CAHS 5600/6600
World Production and Trade in the Apparel and Textile Industry
Spring 2008 (3 Credit Hours)

CLASS ROOM:   TU TH 5:00pm-6:15pm at 144 Spidle Hall

INSTRUCTOR:   Sang-Eun Byun, Ph. D.
Office: 372 Spidle Hall
Phone: 334–844 –6457
E-mail: sbyun@auburn.edu

TEACHING ASSISTANT:   Marina Aghekyan, doctoral student
E-mail: aghekma@auburn.edu

OFFICE HOUR:   Wednesdays 2:00 PM – 3:00 PM, or by appointment

PREREQUISITES:   Junior standing, core social science, or departmental approval

COURSE DESCRIPTION:   The role of textile and apparel industries in the global economy and the international trade agreements that govern them.

REQUIRED TEXTBOOKS:


Additional reading assignments will be posted on Blackboard. WorldAtlas.com (for all map references and tests) I strongly recommend you to subscribe to The Wall Street Journal, which is extremely useful and informative to update your knowledge around the world.

COURSE OBJECTIVES:
This course will cover the following topics:

1. A geographic understanding of the world in which textiles and apparel production and trade take place.
2. An understanding of countries world wide which have an interest in Textiles and Apparel.
3. An historic overview of development in international production and trade.
4. The domestic political dynamics underlying textiles and apparel production and trade.
5. The agreements and disagreements on the relevant trade issues among international trading partners.
6. The recent development of trade regulations and patterns in the global economy.
7. The relative position of the United States in world production and distribution of textiles and apparel.
8. Sourcing and production decisions which contribute to the firm’s strategic positioning in a global industry.
9. The role of direct import of merchandise in enhancing a retailer’s strategic merchandising advantage.
10. Logistics involved in importing consumer goods for retail sale.
11. Social and political issues which influence international buying and procurement of merchandise overseas.
12. The challenges of the new look of corporations in the new global setting.

COURSE REQUIREMENTS:

1. Come to class having done the work assigned and having read the material pertaining to the class session.
2. Check your email and Blackboard frequently and especially before class. The student’s AU e-mail address is an official means of communication for Auburn students.
3. It is your responsibility to print out a study guide before class. Even when printers in Human Sciences are out of order, it is still your responsibility to find a solution on your own.
4. Students should submit all assignments on time. There will be a penalty for late assignments.
5. It is the student’s responsibility to have met the prerequisites before registering for and taking a seat in this class. If it is determined at any time during the semester that these prerequisites have not been met, the student may be dropped immediately from the course rolls and will not earn credit in this course.
6. Do READ THIS SYLLABUS CAREFULLY and refer to it throughout the semester as it represents “a contract” between you and the instructor. Failure to do so may adversely affect your learning performance and your grade. The instructor reserves the right to make changes in order to accommodate the content and students. However, any changes will be announced in class in advance.

CLASS RULES

1. Class Conduct
   1) Arriving late and leaving early will be considered inappropriate and affect your grade negatively. **You should notify the instructor when you need to leave early.** Arriving late and leaving early without notice will be counted the same as one absence.
   2) Your conduct in class should be professional and respectful to classmates, GTA, and the instructor. **The instructor reserves the right to ask you to leave the classroom** when you constantly disturb your fellow students and the class. If this happens twice, you will lose one letter grade from your final grade.

2. Lecture Note
   The completed lecture note will not be posted on Blackboard. Therefore, you will need to contact classmates for notes and assistance when a lecture is missed. Do not expect the instructor to repeat missed material on an individual basis. However, if other students cannot resolve a question, make an appointment with the instructor during office hours.

2. Make-Up Policy
   1) **In-class Activities:** Unless you have a University-approved excuse, there will be no make-up opportunities for in-class activities.
   2) **Exams:** If you are absent from an exam, that absence must be approved according to University guidelines before a makeup exam can be taken. University policies are outlined in the Tiger Cub. The policies for this class conform to these and are as follows:
      • **Notifications:** You must notify the instructor of your absence by the time of the exam. In the case of a last minute emergency, you must notify the instructor as soon as possible.
      • **Scheduling:** All make-up exams must be completed within one week of the original due date. If a student misses the scheduled make-up, no further opportunity will be provided.
      • **Test format:** Make-up exams will be composed of short answer, matching, fill-in the blank, short essay, and definition types of questions.
      • **Rescheduling the final exam:** Students must complete a form in 266 Spidle Hall to
reschedule the final exam.

