

RM 4217 International Retail Markets
Section 001
Jennifer Yurchisin, Ph.D.



RM 4217 International Retail Markets

Spring 2017, 3 credits

Tuesday & Thursday, 11:45 AM-1:00 PM; 144 McNeal

Instructor Jennifer Yurchisin

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Office hours Thur 10:30-11:30 am or by appointment

OVERALL COURSE DESCRIPTION/COURSE OBJECTIVES

This course is designed to provide exposure to a number of selected topics in the context of globalization. Students will also have the opportunity to extend their thinking regarding globalization to retail business. The basic content of this course will include: (a) an overview of the means of operating a retail business in foreign countries, with an emphasis on what makes international markets different from the U.S. market; (b) the effects of the socio-cultural systems within foreign countries on the conduct of retailing; (c) the major theories explaining international trade; (d) the dynamic interface between countries and firms attempting to conduct retailing on an international scale; and (e) strategic alternatives for global retail operations. Prerequisites: DHA or RM 2215.

Upon completion of this course, students will:

- Understand the different challenges retailers face when they operate in a foreign country;
- Evaluate the various cultural, political and legal issues that impact international retailing;
- Identify the international institutions and practices that impact international retailing
- Understand the major theories explaining international trade;
- Develop insight into the management implications of international retailing strategy and operations.

EXPECTED OUTCOMES

A parallel objective interwoven throughout the course is that students will be provided with the opportunity to develop: (a) problem solving skills and (b) information literacy. Thus, this course contributes to the following Student Learning Outcomes:

1. Can identify, define, and solve problems — met through course assignments
2. Can locate and critically evaluate information — met through course assignments

METHOD OF INSTRUCTION

The course has a Split Course format. In other words, the course is a combination of face-to-face instruction with online learning. In a split course, a significant part of the course learning will be online. As a result, the amount of classroom time will be reduced but not eliminated.

This course utilizes a variety of learning tools including lectures, research tasks, quizzes and exams, videos/films, discussion forums, group activities, and/or guest speakers. Class discussion of videos, case studies, and articles will support lecture materials and give students real-world examples.

TEXT

Selected e-Book chapters from: Hill, Charles W. *International Business*. McGraw-Hill. 9th Edition. 2013.

1. Go to <http://create.mcgraw-hill.com/shop/>

2. Search for and select book by Title or ISBN.

ISBN: 9781308445793

Title: International Retail Markets

3. Add the book to your cart and pay using a credit card.

COURSE WEBSITE: <https://ay16.moodle.umn.edu/course/view.php?id=8763>

In this class, we will be using Moodle. It is important that students regularly check the Moodle site. Class materials such as assignments and assignment/exam grades will be posted on Moodle.

COURSE POLICIES

1. During the class meetings, active participation is essential. You are expected to come to the class in a timely manner and to stay all class time. You should be prepared to discuss the subject matter and get involved in class activities. Disruptive behaviors (e.g., talking in the class, doing work for another class, using electronic devices for any other purpose than class activities) will negatively influence your participation and will affect your grade in the class.

2. Absent or tardy students are responsible for any missed class work and information, including any changes to the syllabus or assignments announced in classes. The lecture/discussion will not be repeated for any individual who was absent from class. If you come late and miss in-class activities or quizzes, there will be no make up for those.

3. Show respect for other classmates and your instructor. **TURN YOUR ELECTRONIC DEVICES OFF** during the class time (no buzzing sound!). It is not acceptable to take or make private calls/text messages during class.

4. **ACADEMIC DISHONESTY IS A SERIOUS OFFENCE AND WILL BE DEALT WITH ACCORDINGLY.** At no time is copying other people's words or ideas permissible. Plagiarism also includes using work completed in a previous class for credit in another class. Academic misconduct includes signing other students' name for attendance, cheating on the test, copying other people's work without proper citation, tracing other people's work, and so on. If academic dishonesty is found, the student(s) will be dismissed from the class and reported to the Office of Student Conduct and Academic Integrity (OSCAI).

5. Any student who feels he/she may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Students with disabilities are encouraged to contact the **Disability Services (612-624-1333, 180 McNamara)** to coordinate course accommodations.

6. All exams will be administered on Moodle. They are non-cumulative and cover material assigned in texts, outside readings, and class activities. Prior approval to miss an examination will be given in the event of extenuating circumstances and the student will be expected to present the proof of such extenuating circumstances. Proof of such incidences should be original and official documents. Personal letters or copied documents are not acceptable. Doctors' visits due to minor illness cannot be a legitimate excuse. **REQUESTS FOR MAKE UPS DUE TO AN EMERGENCY MUST BE RECEIVED BY E-MAIL BY MIDNIGHT ON THE SCHEDULED EXAM DATE.** The instructor holds the right to determine whether the student will be required to take a make-up examination or not. **MAKE UP EXAMS ARE DIFFERENT FROM THE ORIGINAL IN TERMS OF FORMAT, LENGTH, AND DIFFICULTY.**

7. Due dates: **NO LATE WORK WILL BE ACCEPTED.** In the event of emergency, notify the instructor **BEFORE** the date/time the assignment is due.

8. Keep in mind how grades are defined. If you complete all the necessary requirements for an assignment, that merely means your work is satisfactory, which is defined as C. If you wish to get a better grade than a C, you will have to be above being satisfactory and aim to wow the classmates and the instructor.

9. Student Release of Work Statement: Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

HOW TO BECOME SUCCESSFUL IN THIS CLASS

1. Be prepared and actively participate in class discussions and activities.
2. Make sure you carefully read and understand the syllabus. You need to understand what the expectations are.
3. Be on top of due dates.
4. Be a professional and respectful classmate.

