



Shepherd University Course Syllabus

Fashion Capitals of Europe

Course: MBA 600 Course Section: **01** Semester: **Spring 2014**

Class Location: **White Hall 113**

Class Meeting time: **Wednesday 5:00 p.m. – 6:15 p.m.**

Course Credit: **3 hours**

Professor: **E. Gordon DeMeritt, MBA, Ph.D.**

White Hall 216

Phone: 304.876.5350

E-mail: gdemerit@shepherd.edu

Office Hours:

Monday: 10:00a.m. – 12:00a.m.

Monday: 2:00p.m. – 3:00p.m.

Tuesday: 10:00p.m. – 12:00p.m.

Tuesday: 2:00p.m. – 3:00a.m.

I. Course Description

This course is a study abroad tour experience aimed specifically at European Fashion and an overview of culture, history and business related to London, Paris, and Monaco.

The primary course delivery is participatory. Participation in the study abroad tour, “Capitals of Fashion” scheduled for March 7-16, 2014 is required for successful completion of this course for credit. Class meetings prior to the overseas portion of the class will consist of guest lectures about international travel, safety, and European culture as well as student discussion.

Required papers will be submitted to the instructors as attachments using Sakai Assignments. Sakai is the official Shepherd University Learning Management System.

II. Course Objectives:

1. To experience different cultural experiences outside the United States.
2. To investigate the social and cultural meaning of fashion outside of the United States.
3. To gain exposure to the ways other world people live, eat, and conduct business.
4. To explore how the history and culture of London, Paris and Monaco have shaped U.S. society and culture.

III. Student Learning Objectives:

After successfully completing this class, students should have:

1. An appreciation for other cultures other than the United States
2. A better understanding of other cultures and how people live
3. A holistic view of European customs and traditions especially in regards to the significance of the role that the fashion industry plays in their daily lives and culture.
4. An idea of how one country’s history and culture can shape, influence, and affect the global environment, economy, aesthetics, and society.



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IV. LEAP Goals:

Shepherd University has adopted goals from the American Association of Universities and Colleges Liberal Education and America's Promise (LEAP) Initiative Goals.

The LEAP goals are:

1. Knowledge of Human Culture and the Physical and Natural World
2. Intellectual and Practical Skills throughout the Curriculum
3. Personal and Social Responsibility
4. Integrative Learning

This course will address all four LEAP goals: Knowledge of Human Culture and the Physical and Natural World; Intellectual and Practical Skills throughout the Curriculum; Personal and Social Responsibility; Integrative Learning

V. Course Requirements:

1. Required Text:

There are no required textbooks for this class. However, it is recommended that students purchase an up-to-date travel book on Europe (London and/or Paris) cultural and country-specific travel information. See suggestion list on Page 7.

2. Required Travel Arrangements:

- Students must enroll with EFTours (<http://www.efcollegestudytours.com>) tour #1345234 "Capitals of Couture."
- Students must be admitted to the study abroad tour through the Shepherd University Study Abroad Office.
- Students must purchase insurance through Shepherd University.
- Students must provide a copy of their U.S. Passport to the SU Study Abroad Office in Scarborough Library.
- Students must have a valid U.S. Passport, which will not expire for at least 6 months after returning to the United States.
- Students must provide emergency contact information to both the Shepherd University Study Abroad office and EFTours.
- Students must report any potential travel problems (e.g. legal issues that may be problematic to re-entry to the United States).

3. Class Attendances and Participation:

You **MUST** attend class regularly and engage in the requirements for each class. Otherwise **your financial aid may be revoked** either partially or in full. This would result in an amount due by you to the University immediately. Refer to shepherd.edu/faoweb for more details. This is especially important if financial aid was used to fund the travel portion of the class.

Students are expected to plan their class work, and personal schedules to avoid conflicts. There are other attendance and expected behavior guidelines discussed under Section IX: Expectations and Behaviors that are relevant to the trip. Be sure to read that section carefully.



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The legitimate reasons for class absence can be found in the University online catalog. Student facing health or family issues which affect the student's ability to attend class or participate in travel should contact the instructor immediately to discuss alternatives. Absences due to weather, if the university is officially open, are the responsibility of the individual student.

