



## Dillard College of Business Administration

BRITISH STUDIES PROGRAM/LONDON  
International Issues in Business  
BUAD 4993, 4993  
Summer Semester 2019

### Contact Information

Professor of Record:

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### Course Materials

- Dropbox - [Link to Dropbox \(www.dropbox.com\)](http://www.dropbox.com)
- Articles - Please read and be prepared to discuss articles about the sites we will visit. We will have class discussions on these sites prior to the site visits
- PowerPoints.

### Course Descriptions

These courses will be useful for undergraduate students coming to the subject of International Business. **There are two separate courses with two separate grades.** It is a very good course for students wishing to understand the complex area of international business notably because all the major disciplines are discussed and explained in an easily accessible style. A major strength of this course is that it tries to integrate the disciplines through the provision and usage of realistic and up-to-date international examples/case studies which are easy for students to identify with and relate to.

## Course Prerequisite

Permission from Professor of Record.

## Course Objectives

1. To expose students to international business. Specifically, to look at international business operations from the perspective of economics, law, and politics as well as the functional disciplines of strategic planning, accounting, finance, marketing, human resource management, and operations management.
2. To assist students in understanding the significance of cooperative relationships among functional entities in global business settings.
3. To strengthen the appreciation of cultural, social, political, legal, economic, and political variables in conceptualizing, executing, and assessing international business operations.
4. To offer students a unique opportunity to enrich their knowledge and understanding of the functional disciplines of business while engaging in academic and social activities that broaden interdisciplinary perspectives.
5. To reinforce and build upon comparative research skills in an international context.

## International Business Class - (3 hours credit)

### Class Attendance:

Class attendance is required of all students. It is important for each student to be actively involved in all aspects of the academic program. Grades will drop by one letter grade for each event (lecture or field trip) missed. Being late to a class or casually talking during a lecture - especially if a guest lecturer - will also adversely affect your grade.

### Examinations:

A comprehensive essay exam will be administered at the end of the term. The professor of record reserves the right to give a comprehensive essay at midterm. The exam will reflect input from lectures, field trips, and assigned readings.

### Participation:

The course is highly interactive between the class, the instructor, and guest speakers. Through discussion, students will have the opportunity to use the concepts, ideas, and strategies presented from different courses. It is, therefore, extremely important that you actively participate in discussion. 'Participation' is an important component of your grade. Missing one guest lecture or one site visit will result in your overall grade being reduced by one letter-grade. Being attentive, punctual, and courteous for all lecture classes and site visits are equally essential traits for a good participation grade. Any combination of two disturbing incidents (i.e., talking during a guest lecture, being tardy for class, sleeping during a lecture, or otherwise being inattentive or disruptive in any fashion) will also have equally adverse consequences for your grade.

### Weekly Log:

Students will be responsible for completing two logs in this course. Students will describe the experiences that they had during the first two weeks and then the last two weeks. Students should discuss what they have learned about business, in general, and international business, in particular. The implications of international business on a student's major should be emphasized.

As part of your paper (log) assignments, you must complete a paper that contains evaluations for each guest lecturer, each site visit, one overall evaluation of activities. You will provide a separate paper over your mini-break activities. Both papers should be in APA format.

These assignments can be completed electronically and uploaded to your Dropbox account.

The assignments are due by midnight July 25 for Mini-Break paper and Thursday, August 1 for paper on weekly site visits and lecturers.

### **Grade Determination:**

The grade for students in BUAD 4883 and BUAD 4993 are determined based on the grading scheme below.

<b>International Business Class Element</b>	<b>Points</b>
Mini-break formatting paper	100
Log paper	100
Presentations (3)	75
Participation	25
Final Exam	200
Total	500

<b>Grades will be assigned using the following scheme</b>	<b>Grades</b>
90% or above	A
80% to 90%	B
70% to 80%	C
60% to 70%	D
Less than 60%	F

### **Dress Requirements:**

Each student is required to dress appropriately for each scheduled academic event. Coat and tie for men and equivalent business dress for women are required for selected field trips and professional visits. Semi-formal ware means no cut-offs, ball caps, or casual t-shirts.

## **Research Methods Component (Research Paper) - (3 hours credit)**

### **Research Paper:**

It is mandatory to specify an area of research before arrival in London. **Students should select a topic and get approval from the professors of record and conduct some research before the class in London begins.** Obtaining some core information before leaving the United States will make integration of research from libraries in London easier and more valuable. **To get a topic approved, please e-mail your idea and a few paragraphs to Drs. Forrester or Cummings.**

Equally as important, we also want you to prepare yourselves for success in our class. That is why it is important that you begin working on your research papers now. **Your papers will be due on Sunday, August 4, the day before we depart London for the return to the United States.**

Below is a schedule of required assignments that you must complete before we depart for London. As a whole, the assignments are designed to put each of you in the best possible position for successful outcomes as you complete the research paper portion of the International Business class. Note that all papers will follow APA style (for more information, see [Link to apastyle.org](http://apastyle.org)). Additionally, for those of you who are interested in pursuing publication of your papers, consider a research question that can be tested in some way, either quantitatively or qualitatively. After the

class is over, we will work with you to select and analyze data, and help you polish your paper for publication.

