TMD 433: Textile Markets

Online, Session 3 (May 23 -July 29)

INSTRUCTOR

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Office Hours:
- o   Walk-in via Zoom (https://uri-edu.zoom.us/j/6095220034): 9 AM – 10 AM on Tuesdays and Thursdays
- o   Email for appointments at other times

COURSE DESCRIPTION

Study of social, economic, and political issues that affect the development, production, and marketing of textile products. Study of the textile needs of the apparel, home furnishings, industrial, and medical industries. (Lec. 3/Online) Pre: TMD 303 and ECN 201 and 202.

COURSE GOALS

Students who successfully complete TMD 433 are expected to be able to:
1. Demonstrate knowledge of macro-environmental factors as influences on textile businesses' success and failure.
2. Think critically and analytically about business environmental factors to understand current future textile markets' issues, trends, and directions and foresee near future markets' ones.
3. Analyze the global environment, social environment, cultural environment, political environment, and technology environment in relation to the textile industries.
4. Apply knowledge, analytical skills, and various perspectives of business macro-environment to the real-world issues in local and global textile industries.

LEARNING OUTCOMES

Through course modules and assessment, and class instruction, you are expected to:
1. Recognize the role of macro-environmental factors influencing textile businesses.
2. Transfer knowledge, analytical skills, and various perspectives of business macro-environment to real-world issues in local and global textile industries.
3. Think critically and analytically about meaningful connections between business environmental factors and the current and the near future textile markets' issues, trends, and directions.
4. Solve a problem given for classwork by making a plan, finding relevant resources, analyzing qualitative and quantitative information, synthesizing information, and making suggestions and conclusions.
5. Demonstrate written and oral communication skills through classwork.

TEXT MATERIALS

- No required textbook. But, readings and/or videos will be used as learning material for each topic.
- Readings and videos assigned for each topic will be available in Brightspace. You can see some tentative readings below.
  The state of the fashion market 2021 &2022
    - ◦   McKinsey & Company. (2021). The state of fashion 2022.
  Macro-environment:
    - ◦   CNN Money (2018, July 3). The truth about the retail apocalypse.
      https://www.youtube.com/watch?v=up1vLgQf7CM

Cultural shift and fashion directions:
- ◦ Brannon, E. L., & Divita, L. (2015). Fashion directions (p.17-25). Fashion Forecasting (4th ed.). New York: NY, Bloomsbury Publishing Inc.
- ◦ Kunz, G. I., Karpova, E., & Garner, M. B. (2016). Chapter 4. Sustainability in textile and apparel industries (p. 92 –151), Going global: The textile and apparel industry (3rd ed.) New York, NY: Bloomsbury Publishing Inc.

Globalization:
- ◦ Yoder, S., Visich, J. K., & Rustambekov, E. (2016). Lessons learned from international expansion failures and successes. Business Horizons, 59, 233-243.
- ◦ Keane, J., & te Velde, D. W. (2008) The role of textile and clothing industries in growth and development strategies. Overseas Development Institute.

GRADING

Your grade for this course will be based on your accumulated total on quizzes, assignments, and activities. They will be given a numerical score, which is then added together toward the total. The grade is then based upon the percentage of the whole.

Quiz (5 X 15 points)	75 points
Assignment (2 X 20 points)	40 points
Class activities & participation	100 points
Total	215points

*The class activity and participation points are subject to change.

The distribution of points is as follows:

A	93-100%	A[-]	90-92%		
B[+]	87-89%	B	83-86%	B[-]	80-82%
C[+]	77-79%	C	73-76%	C[-]	70-72%
D[+]	67-69%	D	60-66%	F	below 60%

COURSEWORK

Lecture and course material: This course will discuss the state of the fashion market and macro-business environmental elements of the fashion market including macroeconomic factors, cultural shifts in the fashion market, law and policy, technology, globalization, and sustainability. The course schedule placed in the last section of this syllabus indicates topics and the material and the link to reading/watching are available on the Brightspace course site. The recorded lecture files, lecture slides, and relevant materials such as reading will be published no later than Friday of the previous week. Reading before the assigned class will help your comprehension and class participation during class time and preparation for assignments and quizzes.