If a student stops attending class or withdraws from the trip, it is his/her responsibility to officially withdraw from class by the designated University deadline. No grade of I will be assigned by the instructor without receiving the correct university form or written request from the student prior to university calendar deadline.

IV. Grading Procedures

Grades will be based on points earned in the following categories:

Research Paper	100 points
Tour Journal	100 points
Oral Presentation	50
European Tour	<u>300 points</u>
Total Possible Points	550

Semester grades will be assigned according to the following scale:

94 – 100%	A	70 – 79%	D
86 – 93%	B	Below 70%	F
80 – 85%	C		

5. Assignment Acceptance:

No late assignments will be accepted. A zero grade will be recorded for any assignment not completed and submitted on Sakai Assignments as an attachment by the designated due date and time. Papers must be submitted in their entirety or it is the same as a late assignment. Paper due dates are listed in the tentative schedule. Be sure to check Sakai announcements and attend class regularly for updates regarding any changes.

It is a good idea to make a copy or backup of your papers before submission for credit since a lost paper is the same as not submitting the assignment and is the responsibility of the student. Students receive an e-mail from Sakai when assignments are submitted. Be sure to save these e-mails since no credit will be given for disputed assignments without the e-mail receipt. No e-mail, drop box, or hard copy assignment submission will be accepted. Any unusual circumstances will be at the discretion of

Term Paper – Due 4/23/13 (100 points):

Each student will choose a topic of interest about European Fashion and or business that they would like to explore and learn more about during the trip. A research paper about the chosen subject will be written and submitted after the tour. The paper should include an Introduction, Objectives, Main Body, and a minimum of 5 references from primary literature or research articles/journals. Website references are NOT accepted since they are not reliable. The paper should be typed and in correct APA style format (<http://www.apastyle.org>). The length of the paper depends on the subject and how much space it takes



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to write a complete, thoughtful, and reflective paper about one's chosen subject, but approximately 12-15 pages is expected (excluding cover page and reference page). The paper will be graded on quality not quantity. The topic must be approved by Dr. DeMeritt by the end of January.

Term paper grades will be determined by thoroughness of topic coverage (25 points), research and reflective thought (25 points); follow through from outline to abstract to paper (25 points); correct APA format (15 points); grammar and punctuation (10 points). Term papers must be submitted on Sakai Assignments as an attachment. Feedback will be provided using Sakai.

Travel Journal – Due 3/19/13 (100 points):

Each student will maintain a daily journal while on tour. The journal should be reflective in nature. What places were visited? What values and cultures do you see reflected in the people, fashion, businesses, etc. What differences are there between the U.S. and the places you visited?

Oral Presentations (50 points):

March 26-April 23, 2013 class time will be devoted to 15-minute oral presentations about student term paper topics. Every student will be given the opportunity for input. This will be a time for students to share information and pictures they obtained for their term paper research and/or the tour.

Capitals of Couture Fashion Tour (300 points):

The tour constitutes just over half the class. However, students are required to research a specific topic relevant to the study abroad tour to London, Paris, and Monaco. Grades for the tour portion of the course will be reflected in a daily journal kept during the trip, student behavior while abroad including respect for fellow travelers, the tour guide, and people we meet as well as time management. Students are required to participate in the "Capitals of Couture" tour. No course credit will be given without traveling as a member of the sponsored department trip scheduled for March 7-16, 2014 through EFTours.

VI. Communication and Services:

The official form of communication with SU students is through Shepherd University e-mail (i.e. not a Gmail address etc.) The Sakai Learning Management System (URL: courses.shepherd.edu) will be used in this class to accept required assignments, give feedback, and post announcements and updates. Shepherd University believes that every student should succeed, and works closely with students to meet their needs. Students with disabilities should contact the Disability Support Services.

VII. FERPA:

According to FERPA (Family Education Rights and Privacy Act), the instructor cannot discuss any individual student progress, grades, attendance, etc. with another person except other University personnel.

