Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: Human Sciences
   Department: Consumer Affairs

2. Course Prefix and Number: CAHS 8976
3. Effective Term: Fall 2010

4. Course Title: Special Topics
   Abbreviated Title (30 characters or less): Special Topics

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course
   - Proposed Course Number:
   - Type of Revision: Add distance

6. Course Credit:
   Contact/Group Hours
   Scheduled Type: Lecture
   Weekly or Per Term? Weekly
   Credit Hours: 3
   Anticipated Enrollment: 15

   Maximum Hours (Repeatability): 9
   Total Credit Hours: 3

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   Departmental Approval
   Use “P:” to indicate a prerequisite, “C:” to indicate a corequisite, and “P/C:” to indicate a prerequisite with concurrency.

9. Restrictions:
   List specific restriction in space above.
   - [ ] College
   - [ ] Major
   - [X] Standing
   - [ ] Degree

10. Course Description:
   (20 Words or Less; exactly as it should appear in the Bulletin)
   Topics related to various aspects of the integrated textile and apparel complex presented in an online format.

11. May Count Either
    Program Type or
    Program Title
    Requirement or Elective?
    (Indicate if this particular course cannot be counted for credit in addition to another)
    (e.g.: minor, major, etc.) (e.g.: MS in Chemistry, Performance Option, Minor in Art)
    (required or optional?)

12. Affected Program(s):
    (Respond “N/A” if not included in any program; attach memorandum if more space is required)
    Major MS-Consumer Affairs; Optional
    Major Ph.D.--Integrated Textile & Apparel Science Optional

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - [ ] Applicable
    - [ ] Not Applicable
14. Justification:

Opportunities exist for offering a distance delivery course focused on various aspects of the textile and apparel industrial complex. Distance delivery will enable employed students or students in other locales in this country and abroad to complete coursework as part of a graduate program. The specific topic may vary from term to term.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

Existing resources will be used. Existing faculty will teach the course with the various content options. The course may be taught concurrently with on-campus delivery or asynchronously, depending upon the term offered.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization – i.e.: Dean – where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

Note: CAHS 8976 Special Topics--Retail Principles for Clothing and Textile Products will be used as an example of a special topics course to be delivered via distance technology.

Upon completion of the course (CAHS 8976 Special Topics--Retail Principles for Clothing and Textile Products), students will be able to:
1. Critically analyze the clothing & textile retailing process, the environment within which it operates, and the functions that are performed.
2. Demonstrate ability to solve problems in a logical manner applying clothing and textile retail management principles.
3. Apply principles for evaluating customer needs and choosing textile and clothing products to satisfy customer needs.
4. Apply concepts of situation analysis and strategic planning to solve clothing and textile retail problems through case studies and development of business plans.
5. Calculate the impact of inventory management decisions on clothing and textile product retail profitability.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

Note: Lecture notes posted on Blackboard & presented via Wimba Classroom on Blackboard during class. Reading list & online links to readings will be posted on Blackboard 2 weeks prior to class for which the readings are assigned.

Week 1--Introduction to world of retailing;
Types of retailers

Week 2--Retail Market Strategy for Textiles & Clothing Businesses
Case Study 1 due

Week 3--Financial Strategy for Textiles & Clothing Retail Businesses
Week 4--Exam 1;
Project Introduction--Part I: Developing a Business Plan (Q&A)
Case Study 2 due

Week 5--Managing Clothing & Textile Merchandise Assortments
Technology & Clothing/Textile Retail Businesses

Week 6--Clothing & Textile Merchandise Buying Systems
Clothing & Textile Merchandise Retail Pricing
Project Part I First Draft Due

Week 7--Clothing & Textile Merchandise Retail Pricing (cont)
Case Study 3 due
Exam # 2

Week 8--Project introduction--Part 2: Developing a Buying Plan (Q&A)
  Buying Clothing & Textile Merchandise
  Project Part 1 Final Draft Due

Week 9--Buying Clothing & Textile Merchandise (cont)
  Case Study 4 due

Week 10--Clothing & Textile Retail Communication Mix

Week 11--Exam 3;
  Information Systems & Supply Chain Management
  Project Part 2 First Draft Due

Week 12--Customer Relationship Management;
  Clothing & Textile Retail Customer Service;
  Case Study 5 due

Week 13--Clothing & Textile Retail Store Layout, Design & Visual
  Merchandising;
  Managing the Clothing & Textile Retail Store

Week 14--Exam # 4;
  Clothing & Textile Multichannel Retailing;
  Case study 6 due.

Week 15--Clothing & Textile Multichannel Retailing (cont)
  Project Part 2 Final Draft Due

Week 16--Final exam

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

All homework assignments are due at the beginning of class on the date
specified in the syllabus. Assignments turned in after the due date will have
20% of points deducted for each day the work is late unless a University
approved excuse is provided.

Random Discussions/activities/pop quizzes--related to assigned readings.
Case studies--each one will focus on an aspect of the textiles and clothing
retail sector, e.g., technology applications in the textiles & clothing retail
sector, or multichannel retailing of textiles and clothing.

Retail news reports--volunteer presentations to the class on retail news
items.

Project: Creation of a business and buying plan for a retail textile or
apparel company department.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each
assignment that clarifies its contribution to the course’s learning objectives)

19. Rubric and Grading Scale:

Participation--100 points
  Participation points gained through giving 3 min. oral presentation about
  retail news to class; --10 pts/presentation; allowed up to 3 presentations)
Random points discussions/activities/pop quizzes--done via Blackboard
during live online class presentations without prior notice, possible 30 pts.

Case Studies (6)--50 pts. ea. for a total of 300 points
Exams (5) @ 80 pts. each for a total of 400 points. Note: Exams will be administered through Blackboard to ensure the person taking the exam is the one registered for the course.

Project--200 points
Total points= 1000
Grading Scale:
A= 900 pts. or higher (90% or higher)
B= 800-899.99 pts. (80%-89.99%)
C= 700-799.99 pts. (70%-79.99%)
D= 600-699.99 pts. (60%-69.99%)
F= below 600 pts. (below 60%)

List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade.

20. Justification for Graduate Credit: 

The Special Topics course will involve critical thinking, analysis, integration, and communication skills commensurate with a graduate level. Research papers and effective communication of findings in oral, written, and digital formats will be required.

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2099 (V/TTY).