3. Academic Honesty
   All portions of the Auburn University Honesty Code (Title XII) found in the Tiger Cub will apply in this class. Violations of the Auburn University Honesty Code will be reported to the Academic Honesty Committee. A paper submitted for another class will not be accepted in this class.

4. Special Accommodations for Students with Disabilities
   Students who need special accommodations should make an appointment to discuss the Accommodation Memo during my office hours as soon as possible. Do not just hand me the memo after class. If scheduled office hours conflict with other classes, please arrange an alternative appointment time. If you do not have an Accommodation Memo but need special accommodations, contact The Program for Students with Disabilities, 1244 Haley Center, 334-844-2096 (Voice T/O).

GRADES
   Grades will be posted on the Course Blackboard. Students are responsible to monitor grade reports and keep all materials related to grades until the grade is officially finalized. The derivation of grade is as follows:

<table>
<thead>
<tr>
<th>Components</th>
<th>Description</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td>Class Attendance</td>
<td>• Mandatory</td>
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<td></td>
<td>• No penalty for two unexcused absences</td>
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<td></td>
<td>• Loss of five points from the third absence</td>
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<tr>
<td>Exams</td>
<td>• Three exams</td>
<td>300 points in total (100 points each)</td>
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<tr>
<td>World Trade News</td>
<td>• Submission of 3 reviews in total</td>
<td>60 points in total (20 points each)</td>
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<tr>
<td>Review</td>
<td>• Individual work</td>
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<td></td>
<td>• Page limit – 1 page for each review</td>
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<td>• You may be asked to present your review in class (extra credit when presenting).</td>
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<tr>
<td>Write-up</td>
<td>• Three films</td>
<td>60 points in total (20 points each)</td>
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<td>• Working in pairs</td>
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<td>• Page limit – 1 page for each write-up</td>
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<tr>
<td>Landed Cost Workshop</td>
<td>• Working in pairs</td>
<td>20 points in total (2 points for each question)</td>
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<tr>
<td>Final Project</td>
<td>• Group project</td>
<td>120 points in total Written paper: 100 points Oral presentation: 20 points</td>
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<td>• Page limit – 8 pages</td>
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<td>• Paper and presentation file due: See the group project guidelines</td>
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<table>
<thead>
<tr>
<th>Final Grade</th>
<th>Percentage</th>
<th>Total Points</th>
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<tr>
<td>A</td>
<td>90.00% and above</td>
<td>Above 504</td>
</tr>
<tr>
<td>B</td>
<td>80.00%--below 90.00%</td>
<td>448 ~ 503</td>
</tr>
<tr>
<td>C</td>
<td>70.00%--below 80.00%</td>
<td>392 ~ 447</td>
</tr>
<tr>
<td>D</td>
<td>60.00%--below 70.00%</td>
<td>336 ~ 391</td>
</tr>
<tr>
<td>F</td>
<td>Below 60.00%</td>
<td>Below 335</td>
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Class Attendance
   • Attendance is required. Students may miss two lectures without penalty (not including exam times and the student’s assigned presentation dates). From third absence, each unexcused absence
will result in a **loss of five points** from the final grade.

- Roll will be taken at any time during lecture and **may be taken twice a day**. **Arriving significantly late or leaving early without notice will be counted the same as an unexcused absence.**
- Arrangements to make up missed lecture due to absences are to be initiated by the student. **The completed lecture note will not be posted on the Blackboard.** Therefore, the student will need to contact classmates for notes and assistance when a lecture is missed. However, if other students cannot resolve question, make an appointment with the instructor during office hours.

**Exams**

- Students are expected to take all exams during the scheduled class time. Any exceptions because of illness or emergency situations must be approved by the instructor prior to the exam or within one class day of the student’s absence.
- There are three exams in total. Each exam is worth 100 points. Exams will consist of multiple choice answers, matching, and true or false questions.
- Exams cover class materials, readings, textbooks, class discussions, information from student presentations, and videotapes. Some material is only covered in lecture and not in the textbook.

**World Trade News Review**

**The purpose of your periodic readings**

- To become familiar with the world trade news and how and where current business news is reported.
- To relate textbook information and lectures to current events in the textiles and apparel business.
- To integrate global events into your thinking about future job opportunities.

