Proposal Form For Addition And Revision Of Courses

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

2. Course Prefix and Number: CAHS 3620
   3. Effective Term: Fall 2012

4. Course Title: Supervised Industry Experience
   Abbreviated Title (30 characters or less): Industry Experience

5. Requested Action:
   - ○ Renumber a Course
   - ○ Add a Course
   - ○ Revise a Course
   - Current Course Number:
   - Proposed Course Number:
   - Type of Revision:

6. Course Credit:

<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Repeatability):</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   - Total Credit Hours: 6

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

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   CAHS 1600; APDP or APME major; instructor and departmental approval; 2.0 GPA

9. Restrictions: List specific restriction in space above.
   - □ College
   - □ Major
   - □ Standing
   - □ Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Supervised industry experience requiring students to spend time working in the industry under supervision

11. May Count Either: 
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Program Title</th>
<th>Requirement or Elective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(e.g.: minor, major, etc.)</td>
<td>(e.g.: MS in Chemistry, Performance Option, Minor in Art)</td>
<td>(required or optional?)</td>
</tr>
<tr>
<td>Major</td>
<td>BS-AMDP</td>
<td>OPTIONAL</td>
</tr>
</tbody>
</table>

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:

Students need industry experience to apply concepts and knowledge learned in the classroom and to make them more competitive when applying for the internships required for graduation and for job placement. This internship would be optional for students desiring the extra formalized learning experience of an internship to provide them with a stronger record when applying for the increasingly competitive internships required for graduation and for job placement following graduation.

(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:

N/A

(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:

Acquire basic skills and experiences in retail management, merchandising, and/or design.

Understand the overall industry structure, functions and operation in retail, apparel design, and/or supporting sectors of the supply chain.

Apply, in a career setting, principles and concepts learned in formal course work.

Understand the role and responsibilities of a professional in the apparel industry.

Understand challenges of a career in retail, design or supporting sectors of the apparel supply chain.

Examine potential career opportunities and the skill sets necessary for success in each.

Enhance professional growth and development.

(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:

COURSE DESCRIPTION: This is a supervised industry experience requiring students to spend time working in the industry under the supervision of a firm’s manager and the class instructor.

CLASS FORMAT: Because this is a supervised industry experience, students will not meet for lecture. However, students are required to attend a pre- industry experience briefing, submit the required application materials for approval by the instructor, and provide regular feedback to the instructor. Students’ internship/work schedule will be determined by the internship firm and the scheduled time the student has available for the internship experience.

COURSE OBJECTIVES:
1. To provide AMDP (APME & APDP) students with opportunity to acquire basic skill and experience in retail management and merchandising, design and apparel product development, and related support areas.
2. To familiarize students with the overall structure, functions and operation in the retail, design and product development, or related support industry.
3. To apply, in a career setting, principles and concepts learned in formal course work.
4. To enable students to gain a basic understanding of the role and
responsibilities of a professional.
4. To gain an understanding of the satisfaction and challenges of a career in the retail, design and product development, or related industry area.
5. To explore various potential career opportunities and the skill sets necessary for success in each.
6. To enhance professional growth and development by participating in on-the-job learning opportunities and professional mentoring under qualified supervision.

COURSE REQUIREMENTS:

Work requirement - a minimum of 150 hours of work experience is required.
Four or more e-mail letters to your faculty supervisor (name, the name of your firm and the week # should be on the subject line of this weekly e-mail). Contents should relate to your experiences - what you have learned, and your contributions. The first letter should include a brief overview of the job/assignment on which you work and your role.
Contact your faculty supervisor (by e-mail phone) immediately if there is a problem.

Industry portfolio/notebook (which presents your company and represents your work) to include the following:
• A brief description of your company - its business, position in the market, target customer, and brief summary of the systems, procedures, policies, and technology used.
• Three (3) action shots/photos of you "on the job in your workplace" (in professional dress). Include explanatory information for each photo. Also e-mail your photos.
• Five (5) Interview summaries (see below). Include a brief overall summary of all interviews (1 page limit) along with a 1 page summary of each interview.

Interviews with at least 5 employees who occupy key leadership positions in your company. In a small firm, also interview vendors, executives in competitive firms, or management level professionals in related businesses. The objective of these interviews is to introduce you to varied functions, perspectives and approaches to the same business at the executive level, so interview corporate level executives.

Begin your interviews early in your internship. For each interview, list the persons' name, complete position/title, company, address, email and date of interview at the top of the page. Include their business card if possible.
Interviews must be done face to face. (No e-mail or survey interviews) Last, write a brief overall summary (1 page limit) of all the interviews (combined) including your impressions and any themes that emerged as you reflect on the interviews.

Evaluation by on-site supervisor (using the industry experience evaluation form). Have this evaluation form completed by your on-site supervisor and include it in your notebook. Ask your supervisor to discuss your performance with you and any areas that you may need to work on to improve your performance. (Student should request periodic feedback and be open to constructive criticism as a way to excel.)

Thank You letters. Write and deliver thank you letters to your firm internship supervisor, principal(s) of the firm and any other key players in your internship. (Include photo copies of these letters in notebook).

A 1-2 page summary of your experience, what you learned, and how you think it will benefit you.

EXTRA CREDIT (OPTIONAL)
AMDP alumni information - A list of AU AMDP, APME, APDP alumni
working in your company including their title, complete contact information, year graduated, and degree option (merchandising or design) from AU. Include their business cards if possible.

Mail (or overnight or hand deliver) your notebook to your faculty supervisor at 308 Spidle Hall, Auburn University, Auburn, AL 36849-5603, so it will be received by the due date set by the internship supervisor.

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

18. Assignments / Projects:

150 hours of supervised work experience.

E-mail letters to the faculty supervisor explaining intern's job/assignment and role.

Industry notebook (which presents intern's company and work completed in the supervised industry experience).

Interviews (5) with key executives and a summary of all interviews.

Evaluation of performance by on-site supervisor.

Thank You letters to on-site supervisor(s).

A 1-2 page summary of the experience, what the intern learned, and how s/he thinks it will benefit the intern's career development.

(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:

Your grade will be based on the following components and percentage weights:

25% Notebook/portfolio - thoroughness, creativity, professional presentation
25% Interviews (5) - logical selection of executives and thoughtful, written description
25% Evaluation by on-site supervisor
25% Evaluation by faculty supervisor, based on timeliness and quality of weekly letters, thank you letters, summary of experience, timeliness and professionalism of completing assignments.

Type all reports. You may hand write or type thank you notes.

A=90-100%
B=80-89%
C=70-79%
D=60-69%
F=<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: N/A

(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 American 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, 544-2268 (V/T/T).