**COURSE NUMBER:** CRS/ENT 421

**COURSE TITLE:** CRS/ENT 421: Entrepreneurship Practicum in Apparel and

Consumer Retailing: Store Operations

**CREDITS:** 3 Credit Hours

**PREREQUISITES/COREQUISITES:** Completion of 30 semester hours at UNCG

**FOR WHOM PLANNED:** Juniors and seniors in CARS majors and/or minor as well as

ENT undergraduates

**INSTRUCTOR INFORMATION:**

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| --- | --- |
| **Instructor:** | Jennifer Yurchisin, Ph.D. |
| **Office:** | 353 Stone |
| **Office hour:** | M., 9:30 – 10:30 a.m., and by appointment |
| **Phone:** | 336-256-0272 |
| **e-mail:** | jyurchi@uncg.edu |

**CATALOG DESCRIPTION:**

Operation of student-run on-campus retail store. Application of industry knowledge and skills to maintain financial success using appropriate customer service, inventory management, and merchandise display techniques. Emphasis on entrepreneurship.

**STUDENT LEARNING OUTCOMES:**

Upon successful completion of this course, students will be able to:

* Understand the significant elements of risk, control, and reward associated with selfemployment through business ownership.
* Apply effective customer service skills to increase sales in an independent retail store.
* Conduct consumer research to identify business opportunities for an independent retail store.
* Select and price appropriate quantities of merchandise for an independent retail store.
* Analyze financial documents to find ways to improve independent retail store performance.
* Develop and implement an effective visual merchandising display for an independent retail store.
* Plan and execute a successful advertising and promotional campaign for an independent retail store.
* Manage the operations of an independent retail store.
* Work effectively in a multi-function team.

**TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:**

This course will be a combination of weekly online lectures and discussions, student work hours in the retail store, and student projects. Online lectures and discussions will be used to introduce key concepts and to provide information from the outside readings. Each week, students will be required to check in online to ensure that everything is progressing smoothly. There will be a short video that students will be required to watch each week that will contain an update on the store’s performance. All students will be expected to work three hours each week in the store. Students will be assigned particular activities to complete on their own. In addition to completing these activities, students will also be required to maintain an individual electronic portfolio of their work in the store. Included in the portfolio will be weekly journal entries about their experience as well as written portions of the activities required for the course.

**EVALUATION AND GRADING:**

**Course Requirements and Assignments**

*Course project #1—Store operations*

# Overview

100 points of your overall grade will be based on a project in which you will work as a part of a team with approximately five other students to complete activities associated with one store function. Each functional area has associated with it activities to be completed in the store as well as a written assessment of the work completed as a part of the assignment. You will be graded on your individual contribution to the team’s overall performance with the assigned tasks (25 points) as well as your own individual performance with the assigned tasks (75 points). Written assessments should be typed and included in the individual electronic portfolio for the course (Course project #2— Individual electronic portfolio).

# Functional Areas & Assignments

**Management team**

The members of the management team will serve as liaisons between the course instructors and the students enrolled in the CRS 421 course. They will help to determine the direction of the store’s operations during the semester and beyond. They will assist with tasks assigned by the store managers and will work together to complete a project concerning the overall operations of the store. All members of the management team will be required to attend meetings with the course instructors on Friday afternoons at 3:00 PM.

**Consignee research**

The consignee research team is responsible for conducting research about current consignees and potential future consignees. The overall deliverable at the end of the semester will contain useful information concerning the ways in which the store can better serve current consignees and useful information that can be used to recruit future consignees. The consignee research team must identify an appropriate research question, design a method to answer this question, collect the data to answer the question, analyze the results of the data collection, and interpret the findings. The team should decide on the question(s), method(s), data collection technique(s), analyses, and interpretation(s). Then student team members may assume individual tasks to complete. You may work with other teams as appropriate to complete your tasks.

**Consumer research**

The consumer research team is responsible for conducting research about current offcampus consumers and potential future off-campus consumers. The overall deliverable at the end of the semester will contain useful information concerning the ways in which the store can better serve current off-campus consumers (i.e., consumers who represent members of the community and who are not students, faculty members, or staff members) and useful information that can be used to recruit future off-campus consumers. The consumer research team must identify an appropriate research question, design a method to answer this question, collect the data to answer the question, analyze the results of the data collection, and interpret the findings. The team should decide on the question(s), method(s), data collection technique(s), analyses, and interpretation(s). Then student team members may assume individual tasks to complete. You may work with other teams as appropriate to complete your tasks.

