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CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

APP - 3/19/96
Sen APP - 4/2/96

I. CONTACT

Contact Person Joan C. Schmitt Phone 2336

Department Human Development & Environmental Studies

II. PROPOSAL TYPE (Check All Appropriate Lines)

FM480 COURSE Seminar in FM
Suggested 20 character title

New Course* Seminar in Fashion Merchandising
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

_____ New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: Major Minor Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

_____ New Program Name

III. Approvals (signatures and date)

Dr. James H. Beckwith Feb. 23 - 1996
Department Curriculum Committee

Ronald Strout 2-23-96
Department Chair

Mia M. Moore-Armitege
College Curriculum Committee

Donald E. Wingard 2-26-96
College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

Part IV. COURSE PROPOSALS**A. New courses**

3. FM480 Seminar in Fashion Merchandising
 - b. Description of Curriculum Change
 - 1) New Syllabus of Record

CATALOG DESCRIPTION

FM480 Seminar in Fashion Merchandising (3c-01-3sh)

Prerequisite: Senior standing

Knowledge gained in major and additional requirement courses is applied to individual career goals. Students have the opportunity to pursue related areas not directly covered in previous coursework, with emphasis upon independent research, analytical thinking, and communication skills.

**SEMINAR IN FASHION MERCHANDISING
NEW COURSE PROPOSAL**

I. CATALOG DESCRIPTION

FM480 Seminar in Fashion Merchandising	3 credits
	3 lecture hours
Prerequisite: Senior standing	0 lab hours
	(3c-01-3sh)

Knowledge gained in major and additional requirement courses is applied to individual career goals. Students have the opportunity to pursue related areas not directly covered in previous coursework, with emphasis upon independent research, analytical thinking, and communication skills.

II. COURSE OBJECTIVES

Upon completion of this course the student will:

1. effectively write professional cover letters that reflect individual uniqueness and job qualifications.
2. effectively write an individual resume that concisely encompasses academic, work experience and personal qualifications.
3. assess appropriate job interviewing techniques and apply to personal career search.
4. utilize informational interviewing as a technique for researching areas of career focus.
5. identify research and other professional literature related to the fashion industry.
6. effectively present and discuss issues and trends in the fashion industry.
7. evaluate presentation performance objectively.
8. identify successful leadership strategies.
9. effectively apply theoretical knowledge gained from major and additional required courses to solving problems encountered in fashion merchandising settings.

III. COURSE OUTLINE

- A. Cover Letters (3.5 hours)
 - 1. Company Research
 - 2. Personal Assessment
 - 3. Format
 - 4. Examples
 - 5. Individualized Rough Draft Review

- B. Resumes (3.5 hours)
 - 1. Objective
 - 2. Personal Inventory
 - 3. Format
 - 4. Examples
 - 5. Individualized Rough Draft Review

- C. Job Interview (3 hours)
 - 1. Further Company Research
 - 2. Informational Interview
 - 3. Pre-interview Preparation
 - 4. Actual Process
 - a. Questions
 - b. Responses
 - c. Non-verbal Communication
 - 5. Follow up
 - 6. Secondary Interviews

- D. Professional Presentations (17 hours)
 - 1. Topic Selection and Research (.5 hour)
 - 2. Preparation (.5 hour)
 - 3. Delivery (.5 hour)
 - 4. Evaluation (.5 hour)
 - 5. Student Presentations (11 hours)
 - 6. Individualized Evaluation (4 hours)

- E. Leadership Strategies (5 hours)
 - 1. Self Assessment
 - 2. Styles
 - 3. Team/Group Work
 - 4. Application

- F. Case Studies (10 hours)
 - 1. Team Approach (2 hours)
 - 2. Application (6 hours)
 - 3. Evaluation (2 hours)

IV. EVALUATION METHODS**FINAL POINT SCALE:**

900 to 1000 points earned (or 90%-100%)	= A
800 to 899 points earned (or 80%-89.99%)	= B
700 to 799 points earned (or 70%-79.99%)	= C
600 to 699 points earned (or 60%-69.99%)	= D
less than 600 points (or less than 60%)	= F

