**Proposal Form For Addition And Revision Of Courses**

1. **Proposing College / School:** Human Sciences  
   **Department:** Consumer Affairs

2. **Course Prefix and Number:** CAHS 6616  
   **Effective Term:** Fall 2010

3. **Course Title:** Global Retailing  
   **Abbreviated Title (30 characters or less):** Global Retailing

4. **Requested Action:**  
   - [ ] Renumber a Course  
   - [ ] Add a Course  
   - [ ] Revise a Course  
   **Current Course Number:**  
   **Proposed Course Number:**  
   **Type of Revision:** Add distance

5. **Course Credit:**  
   **Maximum Hours (Repeatability):** 3  
   **Contact/Group Hours:** 3  
   **Scheduled Type:** Lecture  
   **Weekly or Per Term:** Weekly  
   **Credit Hours:** 3  
   **Anticipated Enrollment:** 15  
   **Total Credit Hours:** 3

6. **Grading Type:**  
   - [ ] Regular (ABCDF)  
   - [ ] Satisfactory/Unsatisfactory (S/U)  
   - [ ] Audit

7. **Prerequisites/Corequisites:**  
   Departmental Approval

8. **Restrictions:** List specific restriction in space above.  
   - [ ] College  
   - [ ] Major  
   - [ ] Standing  
   - [ ] Degree

9. **Course Description:**  
   (20 Words or Less; exactly as it should appear in the Bulletin)  
   Strategies for successful global business expansion for textile and apparel retailers delivered in an online format.

10. **May Count Either Program Type Program Title Requirement or Elective?**  
    (e.g.: minor, major, etc.) (e.g.: MS in Chemistry, Performance Option, Minor in Art) (required or optional?)  
    | Major | MS-Consumer Affairs; | Optional |
    |-------|-----------------------|----------|
    | Major | Ph.D.--Integrated Textile & Apparel Sci | Optional |

11. **Affected Program(s):**  
    (Respond “N/A” if not included in any program; attach memorandum if more space is required)

12. **Overlapping or Duplication of Other Units’ Offerings:**  
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - [ ] Applicable  
    - [ ] Not Applicable

Date: 1/25/2010 (MM/DD/YYYY)
14. Justification:

Opportunities exist for offering a distance delivery option for this course concurrently with the on-campus offering. The distance delivery will enable employed students or students in other locales to complete coursework as part of a graduate program.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

The course will be taught concurrently on campus and via distance technology. Existing resources will be used. Existing faculty currently teach CAHS 6610; this faculty will also teach CAHS 6616.

(Indicate whether existing resources such as library materials, classroom laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond “Not Applicable”)

16. Student Learning Outcomes:

Upon completing the course, students will be able to:

1. Identify driving forces and restraints affecting globalization and global expansion of retailing.
2. Analyze unique market characteristics, challenges and opportunities in the textile and apparel retailing sectors.
3. Be able to identify and analyze best practices in global retailing.
4. Analyze market entry modes and expansion strategies for global retailers.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

CLASS SCHEDULE

The instructor reserves the right to make adjustments to this syllabus in order to better meet the needs of the students.

Sternquist: International Retailing by Sternquist (2007);
K&G: Global Marketing by Keegan and Green (2007)

Week Topic Assignment/Due Dates
(Assignment/Exam Deadline: Midnight CST)
Week 1 Introduction and Overview
   Episode 1
   Globalization of Markets and Global Expansion of Retailing: Definitions,
   Driving Forces and Restraints Chapter 1 (Sternquist)
   Chapter 1 (K&G)
   Global Retail News Report 1 Due
Week 2 Episode 2
   Factors to Consider When Engaging in Global Retailing Chapter 1 &
   Chapter 3 (Sternquist)
   Episode 3
   Strategic Elements of Competitive Advantages: Industry Analysis Chapter
   15 (K&G)
   Global Retail News Report 2 Due
Week 3 Episode 4
   Global Competition and National Competitive Advantage Chapter 15 (K&G)
   Episode 5
   Global Market Entry Strategies 1 Chapter 6 (Sternquist)
   Global Retail News Report 3 Due
Week 4 Episode 6
   Global Market Entry Strategies 2 Chapter 6 (Sternquist)
   Exam 1
Week 5 Episode 7
   Internationalization Theory 1 Chapter 2 (Sternquist)
   Chapter 15 (K&G)
   Global Retail News Report 4 Due
   Episode 8
Internationalization Theory 2 Chapter 2 (Sternquist)
Chapter 15 (K&G)
Week 6 Episode 9
Case Study Discussion
ZARA—Fast Fashion
DVD: ZARA Case Analysis Due
Case Study: ZARA—Fast Fashion
Company Focus III.1 (Sternquist, pp. 376–385)
Company Focus III.2 (Sternquist, pp. 386–392)

