

Course Syllabus/Outline Development Form

1. NAME OF COURSE:

ITSE 6073 Introduction to Localization

2. NUMBER OF CLOCK HOURS:

8 hrs

3. COURSE DESCRIPTION:

*There are no prerequisites as this is an introductory class. Primary content will come from the required book for this class which is “ A Practical Guide to Localization” by Bert Esselink. Supplemental material will include articles from Multilingual and/or Language International as deemed appropriate and relevant to course content.

4. COURSE OBJECTIVES:

- a. Learn Localization and the elements involved in localization
- b. Define Internationalization and the difference between globalization, internationalization and localization.
- c. Understand the differences involved in localizing software versus online help versus documentation and how they interrelate
- d. Explore translation technology (translation memory versus machine translation pros/cons, localization tools)
- e. Assess localization project management and best practices

5. RATIONALE:

Globalization is like the Internet, it is *the* future and cannot be ignored. The percentage of worldwide Internet usage will increase dramatically in Europe and Asia over the next few years. In order to effectively conduct business in this global marketplace, localization is key. Students who understand localization will provide a competitive advantage to companies seeking to go global or who are already global.

**While there are no content prerequisites, technical capability is required since this is offered as an online course. Access to the internet and to Blackboard.com is needed. Anticipate providing some training initially on the eLearning environment.*

6. REQUIRED MATERIALS:

Author: Bert Esselink
Title: A Practical Guide to Localization
Publisher: John Benjamine
ISBN-10: 1588110060
ISBN-13: 978-1588110060

Other materials will be provided as needed (i.e. articles, additional research references)

7. EVALUATION:

Criteria to Include:

- Class participation
- Responses to questions posted online via Blackboard
- Projects on a key topic in localization relevant to the students' job or interest.

8. COURSE OUTLINE:

Topic	Sub-topics	# of hours
1. Introduction to Localization	1.A Definition of terms Industry Lingo 1.B Overview of the industry and its evolution	1
2. Internationalization	2.A Purpose 2.B Key Benefits	1
3. Software	3.A Translation 3.B Engineering 3.C Quality Assurance	1
4. Online Help	4.A Translation 4.B Engineering 4.C Testing	1
5. Documentation	5.A Translation 5.B Desk Top Publishing 5.C Graphics	1
6. Translation Technology	6.A Translation Memory Tools 6.B Machine Translation 6.C Terminology Tools	1

7. Terminology	7.A Set-up	1
	7.B Standards	
8. Project Management	8.A Intro	1
	8.B Tasks and responsibilities	
	8.C Tools	
		8 total