**Term Information**

- **Effective Term**: Summer 2016  
  **Previous Value**: Summer 2013

**Course Change Information**

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

Course content, description and objectives would change to include content from fashion and retailing industries.

**What is the rationale for the proposed change(s)?**

This course will become a part of new FRS/HM interdisciplinary core.

Course would be developed from existent CSHSPMG 4680 to include additional fashion and retailing content. This course would help students develop strategic management skills and an ability to develop strategic management plans for service companies.

**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)?

This course will become a part of new FRS/HM interdisciplinary core.

**Is approval of the request contingent upon the approval of other course or curricular program request?** Yes

Please identify the pending request and explain its relationship to the proposed changes(s) for this course (e.g. cross listed courses, new or revised program)

This course is part of broader proposal to change HM curriculum and include new interdisciplinary core.

**Is this a request to withdraw the course?** No

**General Information**

- **Course Bulletin Listing/Subject Area**: Consumer Sci: Hospitality Mgt
- **Fiscal Unit/Academic Org**: Department of Human Sciences - D1251
- **College/Academic Group**: Education & Human Ecology
- **Level/Career**: Undergraduate
- **Course Number/Catalog**: 4680
- **Course Title**: Strategic Management in Fashion & Hospitality Industries  
  **Previous Value**: Strategies and Issues in Hospitality Management
- **Transcript Abbreviation**: Strat Man in F&H  
  **Previous Value**: Strat & Iss in HM
- **Course Description**: Discussion, development and application of strategic management in fashion and hospitality industries.  
  **Previous Value**: To identify, develop, and develop responses to major issues facing the hospitality industry.
- **Semester Credit Hours/Units**: Fixed: 2

**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 Greater or equal to 50% at a distance**  
  **Less than 50% at a distance**

**Previous Value**: No
Course Details

Course goals or learning objectives/outcomes

• Demonstrate the ability to perform environmental scanning through the identification of major issues facing the fashion, hospitality, and retail industry
• Identify and analyze appropriate responses to issues relating to the industry
• Demonstrate critical thinking processes through discussions and written analyses of the impacts of important issues in the fashion, hospitality, and retail management
• Analyze strategic issues in HM and FRS
• Develop strategies to improve operational effectiveness

Previous Value

• Demonstrate the ability to perform environmental scanning through the identification of major issues facing the hospitality industry
• Identify and analyze appropriate responses to issues relating to the hospitality industry
• Demonstrate critical thinking processes through the class discussions and written analyses of the impacts of important issues in hospitality management
• Use analysis of issues as a starting point in developing strategies to improve Hospitality operational effectiveness
Content Topic List

- Introduction and Overview of Strategic Management
- Evaluating a Firm's External Environment/ Internal Capabilities
- Cost Leadership/ Business Ethics
- Product differentiation
- Vertical Integration and Corporate Diversification
- Strategic Alliances/Mergers and Acquisitions
- International Strategies
- Business Analysis Project Development

Previous Value

- Trends and issues in hospitality businesses
- Ethics in hospitality management
- Legal issues and strategies in hospitality businesses
- Clubs and club management
- Research and graduate study in hospitality management
- Professional associations
- Community service expectations
- "Green" practices in hospitality business operations

Attachments

- 6 Syllabus Strategic Management 4680 Autumn 2016 Feb 11.pdf: Fall 2016 Syllabus
  (Syllabus. Owner: Bujisic,Milos)

Comments

Workflow Information

<table>
<thead>
<tr>
<th>Status</th>
<th>User(s)</th>
<th>Date/Time</th>
<th>Step</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted</td>
<td>Bujisic,Milos</td>
<td>02/11/2016 07:41 PM</td>
<td>Submitted for Approval</td>
</tr>
<tr>
<td>Approved</td>
<td>Folden Jr,H Eugene</td>
<td>02/15/2016 10:03 AM</td>
<td>Unit Approval</td>
</tr>
<tr>
<td>Pending Approval</td>
<td>Odum,Sarah A. Zircher,Andrew Paul Warnick,Bryan R. Achterberg,Cheryl L</td>
<td>02/15/2016 10:03 AM</td>
<td>College Approval</td>
</tr>
</tbody>
</table>
Term Information