- A. **COVER LETTER -- 100 points or 10% of grade**
Rough draft will be due during week 2; final laser quality printed professional looking copy will be due during week 4.
Points earned are based on conciseness, application of personal qualifications to requested position, completeness, organization, clarity and accuracy, neatness.
- B. **RESUME -- 100 points or 10% of grade**
Rough draft will be due during week 2; final laser quality printed professional looking copy will be due during week 4.
Points earned are based on conciseness, completeness, organization, clarity and accuracy, neatness.
- C. **INFORMATIONAL INTERVIEW -- 100 points or 10% of grade**
Typed interview and oral summary will be due during week 9.
Points earned are based on thoroughness, authenticity, clarity and accuracy, neatness.
- D. **PRESENTATIONS -- 200 points or 20% of grade**
There will be two professional presentations, ten and fifteen minutes respectively.
Points earned are based on speaker quality, audience orientation, thought and content, organization, language and vocal communication, body communication, visuals and handouts if used, general effectiveness, topic completeness in relation to time allotment.
- E. **EVALUATION OF PRESENTATIONS -- 50 points or 50% of grade**
Through the use of presentation evaluation forms students will evaluate a minimum of 3/4 of the presentations.
Points earned are based on number evaluated and the correlation between score given and comments made.

- F. **EVALUATION OF LEADERSHIP STRATEGIES -- 100 points or 10% of grade**
 Students will discuss and compare the approaches each related required text takes on leadership. Points earned are based on response to discussion questions and application situation.
- G. **CASE STUDIES -- 200 points or 20% of grade**
 Tentatively a minimum of six(6) case studies will be utilized. The number will vary depending on the need for theory application and/or exploration. The weight given to each will vary, so it is advisable to work to the student's best ability on each one since the total number is tentative. Points earned are based on completeness, feasibility, application of theory, team self assessment.
- H. **TOTAL RESEARCH -- 150 points or 15% of grade**
 This evaluation is based on research used in preparing professional presentations and solving case studies. Points earned are based on depth, completeness, authenticity, documentation.
- I. **OPTIONAL TEXT -- addition of 5 to 70 points**
 Points earned are based on completeness.

V. REQUIRED TEXTS

- Blanchard, K., Zigarmi P. & Zigarmi D. (1985). Leadership and the one minute manager. New York: William Morrow & Co.
- Fry, R. (1995). Your first interview (3rd ed). Hawthorne, NJ: Career Press.
- Katzenbach, J. R. & Smith, D. K. (1993). The wisdom of teams. New York: HarperCollins Publishers.
- Reardon, K. K. (1995). They don't get it, do they? Communication in the workplace. Boston: Little, Brown & Co.

VI. OPTIONAL TEXT

- Bolles, R. N. (1990). The new quick job-hunting map. San Francisco: Ten Speed Press.

VI. SPECIAL RESOURCE REQUIREMENTS

No special resource requirements are needed for this course.

VIII. BIBLIOGRAPHY

- Aburdene, P. & Naisbitt, J. (1992). Megetrends for women. New York: Fawcett Columbine.
- Aburdine, P. & Naisbitt, J. (1991). Megatrends 2000. New York: Fawcett Columbine.
- Ambraziejus, A. (1992). Successful interviewing. Stamford, CT: Longmeadow Press.
- Bennis, W. & Nanus B. (1985). Leaders: the strategies for taking charge. New York: Harper & Row.
- Benton, D. A. (1992). Lions don't need to roar. New York: Warner Books.
- Berman, B. & Evans, J. R. (1992). Applying retail management: readings, exercises, problems (5th ed). New York: Macmillan.
- Bixler, S. (1991). Professional presence. New York: Perigee Books, division of Putman Publishing.
- Bolinger, M. S. (1993). Merchandise buying. Needham Heights, MA: Allyn & Bacon, division of Simon & Schuster.
- Bolles, R. N. (1995). The 1995 what color is your parachute? San Francisco: Ten Speed Press.
- Brown, W. S. (1987). 13 Fatal errors managers make and how to avoid them. New York: Berkley Publishing.
- Covey, S. R. (1989). The 7 habits of highly effective people. New York: Fireside, division of Simon & Schuster.
- Fry, R. (1994). 101 Great questions to the toughest interview questions (2nd ed.). Hawthorne, NJ: Career Press.
- Fry, R. (1993). Your first resume (2nd ed). Hawthorne, NJ: Career Press.
- Glaser, C. B. & Smalley, B. S. (1992). More power to you! New York: Warner Books.
- Guerreiro, M. & Garrett, L. (1994). The buyer's workbook. New York: Fairchild.
- Hodgetts, R.M. (1987). Effective supervision. New York: McGraw-Hill.
- Jackson, T. (1990). The perfect resume. New York: Doubleday.