Please turn all of your assignments in using your individual Dropbox folders. You should receive an invitation from Dr. Forrester or Cummings to join. If you have not joined, do so now. We will provide you feedback within a few days of each assignment submission. Please let either of us know if you have any questions.

Students will be required to demonstrate constant progress on their research paper by turning in rough drafts at assigned times.

The expected length of this paper is approximately 15 pages.

### **Deadlines:**

**Deadlines are important to insure your success. It is imperative that you meet all the pre-travel research paper deadlines:**

#### **Sunday, June 2, 2019, 11:59 PM (CSDT)**

- Cover Page: State the title of your paper and other information as required of cover pages using APA style.
- Abstract: In 150 words or less, explain what you plan to do in your paper and why you think it is both important and interesting.
- Preliminary Outline: This is a first draft of the outline. It must state the research topic or question, and provide basic information on what you plan to cover in your paper.
- Reference Page: List at least 10 reference articles that you will use to provide literature background for your paper (for help finding references, start with Google Scholar at [Link to Google Scholar at http://scholar.google.com/](http://scholar.google.com/)).

#### **Sunday, June 9, 2019, 11:59 PM (CSDT)**

- Formal Outline: This is a complete, detailed outline of your paper. It should be an expansion of your Preliminary Outline by additionally showing well-thought out details of how you plan to organize your paper.
- Reference Page Significance: For each of the references you plan to use, in three sentences or less, describe each of their individual contributions to your paper. The purpose of this assignment is to help you sharpen your focus; if you cannot state how or why you will use a selected article in your paper, you probably should not use it. By now, many of you will realize that your initial reference list is insufficient, and certainly, you are welcome to add additional references as you get further into the paper.

#### **Sunday, June 16, 2019, 11:59 PM (CSDT)**

- A complete first draft of your introduction section.

#### **Sunday, June 23, 2019, 11:59 PM (CSDT)**

- A complete first draft of your literature review section.

Undergraduate students should plan to develop a substantive and comprehensive review or analysis of a topic in their business major from an international perspective. Consultation before departure with a member of the faculty in the student's major is encouraged.

**Students must complete the research component of BUAD 4993 to receive credit for BUAD 4993. Failure to complete the research paper component will result in two F's (one for each course).**

**Syllabus:**

This syllabus is a general outline of material covered, learning goals, grading procedures and student performance requirements. Material covered, dates of tests, and percent of total grade will vary as necessitated by the pace material is covered and any unforeseen class interruptions. Be advised that anything and everything is subject to revision --- especially the class itinerary.

**Contents – topics covered (Tentative):**

- International Business in the Twenty-First Century
- International Trade and Foreign Direct Investment
- Economic Integration
- The Role of Culture in International Business
- International Strategy
- The International Financial Markets: Sources of Finance for International Trade and Investment
- Foreign Exchange Risk Management
- International Accounting
- International Finance
- International Marketing
- Operations and Supply Chain Management
- International Human Resource Management
- The Impact of Multinational Corporations

**British Studies Program/London**  
**Academic Calendar: 4 July – 5 August 2019**

Thursday	4	<b>JULY</b>	Depart US
Friday	5		Arrive London/ Opening night Social Event
Saturday	6		Faculty meeting at 9:00 am at Costa Coffee Student Orientation-Noon – Arts Auditorium Faculty members meet with class at 1:30 pm Faculty led walking tour of London 2:30 pm
Sunday	7		St. Pauls Cathedral – 11:00 am – London Eye 4:00 p.m.
Monday	8		<b>ACADEMIC DAY</b>
Tuesday	9		<b>ACADEMIC DAY</b>
Wednesday	10		<b>ACADEMIC DAY</b>
Thursday	11		<b>ACADEMIC DAY</b>
Friday	12		Non-Academic Day
Saturday	13		Non-Academic Day (optional excursion)
Sunday	14		Non-Academic Day
Monday	15		<b>ACADEMIC DAY</b>
Tuesday	16		<b>ACADEMIC DAY</b>
Wednesday	17		<b>ACADEMIC DAY</b>
Thursday	18		Mini-Break
Friday	19		Mini-Break
Saturday	20		Mini-Break
Sunday	21		Mini-Break
Monday	22		Mini-Break
Tuesday	23		<b>ACADEMIC DAY</b>
Wednesday	24		<b>ACADEMIC DAY</b>
Thursday	25		<b>ACADEMIC DAY</b>
Friday	26		Non-Academic Day
Saturday	27		Non-Academic Day
Sunday	28		Non-Academic Day
Monday	29		<b>ACADEMIC DAY</b>
Tuesday	30		<b>ACADEMIC DAY</b>
Wednesday	31		<b>ACADEMIC DAY</b>
Thursday	1	<b>AUGUST</b>	<b>ACADEMIC DAY (Review for all classes)</b>
Friday	2		<b>Final Exams</b>
Saturday	3		Free Day (Optional Excursion)
Sunday	4		Free Day
Monday	5		<b>Return to US</b>
<b>August</b>	<b>4</b>		<b>FINAL PAPERS / PROJECTS DUE TO</b>
			<b>PROFESSOR OF RECORD</b>
<b>September</b>	<b>13</b>		<b>Final Grades submitted</b>