Effective Term: Autumn 2016

General Information

Course Bulletins Listing/Subject Area: Consumer Sci: Fashion & Retail
Fiscal Unit/Academic Org: Department of Human Sciences - D1251
College/Academic Group: Education & Human Ecology
Level/Career: Undergraduate
Course Number/Catalog: 4680
Course Title: Strategic Management in Fashion & Hospitality Industries
Transcript Abbreviation: Strat Man in F&H
Course Description: Discussion, development and application of strategic management in fashion and hospitality industries.
Semester Credit Hours/Units: Fixed: 2

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 Greater or equal to 50% at a distance: 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: Senior standing
Exclusions

Cross-Listings

Cross-Listings: Cross listed with CSHSPMG

Subject/CIP Code

Subject/CIP Code: 52.1902
Subsidy Level: Baccalaureate Course
Intended Rank: Senior
Requirement/Elective Designation

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

Course Details

Course goals or learning objectives/outcomes

• Demonstrate the ability to perform environmental scanning through the identification of major issues facing the fashion, hospitality, and retail industry
• Identify and analyze appropriate responses to issues relating to the industry
• Demonstrate critical thinking processes through discussions and written analyses of the impacts of important issues in the fashion, hospitality, and retail management
• Analyze strategic issues in HM and FRS
• Develop strategies to improve operational effectiveness

Content Topic List

• Introduction and Overview of Strategic Management
• Evaluating a Firm's External Environment/ Internal Capabilities
• Cost Leadership/ Business Ethics
• Product differentiation
• Vertical Integration and Corporate Diversification
• Strategic Alliances/Mergers and Acquisitions
• International Strategies
• Business Analysis Project Development

Attachments

• 6 Syllabus Strategic Management 4680 Autumn 2016 Feb 11.pdf: Fall 2016 Syllabus
  (Syllabus. Owner: Bujisic,Milos)

Comments

Workflow Information

<table>
<thead>
<tr>
<th>Status</th>
<th>User(s)</th>
<th>Date/Time</th>
<th>Step</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submitted</td>
<td>Bujisic,Milos</td>
<td>02/11/2016 07:50 PM</td>
<td>Submitted for Approval</td>
</tr>
<tr>
<td>Approved</td>
<td>Folden Jr,H Eugene</td>
<td>02/12/2016 01:29 PM</td>
<td>Unit Approval</td>
</tr>
<tr>
<td>Pending Approval</td>
<td>Odum,Sarah A. Zircher,Andrew Paul Warnick,Bryan R. Achterberg,Cheryl L</td>
<td>02/12/2016 01:29 PM</td>
<td>College Approval</td>
</tr>
</tbody>
</table>
CSFRST/CSHSPMG 4680
Strategic Management in Fashion & Hospitality Industries
Course Syllabus
Autumn 2016

General Course Information

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Dr. Soobin Seo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester:</td>
<td>Spring 2017</td>
</tr>
<tr>
<td>Credit Hours:</td>
<td>2</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:seo.190@osu.edu">seo.190@osu.edu</a></td>
</tr>
<tr>
<td>Class location:</td>
<td>TBD</td>
</tr>
<tr>
<td>Class times:</td>
<td>Hybrid (online and offline) TBD</td>
</tr>
<tr>
<td>Office location:</td>
<td>Campbell hall 115A</td>
</tr>
<tr>
<td>Office hours:</td>
<td>Please email me for an appointment</td>
</tr>
<tr>
<td>Teaching assistant:</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Syllabus Guidelines and Support

- Please read this syllabus it contains important information. When you are in the course click in the News as well as review documents in Content. Syllabus elements:
  - Course Description
  - Prerequisites
  - Objectives
  - Communication
  - Course Materials
  - Course requirements and grading
  - Expectations for Student Conduct and Participation
  - Calendar
- Course is organized in weekly modules that can be accessed through Carmen.
  - [www.carmen.osu.edu](http://www.carmen.osu.edu)
- Each module will contain all of the materials for that week (e.g. assignments, power point slides).
- All assignments are submitted through Carmen and all communication is done electronically.
- **Academic Support**
Course Description

- Discussion, development and application of strategic management in fashion and hospitality industries.

Prerequisites

- Senior standing
- The 5th one in a series of 5 FRS/HM core courses

Relationship to other courses and curriculum

- This course will build upon a common FRS and HM core and provide new knowledge that will be used in senior level HM and FRS courses
- Students are advised to take this course after other FRS/HM core courses.

