UNIVERSITY OF HOUSTON SYSTEM
BOARD OF REGENTS AGENDA

COMMITTEE: Academic and Student Success

ITEM: Approval of the Master of Science in Global Retailing Degree at the University of Houston

DATE PREVIOUSLY SUBMITTED:

SUMMARY: The Global Retailing Master's degree program will focus on global products and services in for-profit enterprises.. This includes applied market research; consumer behavior, product sourcing and distribution; profitability and global retailing financial models; customer feedback and evaluation methods; global strategies; and promotion and retailing campaign development at the global level. It will also include learning global culture and shared ways of working, global trade restrictions, and training a retail workforce with global perspectives. Business electives in accounting, marketing, and supply chain management will support the Global Retailing courses.

SUPPORTING DOCUMENTATION: Program Description and Financial Pro Forma

FISCAL NOTE: See Financial Pro Forma

RECOMMENDATION/ ACTION REQUESTED: Administration recommends approval of this item

COMPONENT: University of Houston

Renu Khator

PRESIDENT — **Renu Khator** — **DATE** 11/1/11

SENIOR VICE CHANCELLOR — **John Antel** — **DATE** 10/28/11

Renu Khator

CHANCELLOR — **Renu Khator** — **DATE** 11/1/11