**Marketing & In-store promotion**

The marketing & in-store promotion team members will be responsible for creating and maintaining the store’s social media sites for the entire semester. Additionally, the team members will work with the store’s marketing intern to provide content for the store’s monthly newsletter. The team members will also work with the students in the other courses to create and maintain consignees’ artist bios and in-store signage. Be sure to keep evidence of you work during the semester for your individual electronic portfolio. You may work with other teams as appropriate to complete your tasks.

**Event planning**

The event planning team members will work together to plan and execute one promotional event each month during the semester and will assess the effectiveness of the selected activity. The event planning team members will detail what will be done, who will do it, where it will be done, and when it will be done. In addition to the events, each event planning team member will submit documentation of his/her role in the planning and execution of the events in the individual electronic portfolio. In addition to your own events, you will also need to coordinate with the visual merchandising team members and the students in the other courses to plan and execute lectures and activities. You may work with other teams as appropriate to complete your tasks.

**Visual merchandising**

The visual merchandising team will be responsible for product displays in the store. As a team, you will set a schedule for each visual merchandising project to be completed. Each member of the team will then plan one display and justify, in a written report, the design of the display. Each member of the merchandising team will execute his/her plan and will track the success of the display. In a written report, the visual merchandiser will explain the ways in which the display was effective and ineffective and make suggestions for future displays. Photographs of the display should be included with the written report and included in the electronic portfolio. Additionally, the visual merchandising team members will need to coordinate with the event planning team and the students in the other courses to plan and execute lectures and activities. You may work with other teams as appropriate to complete your tasks.

# Weekly Team Meetings

Using Blackboard, you will need to record your communications with your team members. Teams will be given group meeting areas within the site, and each individual team member must meet virtually each week with the other team members. You will also meet outside of the Blackboard group meeting area, but at least once a week, all members of the team must visit the group meeting area. All team announcements, schedules, assignments, etc. should be posted in this group meeting area.

**Please note, failure to perform your assigned tasks will result in a zero for the entire course project. In other words, you will receive 0/100 for Course project #1.**

*Course project #2--Individual electronic portfolio*

# Overview

100 points of your overall grade will be based on an electronic portfolio that you will prepare throughout the semester.

# Instructions

Work individually to complete this assignment. You will be writing journal entries, at least one per week, about your activities for the week. For each week, you should provide a brief overview of your accomplishments for the week with respect to the course content and Course project #1 (when applicable).

In addition to the weekly journal entries, your portfolio should include the written portions of Course project #1. Use the electronic portfolio as a place to store evidence of your accomplishments, including written work as well as photographs.

There will be three grading dates for your portfolio. The first two grading dates will focus on assessing your weekly journal entries (25 points each). The final grading date for your completed portfolio is at the end of the semester. All materials must be included in the final portfolio submission. The final submission is worth 50 points.

*Course project #3—Weekly sales associate work hours*

# Overview

150 points of your overall grade will be based on your performance working as a sales associate each week in the retail store.

# Instructions

Each student enrolled in the course is required to work three hours each week as a sales associate in the retail store. During these three hours, students are expected to follow all policies and procedures as outlined in the employee manual for the store. Students will be expected to arrive on time and work for their entire scheduled shift, provide excellent customer service, and follow the directions given by the store manager. You will lose points from your grade for the project if you violate any store policies. If you are scheduled for a shift and you are ill (with a doctor’s note), it is your responsibility to call other students in the course to cover your shift. If you are unable to find anyone to cover your shift, you must notify the store manager by calling the store. You also must notify the instructor by e-mail. Furthermore, you will not be permitted back into the course without a doctor’s note. The store manager will be providing weekly feedback concerning your performance. You will receive between 0 and 10 points each week for your grade based on this feedback.

**Please note, if you miss two shifts without notifying the manager and instructor, you will receive a 0/100 for your Course project #3 grade.**

*Attendance & participation*

# Overview

50 points of your overall grade will be based on your attendance and participation in the online course lectures.

# Instructions

Although we will only meet together as a class once (see course calendar for date) and you will meet with me as a group twice (see course calendar for dates), lectures, readings, and additional information will be provided to students online on the course Blackboard website. It is important for all students to review this information each week. Your attendance will be recorded electronically on the website. If you log in to Blackboard to review this information each week, you will receive 50/50 points for this part of your grade. For each week that you fail to log in to review this information, your grade will be reduced by 5 points.

## Final Grading

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| --- | --- |
| Course project #1 | 100 points |
| Course project #2 | 100 points |
| Course project #3 | 150 points |
| Attendance & participation | 50 points |
| Total | 400 points |
| A+ = 97% - 100% A = 93% - 96% | A - = 90 % - 92% |
| B+ = 87% - 89% B = 83 % - 86% | B - = 80 % - 82% |
| C + = 77 % - 79% C = 70 % - 76% | F = < 70% |

**REQUIRED TEXTS/READINGS/REFERENCES:**

Gartner, W. B. (1989). “Who is the entrepreneur?” is the wrong question. *Entrepreneurship Theory and Practice*, Summer, 47-67.