Course Objectives

Following successful completion of this course, the student should be able to:

CO1: Demonstrate the ability to perform environmental scanning through the identification of major issues facing the fashion, hospitality, and retail industry
CO2: Identify and analyze appropriate responses to issues relating to the industry
CO3: Demonstrate critical thinking processes through discussions and written analyses of the impacts of important issues in the fashion, hospitality, and retail management
CO4: Analyze strategic issues in HM and FRE
CO5: Develop strategies to improve operational effectiveness

Communication

Email Etiquette

1. Please reference the course number, “XXX3680” in the subject line. Otherwise, your emails can be missed or disregarded.
2. Please write as expected in any professional correspondence.
3. Email communication should be courteous and respectful in manner and tone.
4. Do not expect an immediate response via email (normally, a response will be sent within two business days). If your email question is sent at the last minute it may not be possible
to send you a response before an assignment is due or a test is given.

5. Instructor does not monitor email in evenings or on weekends or holidays

**Netiquette** (do’s and don’ts of online communication):
- Be thoughtful that others can and will view discussion posts; please refrain from using inappropriate language
- Respect opinions of others
- Do not plagiarize… ensure you represent your own thoughts and use your own words. Any student that plagiarizes will be reported to Committee of Academic Misconduct.

**Technology**
- This class will require internet access and access to Carmen
- Students must be proficient with navigating Carmen and posting discussions and taking exams on Carmen; Carmen tutorials can be found online at [https://resourcecenter.odee.osu.edu/carmen/getting-started-students](https://resourcecenter.odee.osu.edu/carmen/getting-started-students)
- Carmen technical support can be reached via email at 8help@osu.edu or via telephone at 614-688-HELP
- You will need access to MS Word or similar word processing software and working knowledge regarding formatting of professional documents.

**Accessibility of course technology**
- This online course requires use of Carmen (Ohio State’s learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.
- [Carmen (Desire2Learn) Accessibility Statement](https://resourcecenter.odee.osu.edu/carmen/accessibility)
- [CarmenConnect (Adobe Connect) accessibility](https://resourcecenter.odee.osu.edu/carmen/accessibility)
- [Accessibility in Microsoft Office 2010](https://resourcecenter.odee.osu.edu/carmen/accessibility)

**Required Course Materials:**
  - These books will provide with information required to take quizzes and work on assignments. Additionally book can be used as a reference and provide valuable information for the development of final project and class assignments.
Course Requirements and Grading:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Assignments</td>
<td>200</td>
</tr>
<tr>
<td>Case Study Presentation</td>
<td>200</td>
</tr>
<tr>
<td>Case Study Analysis</td>
<td>200</td>
</tr>
<tr>
<td>Final Business Analysis Project</td>
<td>200</td>
</tr>
<tr>
<td>Final Exam</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

Final grades will be based on the OSU Standard scheme:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.9</td>
</tr>
<tr>
<td>B</td>
<td>87-89.9</td>
</tr>
<tr>
<td>B-</td>
<td>83-86.9</td>
</tr>
<tr>
<td>C</td>
<td>77-79.9</td>
</tr>
<tr>
<td>C-</td>
<td>73-76.9</td>
</tr>
<tr>
<td>D</td>
<td>67-69.9</td>
</tr>
<tr>
<td>D+</td>
<td>60-66.9</td>
</tr>
<tr>
<td>E</td>
<td>59.9% or less</td>
</tr>
</tbody>
</table>

Late submission criteria:

- Late submissions of activities without legitimate reasons or not informing the instructor beforehand will not be accepted. The grades will be lowered by a letter grade for each day after the deadline.

Online Assignments

- A total of seven online assignments will be offered throughout the semester in a form of quiz or essay. Students are required to read chapters and take the assignment on every Thursdays (TBD).
- Online assignments are offered on Carmen. Instructions will be uploaded on Carmen and submit your online activities on Carmen before the deadline.
- Any missed assignments are not allowed to be made-up without any prior arrangement with instructor.
- Bonus activities are to be offered in-class. Do not miss classes!

Case Study Presentation

- Students will be grouped into seven groups and assigned a case study for presentation during the semester.
- Details on case study presentation will be provided in the first week of class.

