

KINGSBOROUGH COMMUNITY COLLEGE of the CITY UNIVERSITY OF NEW YORK

Department of Business –

BF3400 – Merchandise and Control (3 credits–3 hours)

A. BULLETIN DESCRIPTION:

The course topics include: dynamics of the world of retailing and fashion merchandising, selection and merchandising of products, sales forecasting, stock planning, the use of computers, and the mathematics of markup, markdown and inventory control.

B. OUTCOMES:

- Students will understand the dynamics of retailing and how to merchandise goods for profit.
- Students will be able to solve merchandising and management problems, by analyzing practical applications.
- Students will understand the principles and procedures for profitable manipulation of a merchandise investment including planning, pricing and inventory control with emphasis on the mathematics that produce a profit for the retailer.
- Students will become proficient in the mathematics involved in the study of merchandising through the use of illustrations from real world problems.
- Student will be able to prepare a six-month merchandising plan for a store.

C. RESOURCES:

Mathematics for Retail Buying, Bette K. Tepper, and Marla Greene, Eight edition, Edition, Fairchild Publications, New York, New York, 2016
ISBN 9 781501 315657

D. METHODS OF INSTRUCTION:

1. Classroom lectures and discussion
2. Homework and clarification

3. Relating course information to current relevant industry practices

E METHODS OF EVALUATION:

1. Chapter Tests 60%
2. Final Exam 20%
3. Homework & Quiz grades 10%
4. Attendance & participation 10%

F. Notes:

- 3 absences limit. 2 lateness = 1 absence
- Excessive absence may result in penalty grade.
- No make-up exams
- Civility and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion, or ability will not be tolerated.

Academic Integrity: Students are expected to do their own work.

Cheating, copying from another student's paper or copying information from an electronic device during an exam are prohibited and may result in a zero grade on a test or course failure. Cell phones and electronic devices may not be taken out at all during exams. Please also see KCC's plagiarism policy at www.kbcc.cuny.edu.

- All electronics must (be silent and turned OFF during class!) Laptop/netbooks MUST BE USED solely for note-taking

ACCESS-ABILITY SERVICES (AAS)

AAS (D205, 718-368-5175) provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.

**G. COURSE TRANSFERABILITY
(3 Credits)**

Fashion Institute of Technology
Laboratory Institute of Merchandising