Quizzes: In this class, there will be five quizzes (15 points for each quiz and 1-2 points for each question) to confirm your understanding of focal components and discussions about given topics. All quizzes will consist of multiple choices, and true/false questions drawn from the lectures, readings, and class discussions. The quizzes are available for four hours (1:00 PM -5:00 PM on every other Thursday) and you will need to complete each quiz in 20 minutes after you start.
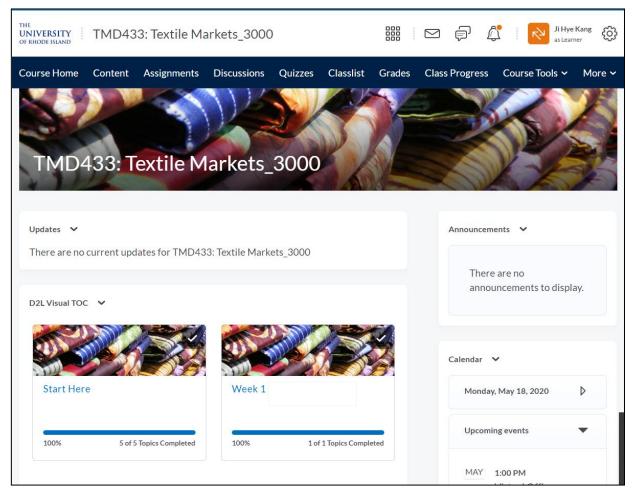
Assignments: There will be two scored assignments (20 points for each: 15 points for paper and 5 points for discussion). Current market issues to be solved and/or worth discussing will be the topic of the assignments. Assignments will take the form of an essay. Separate guidelines and rubric will be provided for each assignment. It is an individual work. See the tentative class schedule for the assignment due dates.

Class activities & participation: Throughout this Summer session, there will be a class participation activity every week. This activity will be short-answer-type questions, quizzes, or personal reflection drawn from the assigned readings and/or lecture for that particular day. Activities for a week are expected to be completed Thursday of the week. For example, all class participation activities from 5/23 to 5/27 should be done by Thursday, May 26.

CLASS POLICY
Brightspace
Brightspace will be used as the platform for communication in this online course. As shown in the screenshot beow, the course material and activities will be organized on a weekly base. Once you click a week section, you can see course material and information on activities such as discussions, assignments, and quizzes. When your assignments and quizzes are graded, you can see your grade in the 'Grades' section by clicking the menu on the top.

Late assignments, quizzes, and in-class activities: Acceptance of late assignments and make-ups for missed quizzes and in-class activities will be granted only if you provide proof of a valid reason such as illness, hardship, personal issues, etc., and if you have my permission for make-ups. It is left to my discretion to decide what is or is not a valid reason for missing the academic activities.

Answering email: I will respond to your email as soon as possible. However, I cannot check emails for 24 hours; I do not normally check emails at late nights and most time of weekends and holidays. So, you need to plan ahead for quizzes, assignments, and class activities in case you have questions about the classwork.

Video/audio/photo capture: there are some privacy issues and/or copyright issues to consider if you want to make recordings or take photos of the class. If the video/audio/photo captures other students' or my images or voices AND you intend to use these recordings and photos for any other purposes (e.g., uploading to SNS), you must ask for permission from other students and me in advance for dissemination. If the recording/photo shooting is only for your review, that's fine, but please note that copyrighted course materials may not be further disseminated to others.

Standards of behavior: "Students are expected to treat faculty and fellow classmates with dignity and respect. Students are responsible for being familiar with and adhering to the published "Student Code of Conduct" which can be accessed in the University Student Handbook (https://web.uri.edu/studentconduct/student-handbook/)."

STUDENT SUPPORT AND SUCCESS

Anti-Bias Syllabus Statement: We respect the rights and dignity of each individual and group. We reject prejudice and intolerance, and we work to understand differences. We believe that equity and inclusion are critical components for campus community members to thrive. If you are a target or a witness of a bias incident, you are encouraged to submit a report to the URI Bias Response Team at www.uri.edu/brt. There you will also find people and resources to help.

Disability, Access, and Inclusion Services for Students Statement: Your access in this course is important. Please send me your Disability, Access, and Inclusion (DAI) accommodation letter early in the semester so that we have adequate time to discuss and arrange your approved academic accommodations. If you have not yet established services through DAI, please contact them to engage in a confidential conversation about the process for requesting reasonable accommodations in the classroom. DAI can be reached by calling: 401-874-2098, visiting: web.uri.edu/disability, or emailing: dai@etal.uri.edu. We are available to meet with students enrolled in Kingston as well as Providence courses.