Case Study Analysis

- There are seven case studies to be assigned throughout the semester. Students will analyze each case using the analysis template.
- Case study analysis is an individual assignment.
- Each case study analysis should be submitted on Carmen before the deadline.

Final Business Analysis Project Presentation
• Each group will select one company in the Fashion, Hospitality, and Retail industry.
• Conduct a business analysis focusing on their strategic management tactics.
• Final project presentation is worth 100 points and paper is worth 100 points.
• Details on final business analysis project presentation will be provided in the first week of class.

Final exam
• There will be a final exam available through Carmen, worth 200 points consisting of multiple choices, true/false, and essay questions.
• If you experience any technical or Internet problem while taking the online exam, stop taking the exam and email instructor right away.

Policies
1. Attendance: Policy is that you attend all classes unless there is a serious reason for your absence. If you miss any class please be responsible for getting class notes and/or handouts from a classmate or on Carmen. Instructor does not respond to individual requests for information presented in class.
2. Electronic Devices: No talking on cell phones, text messaging or emailing on laptops during class. Such behavior will result in you being asked to leave the room.
3. Missed Exams/In-class activities: Will not be allowed to be made-up unless PRIOR arrangements have been made with the instructor and a verifiable excuse is provided.
4. Extra credit: Opportunities are made available throughout the semester at the discretion of the instructor; no extra credit made available to individual students.

Expectations for Student Conduct and Participation:
• Classroom Professionalism
  Understand that the classroom environment has a structure, and Professors and students have roles and responsibilities. The Professor will respect the rights of students and asks for the same respect from students. The Professor requests that each student adhere to the following guidelines:
  It is the expectation that all students will treat each other student and the Professor with respect and dignity, which includes but is not limited to: Timely attendance, unobtrusive entry and/or exit while class is in session; non-use of cell phone, blackberry, laptop or ipad, or ipod (place on the floor or in your closed purse); non-use of newspaper or other unrelated reading material; body language that indicates a state of conscious awareness, i.e., stay alert (and awake) during classroom time with attention directed at the designated speaker (Professor or fellow students)
• Class Preparation
  The Professor works under the premise that students read the assigned chapters, articles, review questions and online PowerPoints in advance of class. Sharing your thoughts in-class and demonstrating that you read the chapter will improve your participation grade.
Therefore, **please be prepared to discuss/answer questions pertaining to assigned chapters: key terms and concepts, review questions, internet exercises and case studies (when assigned).** The professor will not cover all assigned readings in their entirety, but will supplement the textbook material by relating real world circumstances to the academic assignments, and providing clarifications at your request. While the Professor will make strong efforts to acquaint himself with each student, it is the student's responsibility to "present her/himself" during class to the Professor and to fellow students in order to earn a higher participation grade (A or B).

- **Academic Misconduct**
  The Ohio State University’s *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s code of student conduct is never considered an “excuse” for academic misconduct.

- **Course Accommodations**
  Any student who feels s/he may need an accommodation based on the impact of a disability should contact one of the instructors privately to discuss specific needs. The Office of Disability Services is relied upon for assistance in verifying the need for accommodations and developing accommodation strategies. Please contact the Office for Disability Services in Room 150 Pomerene Hall to coordinate reasonable accommodations.

- **Grievances and Solving Problems**
  According to University Policies, available from the Division of Student Affairs, if you have a problem with this class, **You should seek to resolve a grievance concerning a grade or academic practice by speaking first with the instructor or professor**, then, if necessary, with the Department Chairperson, College Dean, and Provost, in that order. Specific procedures are outlined in Faculty Rule 3335-7-23 which is available from the Office of Student Life, 208 Ohio Union.

- **Statement on Diversity**
  The Department of Consumer Science affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

- **FERPA and Privacy:**
  As a student, your educational records are considered confidential. Under FERPA
(Family Educational Rights and Privacy Act), your records are confidential and protected. Under most circumstances your records will not be released without your written and signed consent. However, some directory information may be released to third parties without your prior consent unless a written request to restrict this is on file.

- **Class Flexibility:**
  To allow flexibility for chapter discussions during the term, the instructor reserves the right to alter topic dates (announced in-class to all students at least one week in advance).

