

Syllabus

Course Code: FASH 224

Title: Case Studies and Executive Development

Institute: Business and Social Science

Department: Fashion/Marketing

Course Description: The student will develop techniques in problem-solving on a middle management level. The student will gain experience in decision-making through the case study method in areas of buying, selling, personnel, sales promotion, vendor/store relations, and own- brand and exclusivity. The student will also develop basic skills in supervision and leadership.

Prerequisites: A grade of "C" or higher in FASH 122 and FASH 212

Corequisites: None

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

Required Textbook/Materials: <https://www.bkstr.com/brookdaleccstore/follett-discover-view/booklook?shopBy=discoverViewCourse&bookstoreId=2088&termId=20SP&divisionDisplay&departmentDisplayName=FASH&courseDisplayName=224§ionDisplayName=001YL>

2. Knowledge Matters Case Simulations- this is purchased directly through <https://vb.knowledgematters.com/> Additional information will be given in class.

Additional Time Requirements: For information on Brookdale's policy on credit hour requirements and outside class student work refer to Academic Credit Hour Policy <https://www.brookdalecc.edu/vp-learning/academic-credit-hour-policy/>

This class may require field trips and/or assignments that require field observations

Additional Support/Labs:

See <https://www.brookdalecc.edu/academic-tutoring/>

Course Learning Outcomes:

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

- Evaluate company/industry problems and/or opportunities including product line, sourcing, promotion, pricing, sales management, and customer service to retail situations and bring them to a successful resolve.
- Present and implement a solution within a dynamic management structure.

Course Content:

Case Studies as outlined in the textbook will be reviewed and presented each week we meet in class. There will be assignments and discussions throughout the weeks that we do not meet. These will be assigned and due in Canvas. In-class exams and online quizzes will be assigned. There will also be a collaborative trunk show project due at the end of the semester.

Department Policies:*Attendance and Testing Policy:*

Tests must be taken in class on the day and time they are scheduled. Unexcused absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of "0." With the instructor's permission, the student will be permitted to take a makeup examination.

Instructors may grant exceptions via advance arrangements or for medical, legal, personal or other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence.

Additional Attendance and Lateness Policies:

1. If late or planning to leave early, see instructor.
2. If out for illness or travel, see instructor.
3. If you miss more than 1 class, your final grade will be dropped one grade level. 2 lateness's/leaving early = 1 absence. Because this is a hybrid class and we meet every Other week, it is imperative you attend class. You may also have class participation points deducted for missed class.

Cheating:

If any student utilizes notes, receives assistance in any way or is cheating on an exam or assignment, the student will receive a "0" grade for that exam or assignment. The student will also forfeit the opportunity to retest on that exam or assignment. Expressed in simple and absolute terms, if you cheat in any way, you will not receive credit for that exam or assignment.

Incomplete (INC) Grade Criteria:

A grade of INC may be assigned for students who have been actively participating throughout the term and approach the end of the term without having completed all the course requirements satisfactorily. A student who receives a grade of INC may continue work to a date determined by the faculty member. If the student completes the work by the determined date, a change of grade will be submitted if appropriate. If the student does not complete the requirements by the established date, the grade will be changed to an F.

To be granted an INC, the student must meet the following criteria:

1. No more than 1 unexcused absences
2. Must file appropriate forms within the prescribed time
3. The deadline will be established on the form.

Grading Standard:

In addition to completing virtual simulations, this course requires you to read and complete the assigned cases prior to the scheduled class meeting, preparing you for your active role in an assigned retail management group.

During class, we will discuss the important terms and concepts.

Independent case studies will be prepared and written during the alternating weeks.

Each student will be responsible for the following:

1. Submission of assigned independent case studies.
2. Successful completion of end of the semester project.
3. Participation in online discussion groups and assignments.
4. Satisfactory completion of exams and quizzes.
5. In-class participation in discussions regarding case studies and weekly assignments.

All required cases, simulations, discussions, exams, and quizzes must be submitted by the due date and time; no late submissions will be accepted. All textbook reading assignments are to be completed prior to class meetings.

A grade will be assigned to each student based upon the quality of their work, using the following criteria:

A	93% to 100%
A-	90% to 92%
B+	87% to 89%
B	83% to 86%
B-	80% to 82%
C+	76% to 79%
C	70% to 75%
D	65% to 69%
F	Failure to meet any of the above criteria

Grade breakdown:

TITLE	EVALUATION
Quizzes	10%
Exams	30%
Online discussions and case studies	20%
Virtual Simulations	20%
Trunk Show	20%
TOTAL	100%

Students should review individual faculty addendum for any changes in grading policy.

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [student handbook](#) and [catalog](#).

Notification for Students with Disabilities:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Accessibility Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

Mental Health:

24/7/365 Resources:

- Monmouth Medical Center Psychiatric Emergency Services at **(732) 923-6999**
- 2nd Floor Youth Helpline – Available to talk with you about any problem, distress, or hardship you are experiencing. Call or text at **888-222-2228** or visit the website at <https://www.2ndfloor.org/>

Faculty Counselors:

- Students who need to make an appointment with a faculty counselor can do so by calling 732-224-1822 (non-emergency line) during business hours. Faculty counselors are licensed mental health professionals who can assist students and refer them to other mental health resources.

Diversity Statement:

Brookdale Community College fosters an environment of inclusion and belonging. We promote a safe and open culture, encourage dialogue respecting diverse perspectives informed by credible sources, and uphold the virtues of civil discourse. We celebrate all identities with the understanding that ultimately, diversity, equity, and inclusion cultivate belonging and make us a stronger Brookdale community.

**The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arise.*