

# Internationalization For Managers

## Course Summary

The Internationalization Course for Managers will introduce attendees to the field of internationalization, its key concepts, and core practices. The course will address the integration of internationalization into the overall software development process and discuss key benefits.

This workshop will prepare managers for understanding the nature of internationalization projects and the considerations for managing projects to involve internationalization. Managers will leave the course with knowledge of the issues, the pitfalls and the steps towards potential solutions. The workshop will provide you with a clear understanding of industry best practices in managing internationalization projects and how to apply them.

## Course Objective

To provide managers and technical project leads a basic framework and foundation for internationalization. The course will focus on core concepts, key project management considerations and issues in internationalization. A business level focus will be applied to technology and best practices.

## Audience

This course is intended for managers and software technical project managers.

## Delivery

This course is instructor led.

## Modules Covered

### Introduction

- Instructor(s) (Qualifications)
- Students (Expectations, Interest)
- Course Goals & Overview
- Agenda Review

### The Problem Domain: What Are We Up Against?

- Overview (the “what”)
- The globalization dimension
- Key pitfalls, concerns and issues
- Consequences of improper practices
- Languages and scripts
- Asian languages
- Middle-Eastern languages
- Examples of issues (visual presentation)
- Sample differences between languages and cultures and the impact to application development
- Cultural formats: date, time, calendars, currency, etc.
- Business workflow in different cultures

## **Key Globalization Concepts**

- Overview (the “why”)
- Key concepts, practices and process
- Globalization
- Internationalization
- Localization
- Internationalization complexity: dimensions and levels
- Personalization
- Ensuring translation quality
- Maintaining a global product: localizing the next version!
- Optimizing localization: glossaries & translation memories

## **Graphical Model of Internationalization**

- Overview (the “how”)
- Graphical model of core internationalization tasks
- Resource externalization
- Cultural generalization
- Localization kit generation and strategy
- Integration with software build process
- Preparing for localization

## **Project Management**

- Overview (the “process”)
- Markets: countries, languages & audiences
- Business case and ROI
- Defining and managing global requirements
- Risk management: the “baseline and compare” strategy
- Evaluation & planning
- Integration into the overall development cycle
- Roles and responsibilities
- Simultaneous Shipment (“sim-ship”)
- Parallel development: internationalization and new features
- Don’t forget testing and customer support!
- Common myths and pitfalls