HCDE 513: Globalization & Localization Management

Instructor: Hiram Machado
Quarter/Year: Winter, 2012
Course Schedule: Tuesdays, 6 - 9:50PM

Course Description

Globalization and localization business processes. Topics covered include localization challenges for various business sectors and audiences as well as selecting localization software, services, and content; project types and associated start-to-finish processes. The course is scenario-based with an emphasis on human-centered management practices and strategies.

Course Objectives

Upon completion of this course, students should be able to:

- Understand internationalization, globalization and localization concepts and terminology
- Understand the development cycle of software, online services and web sites and its relationship to the localization process
- Be able to draft a basic localization workflow model
- Have fundamental knowledge of localization engineering management, technology and tools
- Understand the translation and cultural adaptation process
- Understand the basic business management framework to manage localization projects
- Understand community localization and crowdsourcing

Grading and Assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Description</th>
<th>Weight</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term exam</td>
<td>Essay-form exam on concepts introduced in the first half of the quarter</td>
<td>30%</td>
<td>Week 5</td>
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<tr>
<td>Homework assignments</td>
<td>3 homework assignments counting 5% each</td>
<td>15%</td>
<td>Week 4, 6, 8</td>
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<tr>
<td>Final research project</td>
<td>Students can choose between hands-on localization management project OR</td>
<td>55%</td>
<td>Due Week 8b</td>
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</tbody>
</table>
A research paper on current localization management practices

Individual and team projects will be accepted (contributions need to be clearly associated with individuals)

Course Schedule

**Week 1a – June 21nd**
- Course introduction
- Localization Concepts
  - Globalization, Internationalization, Localization, Cultural Adaptation
  - Overview of the field
  - Roles and responsibilities

**Week 1b – June 23rd**
The Digital Product Cycle and Localization Workflow
- Software development process
- Localization process
- Milestone development
- Agile development
- End-to-end workflow

**Week 2a – June 28th**
Disciplines and Roles
- Engineering
- Project Management
- User Experience Design and Research
- Web Publishing
- Team composition and interdependencies
- Localization job market and skills analysis

**Week 2b – June 30th**
Linguistic and Cultural Processes: Translation, Adaptation
- Translation theory
- Terminology and vocabulary management
- Simplified English
- Text types and translation methods
- Limits Equivalence
- Cultural adaptation

**Week 3a – July 5th**
Localization Engineering and Tools
Note: This syllabus may represent a past offering of this course and future course offerings may differ.

- Localization resource types and approaches
- Localization tools
- Bullet proofing
- Localization testing
- Bug management

**Week 3b – July 7th**
Localization Tools: Lab Time
- Setting up localization projects
- Tools and technology hands-on labs

**Week 4a – July 12th**
Localization Project Management (client side)
- Project management fundamentals
- Scheduling
- Budgeting and cost tracking
- Workflow management
- Upstream engagement
- Vendor communication

**Week 4b – July 19th**
Localization Project Management (vendor side)
- Supplier pool management
- Client bids
- Client communication
- Community Localization