- **Academic Honesty**
  Cases of academic impropriety of any type will be dealt with in accordance with the Code of Student Conduct of the Ohio State University

- **Intellectual property**
  **Course Audio and Video Recording:** Video or audio recording of classes without the explicit written permission of the instructor/professor is a violation of the Code of Student Conduct or Students who wish to record their classes must first obtain written permission of the instructor/professor. Otherwise, such recording constitutes a violation of the Code of Student Conduct
  **Statement of Student Rights:** “Any student with a documented disability who may require special accommodations should self-identify to the instructor as early in the semester as possible to receive effective and timely accommodations.” (http://ods.osu.edu/)
  **Student Generated materials:** Any material generated by a student(s) is copyrighted. Permission must be obtained to use these materials other than the intended purpose inside the course.
  **Course materials:** These materials are copyrighted and are owned by the author. Copyrights have been secured or they are considered fair use inside/for the course but this does not apply to uses outside of the course.

- **Mental Health Statement**
  A recent American College Health Survey found stress, sleep problems, anxiety, depression, interpersonal concerns, death of a significant other and alcohol use among the top ten health impediments to academic performance. Students experiencing personal problems or situational crises during the quarter are encouraged to contact the OSU Counseling and Consultation Services (614-292-5766; http://www.ccs.ohio-state.edu) for assistance, support and advocacy. This service is free and confidential.
# Tentative Course Calendar

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Introduction and Overview of Strategic Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1 - Objective: CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>What is strategy and strategic management process?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: read chapters, finish online assignment</td>
<td>Online assignment 1</td>
</tr>
<tr>
<td>Week 2 - Objective: CO3, CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Case study presentation: Walmart</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: finish case study analysis</td>
<td>Case study analysis 1</td>
</tr>
<tr>
<td>Week 3 - Objective: CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evaluating a Firm’s External Environment/ Internal Capabilities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: read chapters, finish online assignment</td>
<td>Online assignment 2</td>
</tr>
<tr>
<td>Week 4 - Objective: CO3, CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Case study presentation: True Religion</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: finish case study analysis</td>
<td>Case study analysis 2</td>
</tr>
<tr>
<td>II. Business-Level Strategy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5 - Objective: CO2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cost Leadership/ Business Ethics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: read chapters, finish online assignment</td>
<td>Online assignment 3</td>
</tr>
<tr>
<td>Week 6 - Objective: CO3, CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Case study presentation: Jetblue Airways</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: finish case study assignment</td>
<td>Case study analysis 3</td>
</tr>
<tr>
<td>Week 7 - Objective: CO1, CO2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product differentiation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: read chapters, finish online assignment</td>
<td>Online assignment 4</td>
</tr>
<tr>
<td>Week 8 - Objective: CO3, CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Case study presentation: Levis’s personal pair</em></td>
<td>Case study analysis 4</td>
</tr>
<tr>
<td></td>
<td>Autumn break – no class</td>
<td></td>
</tr>
<tr>
<td>III. Corporate Strategy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 9 - Objective: CO1, CO2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vertical Integration and Corporate Diversification</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: read chapter 6, finish online assignment</td>
<td>Online assignment 5</td>
</tr>
<tr>
<td>Week 10 - Objective: CO3, CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Case study presentation: eBay Customer Support</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Online: finish case study assignment</td>
<td>Case study analysis 5</td>
</tr>
<tr>
<td>Week 11 - Objective: CO3, CO5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strategic Alliances/Mergers and Acquisitions</td>
<td></td>
</tr>
<tr>
<td>Week 12 - Objective: CO3, CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td><strong>Case study presentation:</strong> Starwood hotel M&amp;A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online: finish case study assignment</td>
<td>Case study analysis 6</td>
<td></td>
</tr>
<tr>
<td>Week 13 - Objective: CO1, CO5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>International Strategies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online: read chapters, finish online assignment</td>
<td>Online assignment 7</td>
<td></td>
</tr>
<tr>
<td>Week 14 - Objective: CO3, CO4</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Case study presentation:</strong> McDonald's and KFC: Recipes for Success in China</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thanksgiving break – no class</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 15 - Objective: CO5</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final business analysis project presentation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Final business analysis project presentation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>Time and Location: TBD</td>
<td></td>
</tr>
</tbody>
</table>