KINGSBOROUGH COMMUNITY COLLEGE
BF9200 Field Experience Required for Retail Merchandising Graduating Students

Course Description - a capstone course for Retail Merchandising Majors with a fashion or marketing concentration. Students are required to have eight hours per week of supervised field experience in their respective concentration and devote one hour a week in class where they examine and develop strategies for personal and career success.

A. OUTCOMES:
1. To learn to recognize how to develop the behavior, skills and competences expected to enter the work world and practice them in a real-world internship or part time position in the retail merchandising industries.
2. To analyze current retailing, fashion and marketing problems and trends.
3. To understand and differentiates between the employee-employee, and employee-customer relationships. And the human relationships in work situations.

B. RESOURCES:
2. www.kbcc.cuny.edu (Career Center Resources).

C. METHODS OF INSTRUCTION:
1. Lecture and workplace simulation.
2. Internship development/Portfolio
3. Field Trips and Guest Speakers

D. METHODS OF EVALUATION:
1. Midterm – 40%
2. Employer On the Job Evaluations – 10%
3. Portfolios – End Term -50%

E. NOTES:
1. Access-Ability Services: (D205, 718-368-5175) provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.
2. Academic Dishonesty: You are expected to do your own work. If you cheat or copy someone else’s work (or allow yours to be copied) you will be graded with a ZERO or course failure. (KCC’s plagiarism www.Kingsborough.edu)
3. 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.
4. Electronics: Your cell phone MUST be silent during class (and turned OFF during exams)! No texting! Any laptop/netbooks MUST BE USED solely for note-taking.

F. TRANSFERABILITY: FIT, LIM, LIU Brooklyn, Baruch (All with two year degree), NYC Tech