**Sources of Readings**

- You will read articles from the textiles and apparel trade press, daily newspapers, news magazines, and business periodicals and do written reviews of your reading throughout this course. All of the articles reviewed must be within six calendar months, except for daily newspapers such as The Wall Street Journal which must be within 1 month.
- Sources of readings include The Wall Street Journal, Women’s Wear Daily, Daily News Record, etc.

**Written Review Submission**

- Paper: Summarize the key points of the article content (**less than a half page**) and discuss how the article content is related to the class material. Be sure to include your personal opinion and discuss the implication of the article in the apparel, textile and/or retailing industry.
- **The topic should be relevant to the class materials.** Depending on the relevance to the lecture and the quality of your review, you may be asked to present your review. When presenting, you will earn **five extra points**. The presented information and class discussion may appear on the exam.
- **Highlight the key points of the article and attach a copy of the article** (It does not need to be the original) to your typed sheet. **Failure to do so results in a loss of points.**
- Include the assignment title (that is, world trade news review), assignment submission date, your name, course name, instructor’s name, the title of the article, source and type of media, and published date (not retrieved date in the case of Internet sources) in the **cover page**.
- Page limit: 1 page, 12 point font, double spaced, 1 inch margin
- Late assignments will result in a loss of 5 points.

**Landed Cost Workshop**

- This assignment must be **completed by two individuals**. You can choose any one in this class on your own. You should not copy the answers from others. When you are caught, you will receive a zero point for this assignment.
• Two landed cost problem sets will be posted on Blackboard. Each problem set consists of 5 questions. Each question is worth 2 points. You should show all the solution work along with the answers. If either the solution or the answers are wrong, you will not get points. There will be no partial points given for this assignment.

• No late assignment will be accepted without a University approved excuse.

Write-ups
• This assignment must be completed by two individuals. You can choose any one in this class on your own.
• Page limit: 1 page, 12 point font, double spaced, 1 inch margin
• Late assignments will result in a loss of 5 points.

Final Group Project
• There will be three options for the final group project: Debate, Creative project, and Outsourcing Plan. Your group will need to complete one of the three options. There is a penalty for late assignments. Please see the group project guidelines for details.

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Student must contact the faculty member in writing prior to the official final exam date for the course to request a grade of Incomplete due to documented reason (illness/death in family/etc.). If a student does not request an IN, the faculty member should grade the student based upon the percentage of course work completed to date and using a 0 for any exams/assignments not completed. To be eligible for a grade of IN, the student must have completed (and have passed) more than half of all class assignments for the semester.

All AMDP majors must earn a least a C in this class. You will not be allowed to proceed to the next course in the sequence if you have not earned at least a C in this course. If you receive a D or F in this course, you will be required to repeat this course at Auburn University, earning at least a C.

Auburn University is committed to providing a working and academic environment free from discrimination and harassment and to fostering a nurturing and vibrant community founded upon the fundamental dignity and worth of all its members.
I just wanted to tell you about my new internship at Walt Disney World. I work in softline sourcing in the accessories department. I assist the suppliers in tracking quotations and finding suitable suppliers for handbags, flip flops, sunglasses, etc. I am also doing some research based side projects for them such as commodity cost analysis and whether Disney is an ideal fit for inhousing an IPO office in Asia.

I just wanted to let you know that your class greatly prepared me for many of the discussions and tasks that I do on a daily basis. Today I had meetings with Disney Logistic Directors and they were so impressed with my knowledge of the Asian market as well as a lot of the material you covered in class (i.e. calculating landed costs, transportation, etc.). I think they want me to work for their department as well!! Our project on Hong Kong was so helpful and it really does relate to a business setting. All of the softline suppliers are currently preparing for a trip to Asia to look at possible suppliers for the 2007 Fall line and they are very impressed with my existing knowledge, that I can partly attribute to your class.

Program Analysis by Department of Consumer Affairs, Auburn University

Q: What course, parts of courses, or course contents were most helpful to you?

A: One course that really has made an impact on me while working with Under Armour has been Dr. Byun’s World Production and Trade class. I cannot even begin to count how many hours of meetings I have sat in on that have to do with what countries we should source from, how much duty was on one fabric compare to the other, and how we can bring our landed cost down. I am so glad that I was required to take that class because I was actually able to follow along in the meetings.

Q: Where there any projects or assignments which particularly prepared you for work in this internship?

A: The one assignment that comes to mind right away is Dr. Byun’s Landed Cost homework that we had to complete with a partner. At the time I thought it was a big waste of time, however looking back now I am glad that I took the time to really understand landed cost.