also be supplied following format specified in the *Publication Manual of the American Psychological Association (6th edition), 200*1

Participation will be assessed as follows using the hand icon to be called on:

	Exemplary (90-100%)	Proficient (80-90%)	Developing (70-80%)	Unacceptable (>70%)
Frequency of Participation on Class	Student initiates contributions more than three times in each recitation.	Student initiates contributions more than twice 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 hears what others say & contributes to the dialogue.	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 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 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.

GRADING RUBRIC

	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 *and* is executed with a high level of neatness and technical skill.**	**Presentation conforms to the parameters of the assignment *but is not* 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.**