Week Topic Assignment/Due Dates
(Assignment/Exam Deadline: Midnight CST)
Week 7 Episode 10
International Culture and Human Behavior 1
DVD: Your Cultural Passport to International Business Chapter 4
(Sternquist)
Global Retail News Report 5 Due
Week 8 Episode 11
International Culture and Human Behavior 2 Chapter 4 (Sternquist)
Chapter 4 (K&G)
Exam 2
Week 9 Episode 12
Retailing in Developing Countries
DVD: Face and Place: Business Beyond the Bonds of Culture Chapter 5
(Sternquist)
Chapter 2 (K&G)
Global Retail News Report 6 Due
Episode 13
Impact of Overseas China Chapter 16 (Sternquist)
Week 10 Episode 14
Retailing in the People’s Republic of China Chapter 17 (Sternquist)
Global Retail News Report 7 Due
Episode 15
Case Study Discussion
Wal-Mart Stores: “Every Day Low Price” in China Case Analysis Due
Case Study: Wal-Mart Stores
Week 11 Episode 16
Retailing in Japan Chapter 15 (Sternquist)
Episode 17
Retailing in India Chapter 19 (Sternquist)
Global Retail News Report 8 Due
Week 12 Episode 18
Case Study Discussion
Louis Vuitton Moet Hennessy: Expanding Brand Dominance in Asia Case Analysis Due
Case Study: Louis Vuitton Moet Hennessy
Exam 3
Week 13 Episode 19
Retailing in Multinational Markets: Opportunities and Challenges Chapter 7
(Sternquist)
Global Retail News Report 9 Due
Episode 20
Retailing in Europe Chapters 11–14 (Sternquist)
Week 14 Episode 21
Retailing in North America Chapter 8 and Chapter 9 (Sternquist)
Global Retail News Report 10 Due
Episode 22
Divestments and Withdrawals
Case Study Discussion: Marks & Spencer Case Analysis Due
Company Focus III.3 (Sternquist, pp. 393–405)
Week 15 Exam 4
Class Attendance and Participation (100 Points)
- Your attendance and participation will be graded based on your participation on the discussion board. The discussion board ("Discussions" in the left side menu on Blackboard) will be used to provide a forum for asynchronous class interaction. Participation is 12.5% of your grade. Each week's discussion can receive 10 points.
- All perspectives and questions are welcome, as long as they are impelled by a genuine desire for knowledge, can be articulated thoughtfully, and are supported by sound reasoning. For the academic endeavor to succeed, we must treat each other with civility, courtesy, and respect.

Exams (400 Points)
- There are four exams in total. Each exam is worth 100 points. Exams will consist of multiple choice answers, matching, and true or false questions, short answer questions and short essay. The exams will be administered through Blackboard to ensure the student registered for the course is the one who is taking the test.
- Exams cover class materials, textbooks, case studies, reading materials, DVD/video clips, and class discussions. Some material is only covered in lectures and not in the textbook.
- There are due dates assigned for taking each exam. Once you begin the test, found at “Assessments” in the left side menu, you MUST finish it. They are timed tests. You will be given notice when time is about to run out. Pace yourself accordingly.
- If the technology does not allow you to complete the exam, please get in touch with the instructor RIGHT AWAY. Do not procrastinate on this matter. You MUST turn in the test by the assigned due date. Late submission of the test will not be accepted without a University-approved excuse. Failure to provide a valid reason for missing the test will result in a 0 for the exam.
- Tests will be open note, open book examinations.
- Exams are non-cumulative.
- There will be no unannounced pop quizzes.