- Kiplinger, A. H. & Kiplinger K. A. (1989). America the Global 90's. Washington D.C.: Kiplinger Books.
- Kouzes, J. M. & Posner, B. Z. (1987). The leadership challenge. San Francisco: Jossey-Bass Publishers.
- Marshall, J. (1994). Social phobia: from shyness to stage fright. Madison: Basic Books.
- Silverman, H. (1986). "Don't just stand there. Say something!" Dallas: H. L. Silverman Assoc.

HISTORICAL REFERENCES
(1984 or earlier)

- Blanchard, K. & Johnson S. (1982). The one minute manager. New York: Berkley Publishing.
- Blanchard, K. & Lorber, R. (1984). Putting the one minute manager to work. New York: William Morrow.
- Johnson, S. & Wilson, L. (1984). The one minute sales person. New York: Avon Books.
- McGregor, C. H. & Chakonas, P. C. (1970). Retail management problems. Homewood, IL: Richard D. Irwin.
- Naisbitt, J. (1982). Megatrends. New York: Warner Books.
- Packard, S. & Axelrod, N. (1977). Concepts and cases in fashion buying and merchandising. New York: Fairchild.
- Peters, T. J. & Waterman, R. H. (1982). In search of excellence. New York: Warner Books.
- Spitz, A. E. (1975). Retailing: case problems. Columbus, OH: Grid, Inc.

Course Analysis Questionnaire

A. Details of the Course

- A1. This course will be offered as a Major Requirement for students in the B.S. Fashion Merchandising program. This course is not intended for inclusion in the Liberal Studies program.
- A2. This course does not require changes in any other courses or programs in the department.
- A3. This course will be offered as a Special Topic during the Fall 1996 term.
- A4. This course is not intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at these institutions:

Oklahoma State University: CTM 4512 Seminar in Clothing
(3 credits)

Kent State University: FD&M 40083 Senior Seminar (3 credits)

Ohio University: HETC 399 Practicum (3 credits)

NOTE: Complete catalog descriptions are on page 64.

- A7. The content of this course is not recommended or required by a professional society, accrediting authority, law or other external agency.

B. Interdisciplinary Implications

- B1. This course will be taught by one faculty member from the Fashion Merchandising area of the Human Development and Environmental Studies Department.
- B2. This course does not overlap with any other courses at the University.
- B3. One seat in each section of this course will be reserved for a student in the School of Continuing Education.

C. Implementation

- C1. No new faculty are needed to teach this course. One section of this course can be accommodated in J. C. Schmitt's Fall semester teaching schedule each year. This course replaces the current CS421 Senior Seminar course.
- C2. Other Resources
 - a. Current space allocations are adequate to offer this course.
 - b. No additional tools or equipment are required.
 - c. The department budget is sufficient to purchase supplies for this course.
 - d. Library holdings are adequate.
 - e. No travel funds will be needed to offer this course.
- C3. No grant funds are associated with this course.
- C4. This course will be offered once every year, usually in the Fall.
- C5. Only one section of this course will be offered at a time.
- C6. Twenty students will be accommodated in this course.
- C7. No professional society recommends enrollment limits in this course.

D. Miscellaneous

No additional information is necessary.

Catalog descriptions of courses offered at other institutions:

Oklahoma State University: CTM 4512 Seminar in Clothing (3 credits). Career contacts and responsibilities for clothing, textiles and merchandising related positions in business, industry and education. Development of skills and attitudes for professional success and advancement.

Kent State University: FD&M 40083 Senior Seminar (3 credits). Professional development strategies for fashion and related careers.

Ohio University:
HETC 399 Practicum (3 credits). Job-seeking skills, company review. Issues in professional development.