Hebert, R. F., & Link, A. N. (1989). In search of the meaning of entrepreneurship. *Small Business Economics, 1*(1), 39-49.

Reagan, R. (1985). Why this is an entrepreneurial age. *Journal of Business Venturing, 1*, 1-4.

Sexton, D. L., & Bowman, N. (1985). The entrepreneur: A capable executive and more. *Journal of Business Venturing, 1,* 129-140.

Schroeder, C. L. (2002). *Specialty shop retailing: How to run your own store* (2nd ed.). New York: John Wiley & Sons, Inc.

Shim, S., & Drake, M. F. (1991). Profitability of women’s apparel shops: Business practices, promotions, and store/owner characteristics. *Clothing and Textiles Research Journal, 10*, 68-75.

**TOPICAL OUTLINE/CALENDAR:**

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| --- | --- | --- |
| **Date** | **Topic** | **Readings & Items Due** |
| 14 Jan | Course Introduction—Discuss syllabus &  Store manual  What is Entrepreneurship? Why is Entrepreneurship Important?  Characteristics of Entrepreneurs;  Strategies Used by Entrepreneurs | **Read the syllabus & store manual!**  Gartner, W. B. (1989). (pp.  47-57; 62)  Hebert, R. F., & Link, A. N.  (1989). (pp. 39-41; 47-48)  Reagan, R. (1985)  Sexton, D. L., & Bowman, N. (1985). (pp. 129-135; 138) Shim, S., & Drake, M. F. |

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| --- | --- | --- |
|  |  | (1991)  **Discuss Course project #1,**  **#2, & #3 and**  **Attendance/Participation Students start working three hours each week in the store as sales associates (Course project #3)** |
| 15 Jan | **Mandatory Orientation**  **6:00 to 8:00 PM**  **Meet in the Spartan Trader** |  |
| 21 Jan | Getting Started & Customer-Friendly Policies and Services | Schroeder—Chapters #1 & #7 **Students select functional areas for Course project #1** |
| 28 Jan | Managing Your Store’s Finances &  Merchandise Buying  Store Design & Visual Merchandising | Schroeder—Chapters #2 & #4  Schroeder—Chapters #3 & #5  **Begin working on Project #1** |
| 4 Feb | Staffing Your Store & Managing during  Tough Times  Advertising Your Shop & Creative Promotion and Publicity | Schroeder—Chapters #6 &  #11(#13 in 3rd edition) **First journal entries due for grading (Course project #2)** Schroeder—Chapters #8 & #9  (& #10 in 3rd edition) |
| 11 Feb | Team meeting online  &  **Teams--schedule one meeting with the instructor this week** | **Continue working on**  **Project #1**  **&**  **Meet with the instructor as a team (Course project #1)** |
| 18 Feb | Team meeting online | **“** |
| 25 Feb | Team meeting online | **“** |
| 4 Mar | Team meeting online | **“**  **Second journal entries due for grading (Course project #2)** |
| 11 Mar | **Spring Break** | **Class Excused** |
| 18 Mar | Team meeting online  &  **Teams—schedule one meeting with the instructor this week** | **Keep working on Project #1**  **&**  **Meet with the instructor as a team (Course project #1)** |
| 25 Mar | Team meeting online | **“** |
| 1 Apr | Team meeting online | **“** |
| 8 Apr | Team meeting online | **“** |
| 15 Apr | Team meeting online | **“** |
| 22 Apr | Team meeting online | **“** |
| 2 May | **Final Exam Week** | **Submit completed portfolio** |
|  |  | **for grading (Course project #2)** |

**ACADEMIC INTEGRITY POLICY:**

## Academic integrity

The UNCG Academic Integrity Policy states,” If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and shall not be tolerated.” By choosing to enroll in this course and by completing assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

## Professionalism

A professional demeanor is expected of students. Showing respect for the instructor, teaching assistant, classmates, coworkers, and customers is very important. Honesty and independent work is expected on all assignments. Students are encouraged to seek advice from the instructor when needed, in a timely manner in order that sufficient time is given to resolve problems or complete assignments.

**ATTENDANCE POLICY:**

Class attendance is required every day. For much of the semester, your attendance when scheduled is of vital importance to your own success in the course as well as to the success of the retail store. If you fail to show up as expected, your course grade will suffer. You will receive zero points for course projects as outlined in the instructions for the projects and elsewhere in this course syllabus.

In the event of an extended illness, the student and the instructor will consider alternatives.

**ADDITIONAL REQUIREMENTS:**

N/A