VIII. Disability Accommodations:

Students who have verifiable disabilities as outlined in the Shepherd University catalog will be accommodated to the full extent of the law. Students must be self-advocates, and contact Disability Support Services at 304.876.5453. Accommodations need to be documented and provided to the instructor. No accommodations can be given without the proper Disability Support Services



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documentation. This should be done no later than the first two weeks of class. For more information, see <http://www.shepherd.edu/mcssweb/dss/default.html>.

Any disability or medical/health issue which might affect travel should be reported to the tour company so appropriate accommodations can be made.

IX. Expectations and Behavior:

Each student is considered responsible for his/her own behavior and conduct during class. Questions and discussion relevant to guest lectures and class presentations are always welcome. Remember that individual experiences are varied. Some students are seasoned travelers and others have never been on an airplane. Traveling is very exciting. However, remember you will be “living” with approximately 40 other people for 10 days while on this tour. You will leave the U.S. as friends, and you want to return as friends. Respect other people, especially your roommates and the natives, while on the tour.

The main objective of the trip is to learn, experience different cultures, and have fun. During the trip students are ambassadors for the University, the State of West Virginia, and the United States. Everyone is expected to behave in a dignified and proper manner. Students who are habitually late to group meetings; who miss scheduled departure times; who display inappropriate and obnoxious behavior (including dressing inappropriately); and who disregard their personal safety or the safety of others, will receive a failing grade for the class. There will be a zero tolerance policy in this regard. In addition, if EFTours and Shepherd University rules regarding international travel are not followed, students may face being sent home at their own expense.

VII. Important University Academic Dates:

- Last day to change a course from Credit to Pass/Fail status – 1/27
- Last day to change a course from Credit to Audit status – 2/03
- Last day to withdraw from a class – 3/31
- Spring recess – 3/09 to 3/16 (Tour: 3/06 – 3/15)
- Academic advising for Fall 2014 starts – 3/26
- Spring Weekend Recess – 4/17 & 4/18

MBA 600 – Fashion Capitals of Europe

Month	Day	Topics
<i>January</i>	15	Introductions and Overview
	22	Ann Hendrickson – SU Study Abroad Office Passports; Bus Information
	29	Money – Pounds/Sterling (London); Euro (Paris/Monaco) – Exchange Passports; Term Paper
<i>February</i>	5	Rachael Ritterbusch – French Culture and Language
	12	Dr. Corpus – Packing Demo; Presentation of History of Fashion



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	19	Dr. Sharon Mailey – Health Issues While Traveling
	26	SU Student Panel – Personal Experiences in London & Paris Term Paper Outline Due
March	5	Passports; Bus Information
	12	Capitals of Couture – March 7-16 Journals will be collected during the plane ride back to WV
	19	Oral Presentation Sign-Up Journals will be handed back
	26	Oral Presentations
April	2	Oral Presentations
	9	Oral Presentations
	16	Oral Presentations
	23	Oral Presentations
	30	Term Paper Due; Final Exam

*Subject to change depending upon the needs and interests of students as identified by the instructor.

Book Suggestion List:

Agins, Teri. (1999). The End of Fashion. New York: HarperCollins Books.

Bell, C. Jeanenne (2004). Collecting Victorian Jewelry: Identification and Price Guide. Iola, WS: KP Books. ISBN: 0-87349-673-6

Burns, Leslie Davis, Kathy K. Mullet, Nancy O. Bryant. (2011). The Business of Fashion: Designing, Manufacturing, and Marketing (4th ed.). New York: Fairchild Books. ISBN: 978-1-60901-110-9

Quinn, Fiona and Jill Emeny (ed.). (2013). Frommer's Europe. Chichester: John Wiley and Sons, Inc. ISBN: 978-1-118-36907.

Tortora, Phyllis G. and Keith Eubank. (2005). Survey of Historic Costume (4th ed.). New York: Fairchild Publications, Inc. ISBN: 1-56367-345-2

Trefler, Caroline and Joanna Cantor (ed.) (2013). Fodor's Travel Intelligence, Paris. New York: Random House, Inc. ISBN: 978-0-307-92928-0