Term Information

Effective Term: Spring 2013
Previous Value: Summer 2012

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)
Correct prerequisites

What is the rationale for the proposed change(s)?
Semester clean-up

What are the programmatic implications of the proposed change(s)?
(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?
None

Is approval of the request contingent upon the approval of other course or curricular program request? No

Is this a request to withdraw the course? No

General Information

Course Bulletin Listing/Subject Area: Consumer Sci: Fashion & Retail
Fiscal Unit/Academic Org: Dept Of Consumer Sciences - D1255
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 4583
Course Title: International Retailing
Transcript Abbreviation: Intl Retailing
Course Description: Study of retailers using expansion outside domestic market as strategy; reasons and process of internationalization; social, legal and economic factors influencing internationalization.
Semester Credit Hours/Units: Fixed: 3

Offering Information

Length Of Course: 14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course: Never
Does any section of this course have a distance education component? Yes
Is any section of the course offered Less than 50% at a distance
Grading Basis: Letter Grade
Repeatable: No
Course Components: Lecture
Grade Roster Component: Lecture
Credit Available by Exam: No
Admission Condition Course: No
Off Campus: Never
Campus of Offering: Columbus
**Prerequisites and Exclusions**

**Prerequisites/Corequisites**

Prereq: CSFRST 2373 (CSFSNRTS 275), and CSE 2111 (200), Stat 1350 (135), or Stat 1450 (145).

**Previous Value**

Prereq: ConSci 3950, 3960 (CSHspMg 460), or CSHspMg 650, and CSE 200, Stat 135, or Stat 145.

**Exclusions**

Not open to students with credit for CSFsnRtS 683.

**Cross-Listings**

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**Subject/CIP Code**

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**Quarters to Semesters**

**Quarters to Semesters**

Semester equivalent of a quarter course (e.g., a 5 credit hour course under quarters which becomes a 3 credit hour course under semesters)

**List the number and title of current course being converted**

CSFsnRtS 683: International Retailing.

**Requirement/Elective Designation**

Required for this unit's degrees, majors, and/or minors

**Course Details**

**Course goals or learning objectives/outcomes**

- Compare and contrast US retail system to traditional retail systems
- Analysis of objective and subjective indicators to explain and predict internationalization of a retailer
- Use of theories and frameworks to analyze and predict internationalization
- Assess a country and its economy, political system, culture and retail infrastructure to determine suitability for entry for specific retailer and recommend appropriate retail mix adaptations

**Content Topic List**

- Reasons for going international
- Method of entry for retail internationalization
- Types of retail internationalization
- Theories of retail internationalization
- Country location (macro-environmental) factors
- Country cultural factors
- Levels of economic development
- Characteristics of traditional (less developed) retail systems
- Multinational markets
- Retailing in the US
- Retailing in several other countries (e.g. Japan, India, France)
Attachments

Comments

Workflow Information

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