Term Information

Effective Term: Spring 2014
Previous Value: Summer 2013

Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)
CS 3950, 3960 (HM 460) or HM 650, CSE 200, Stat 13 or 145 – remove 3950 (withdrawn), HM 3960 & 650 (no semester equiv), change CSE 200 to 2111, change Stat to 1350 or 1450. Add AcctMIS 2000 (formerly Acct 310) (not currently a prereq), and Rank 3. No FRS prerequisites.

What is the rationale for the proposed change(s)?
Remove proposed semester prerequisites that did not become courses and to tighten up other prerequisites.

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 Human Nutrition - D1254
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 4583
Course Title: International Retailing
Transcript Abbreviation: Intnl 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
Repeateable: 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 (CSFsntS 275), CSE 2111 (200), Stat 1350 (135) or 1450 (145), AcctMIS 2000 (AcctMIS 310), and junior standing.

Previous Value
Prereq: CSFRSt 2373 (CSFsntS 275), and CSE 2111 (200), Stat 1350 (135), or 1450 (145).

Exclusions
Not open to students with credit for CSFsntS 683.

Cross-Listings

Subject/CIP Code
Subject/CIP Code
52.1904
Subsidy Level
Baccalaureate Course
Intended Rank
Junior, Senior

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
CSFsntS 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 factors
• 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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