UNIVERSITY POLICIES

Personal Electronic Devices in Classroom

- <http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html>

Use of Class Notes and Materials

- <http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

Scholastic Dishonesty and Student Conduct Code

- http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

Sexual Harassment

- <http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf>

Statement on Climate of Inclusivity

- The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.
- http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf

Academic Freedom and Responsibility

- http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf

Availability of Disability and Mental Health Services

- If you have any special classroom requirements please contact one of the offices listed below. They will work with you and, if necessary, they will contact the instructor to work out the details for any necessary accommodations.
- Student Academic Success Services, 340 Appleby Hall, 612-624-3323
- Counseling/Consulting Services, 199 Coffey Hall, 612-624-3323
- Disability Services, 180 McNamara, 612-626-1333
- Center for Writing, 10 Nicholson Hall, 612-626-7579
- <http://ds.umn.edu/student-services.html> and <http://www.mentalhealth.umn.edu>

COURSE REQUIREMENTS AND EVALUATION

Your final course grade will be based upon:

Exams (2 @ 100 points each = 200 points)

- There will be two (2) exams during the semester.
- Each exam will contain thirty-five (35) multiple choice/true-false style questions. Each question is worth two (2) points, for a total of seventy (70) points.
- The remaining thirty (30) points will consist of responses to short-answer/essay style questions.
- Each exam will cover not only the assigned text material, but will also cover lectures and other activities. In other words, you are responsible for everything that takes place in class.
- The exams will be timed and must be completed by the date/time assigned.

Individual Class Activities (7 @ 10 points = 70 points)

- You will be required to complete seven (7) activities during the semester.
- These activities will be related to the topics discussed in the class and will vary in length and degree of difficulty.

- These activities will be described during the semester as they become due. In other words, do not expect to be able to work ahead to complete these activities. They will be related to the topics covered as the semester progresses.

Group Project (100 points total)

- You will work with a group of no more than eight (8) students to complete a strategic plan for a U.S. retailer to enter a new, foreign market.
- The project will be divided into several parts which will be due throughout the semester.
- A separate handout will be provided with details about the project.

Extra credit opportunities (? @ 2 points each = ? points)

- There may be opportunities for extra credit throughout the semester.
- Successful completion of each opportunity will be worth up to two (2) points.

Grades are assigned on the basis of total points earned for the course. I will compute the final grade by dividing the total number of possible points by the total number of points that you have earned on the exams, quizzes, and individual projects. The resulting percentage will determine the final grade according to the following scale:

A	94% 370-348: Signifies achievement that is outstanding relative to the level necessary to meet course requirements
A-	90% 347-333
B+	87% 332-322: Signifies achievement that is significantly above the level necessary to meet the course requirements
B	84% 321-311
B-	80% 310-296
C+	77% 295-285: Signifies achievements that meets the course requirements; Satisfactory
C	74% 284-274
C-	70% 273-259
D+	67% 258-248: Signifies achievement that is worthy of credit even though it fails to meet course requirements
D	60% 247-222
F	Below 222: Indicates coursework was completed but at an achievement level unworthy of credit

Tentative Schedule (Subject to Change—Please Consult Website for Changes)

Topic #: Date	Topic Description	Readings & Assignments
Week #1: 1/17 & 1/19	Course Overview	Read the syllabus! Buy the book!
	Globalization	Chapter #1
Week #2: 1/24 & 1/26	Continue Globalization	Continue Chapter #1 Class Activity #1 Due on 1/26 at 11:59 PM Part #1 of Project Due on 1/26 at 11:59 PM
Week #3: 1/31 & 2/2	Continue Globalization	Part #2 of Project Due on 1/31 at 11:59 PM
	National Differences in Political Economy	Chapter #2
Week #4: 2/7 & 2/9	Differences in Culture	Chapter #4 Class Activity #2 Due on 2/9 at 11:59 PM
Week #5: 2/14 & 2/16	Continue Differences in Culture	Continue Chapter #4 Part #3 of Project Due on 2/16 at 11:59 PM
Week #6: 2/21 & 2/23	Continue Differences in Culture	Continue Chapter #4 Part #4 of Project Due on 2/23 at 11:59 PM
Week #7: 2/28 & 3/2	International Trade Theory	Chapter #6 Class Activity #3 Due on 3/2 at 11:59 PM
Week #8: 3/7 & 3/9	Midterm Review and Exam	Exam Due on 3/9 at 11:59 PM
Week #9: 3/14 & 3/16	Spring Break	No Classes!
Week #10: 3/21 & 3/23	The Political Economy of International Trade	Chapter #7 Part #5 of Project Due on 3/23 at 11:59 PM
Week #11: 3/28 & 3/30	The Strategy of International Business	Chapter #13 Class Activity #4 Due on 3/28 at 11:59 PM
	Entry Strategy and Strategic Alliances	Chapter #15 Part #6 of Project Due on 3/30 at 11:59 PM
Week #12: 4/4 & 4/6	Continue Entry Strategy and Strategic Alliances	Continue Chapter #15 Class Activity #5 Due on 4/6 at 11:59 PM
Week #13: 4/11 & 4/13	Global Production, Outsourcing, & Logistics	Chapter #17
Week #14: 4/18 & 4/20	Global Marketing and R & D	Chapter #18 Class Activity #6 Due on 4/20 at 11:59 PM
Week #15: 4/25 & 4/27	Prepare Strategic Recommendations	Part #7 of Project Due on 4/27 at 11:59 PM

Week #16: 5/2 & 5/4	Prepare and Watch Student Presentations	<i>Part #8 of Project Due on 5/2 at 11:59 PM</i> Class Activity #7 Due on 5/5 at 11:59 PM
Week #17: 5/11	Final Exam	Exam Due on 5/11 at 11:59 PM