Academic Enhancement Center: The Academic Enhancement Center (AEC) offers face-to-face and online services to undergraduate students seeking academic support **beginning Monday, January 31st, 2022**. Services are based out of Roosevelt Hall, the Carothers Library room LL004, and online. Peer tutoring is available for STEM-related courses through drop-in centers and small-group tutoring. The Writing Center peer consultants offer feedback focused on supporting undergraduate writers at any stage of a writing assignment. The UCS 160 course and one-to-one Academic Skills Consultations offer strategies for improving studying and test-taking skills. Complete details about each of these programs, up-to-date schedules, contact information, and self-service study resources are all available on the AEC website, uri.edu/aec.

- STEM Tutoring helps undergraduate students navigate a variety of 100 and 200 level STEM courses and a limited selection of BUS, STA, ECN, and CSC courses. The STEM Tutoring program offers free online and in-person peer tutoring. Students can select occasional or weekly tutoring appointments through the TutorTrac system or visit the Drop-In Center, located in the Carothers Library lower-level room LL004. The TutorTrac application is available through URI Microsoft 365 single sign-on and by visiting aec.uri.edu. More detailed information and instructions can be found at uri.edu/aec/tutoring.
- Academic Skills Development programs teach students how to manage time, study effectively, and address common academic challenges. UCS 160: Success in Higher Education is a one-credit course focused on developing strategic approaches to planning and studying. Academic Consultations are 1 to 1 meetings that help students to identify and address individual academic challenges. Students can schedule an in-person or online consultation with David Hayes on Starfish. Study Your Way to Success is a self-guided web portal connecting students to tips and strategies on studying and time management related topics. For information or help with scheduling, contact Dr. Hayes directly at davidhayes@uri.edu.
- The Undergraduate Writing Center provides peer writing support to students in any class, at any stage of the writing process: from understanding an assignment and brainstorming ideas, to developing, organizing, and revising a draft. Spring 2022 consultations are available through: 1) 25- or 50-minute in-person appointments, 2) synchronous online appointments, and 3) asynchronous next-day written feedback. Synchronous appointments hosted by WC Online are video-based, with audio, chat, document-sharing, and live captioning capabilities, to meet a range of accessibility needs. View availability and book online at uri.mywconline.com. For more information, visit uri.edu/aec/writing.

Graduate Writing Center (for graduate courses): The Graduate Writing Center provides writing support to all URI doctoral and master's students to foster continuing development of academic and professional writing skills necessary to succeed in graduate programs and academic or professional careers.

URI COLLEGE OF BUSINESS COMMITMENT TO DIVERSITY & INCLUSION IN TEACHING AND LEARNING

Our College of Business strives to create a learning environment where all students are supported. We value

diversity of thoughts, perspectives, and experiences, and we honor your identities. We are committed to open dialogue and learning from others, and we encourage you to respectfully share any ideas and experiences of yours that can enrich our learning environment.

In our courses, we make our best effort to incorporate readings, cases, and other learning materials that represent diverse authors, issues, situations, and individuals. We acknowledge that, historically, some business learning material may be biased in its presentation or content. Please know that our College of Business leaders and professors are committed to identifying and integrating business subject matter that truly represents the diversity that exists in today's global business environment. We are actively working to bring more diverse authors, issues, situations, and individuals into our in-person and virtual classrooms. If you have additional ideas on how we might do this, please feel free to share them.

Lastly, we welcome you to contact us if there's anything we can do to enhance the inclusive excellence of your learning experience. If you prefer to speak with someone outside of a specific course, the College of Business Executive Director of Inclusive Excellence – Dr. Sean Edmund Rogers – may be reached at rogers@uri.edu. We are all in the process of learning more and doing better when it comes to classroom equity, diversity, and inclusion. Together, we will achieve inclusive excellence in our URI College of Business.

TENTATIVE SCHEDULE
The major topics to be dealt with in the course are listed below. This schedule is subject to change.

Week	Topic	Assignment/Quiz
Week 1	Introduction to the course The state of fashion 2022	
Week 2	The state of fashion 2022	Quiz 1 on Thursday
Week 3	Macroeconomic factors	
Week 4	Cultural shift and fashion directions	Quiz 2 on Thursday
Week 5	Cultural shift and fashion directions	Assignment 1 due Thursday
Week 6	Law and policy	Quiz 3 on Thursday
Week 7	Technology	
Week 8	Globalization: Retail expansion	Quiz 4 on Thursday
Week 9	Globalization: Global production and social impacts	
Week 10	Summary and future fashion market	Quiz 5 on Thursday Assignment 2 due Friday