Case Analysis (200 points)
- Each student will select two cases out of four cases provided and write a paper on each case. Discussion questions for each case study will be posted in Blackboard. However, each student is expected to purchase all case studies assigned for this class for class discussion and examinations.
- Purchase information will be sent out in a class email.
- Paper Requirements: The written analysis should be between 7 and 10 double-spaced pages, with a 12 font size and one-inch margins on all sides. The written analysis should be typed and paginated. The cover page, appendix (tables, graphs, or pictures) and references do not count toward the total number of pages. The cover page should include the course information, your name, and the title of the case selected. The evaluation criteria and peer evaluation form will be posted on Blackboard.
- Due Dates: Due Dates for each case are indicated in the course schedule.

Global Retail News Report (100 points)
- Each student will find recent, interesting retail trends occurring in the global environment. Students may find a topic from daily news articles or video clips. Potential sources would be daily newspapers (e.g., Wall Street Journal), weekly business journals (e.g., Fortune, Business Week), monthly magazines (e.g., WOMEN’S WEAR DAILY), the internet (e.g., www.nrf.com), YouTube, TV (e.g., CNN), etc. Each student will write a 1-page paper summarizing the findings and discussing the implications for retailers.
- Submit ten reports in total. Each report is worth 10 points.
- Submit a soft copy of the article, along with the paper. The due date for
each report is indicated in the course schedule.

ASSIGNMENT GUIDELINES

- Writing Requirement: Writing assignments will be given throughout the semester. All written work must be word-processed. More information about each of these will be provided throughout the semester. All documents are expected to be of professional quality. Written assignment requirements should adhere to the following: typed, 12-size font, 1-inch margins on all sides, paginated, appropriate documentation for all references and quotations using APA (6th ed.) format, and free of grammatical and editorial errors. Failure to adhere to this format will result in loss of assigned points on tests or assignments.
- Due Dates: All writing assignments and tests are due by midnight, Central Time, on the announced due date. Due dates for each assignment are indicated in the class schedule. It is the student's responsibility to be mindful of these dates.
- Assignment Submission: All Assignments will be turned in using the Blackboard Dropbox at "Assignments" in the left side menu.
- Late Assignments: For any late assignment without a University-approved excuse, the grade will drop by 30 percent.

(List all quizzes, projects, reports, activities and other components of the course grade — including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

<table>
<thead>
<tr>
<th>Components</th>
<th>Description</th>
<th>Weight</th>
<th>Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Attendance/Participation</td>
<td>Mandatory participation in Discussion Board</td>
<td>12.5%</td>
<td>100 points in total</td>
</tr>
<tr>
<td>Exams</td>
<td>- 50%--4 exams; 100 points each exam--400 points in total</td>
<td>25%</td>
<td>200 points in total</td>
</tr>
<tr>
<td>Case Analysis</td>
<td>Selection of 2 case studies out of 4--25% 200 points in total</td>
<td>12.5%</td>
<td>100 points in total</td>
</tr>
<tr>
<td>Global Retail News Report</td>
<td>Submission of 10 reports--12.5%; 100 points in total</td>
<td>100%</td>
<td>800 points</td>
</tr>
</tbody>
</table>

Total 100% 800 points

Final Letter Grade Points Percentage
A 720 ~ 800 pts.-- 90.00% and above
B 640 ~ 719 pts.-- 80.00%--below 90.00%
C 560 ~ 639 pts.-- 70.00%--below 80.00%
D 480 ~ 559 pts.-- 60.00%--below 70.00%
F 0 ~ 479 points-- below 60.00%

(List all components of the course grade — including attendance and/or participation if relevant — with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit:
The course will focus on identification of global retailing strategies and analyzing these strategies for effectiveness in other countries and business sectors. It will involve critical thinking, research, analysis, and integration of information. Written communication skills commensurate with a graduate level will be expected.

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub; Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS
Attendance:  Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences:  Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy:  Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy:  All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations:  Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1299 Haley Center, 844-2006 (V/TT).
Kevin,
As a follow up to our conversation this morning, I am offering a written rationale for proposing CAHS 6616 without a partner distance 5000 level offering. Currently, the class is offered on campus at both 5000 and 6000 levels (CAHS 5610 and 6610). The 6000 level is currently the only level planned for distance delivery as a part of the proposed certificate program. Since the class exists already, the 7000 number was not an option.

Please let me know if you need additional information.
Susan

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