



Dillard College of Business Administration

BRITISH STUDIES PROGRAM/LONDON
International Issues in Business
BUAD 5993-B40, 6663-B41
Summer Semester 2024

Contact Information

Professors of Record:

Dr. Robert C. Forrester, Dillard Distinguished Professor of Energy Finance
Dillard College of Business Administration, Room 209
Midwestern State University
3410 Taft Blvd.
Wichita Falls, TX 76308
Phone: 940-397-4360
Cell/Text: 940-867-1156
E-mail: [Link to Dr. Robert Forrester's Email](#)

Dr. J. Reid Cummings, DBA, CCIM, ALC, CSM, CRB, CIPS
Mitchell College of Business, Room 333
University of South Alabama
Mobile, Alabama 36688
Phone: 251-605-9900
E-mail: [Link to Dr. J. Reid Cummings' Email](#)

Course Materials

International Business, 3rd Edition ISBN10: 1264067526 | ISBN13: 9781264067527 by Michael Geringer and Jeanne McNett with Connect homework access.

The online textbook with the McGraw-Hill Connect course that may be completed prior to departing for London or completed while in London is approximately \$156.20. This text is part of the Course Affordability program and will be charged to each student above the cost of the Study Abroad program. However, students may 'opt-out' of the Course Affordability program through the bookstore and pay McGraw-Hill Connect directly (via a credit card) for the textbook access and Connect course. The direct payment may be higher than using course affordability.

It should be noted that the Dillard College of Business issued an additional scholarship of \$250 to each MSU DCOBA student that will more than cover the cost of the textbook. It is also applied to each student's account.

Non-MSU students may apply directly to their professor for reimbursement of the Connect course.

Course Descriptions

These two courses (BUAD 4993.X40 and BUAD 4993.X41) will be useful for undergraduate students taking International Business. **There are two separate courses with two separate grades.** They are very good courses 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 integrates the business 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 (4993-B40) (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.

Readings:

There are 15 online module readings. Each module (or chapter) is worth 100 points and may be completed before departing for London if the student chooses. Otherwise, they may be completed by the deadlines for each module while in London.

Homework Assignments:

There are 15 online module homework assignments. Each module homework assignment is worth 100 points and may be completed before departing for London if the student chooses. Otherwise, they may be completed by the deadlines for each module while in London.

Quizzes:

A quiz will be given for each of 15 International Business modules. Each quiz is worth 100 points and may be completed before leaving for London or after arriving.

Site Visit Quiz:

A separate comprehensive essay quiz will be administered at the end of the term for site visits. The professor of record reserves the right to give a comprehensive essay quiz at midterm. The quiz 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.

The assignments are due by midnight Tuesday, July 18 for the first half of the semester and midnight, Tuesday, August 1 for the second half of the semester.

Grade Determination:

The grade for students in BUAD 4993-B40 (UK Classroom) and BUAD 4993-B41 (Research Paper) are determined based on the grading scheme below. Note that the research paper component is required for both classes. Failure to complete the research paper can result in two (2) Fs.

International Business Class Element – B40	Points
McGraw-Hill Connect Orientation Videos	301
McGraw-Hill Module Readings (15 Modules)	1500
McGraw-Hill Homework Assignments	1500
McGraw-Hill Module Quizzes	1500
Group Site Presentations (2 Presentations)	400
Final Site Visit Quiz	400
Final Exam	399
Complete Final Research Paper	4000
Total	10000

International Business Research Paper Element – B41	Points
Topic, Prelim outline, Cover Page, Abstract	1000
Reference page	500
Outline	500
Reference Summaries	500
Complete First Draft of Literature Review	500
Presentations (2)	500
Complete Final Research Paper	4000
Total	7500

Grades will be assigned using the following scheme	Grades
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 wear means no cut-offs, ball caps, or casual t-shirts.

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

It is recommended 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 Tuesday, July 30.**

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](https://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 20 pages including cover page, abstract, and references. The length will not include pictures, charts, graphs, appendices or quotes.

Please do not use direct quotations, rather summarize quotations and properly cite.

Deadlines:

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

Tuesday, July 9, 2024 midnight

- 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/)).

Tuesday, July 16, 2024 midnight

- 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.

Tuesday, July 16, 2024 midnight

- A complete first draft of your introduction section.

Tuesday, July 23, 2023 midnight

- A complete first draft of your literature review section.

Tuesday, July 30, 2023 midnight

- A complete final research paper submitted via D2L

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):

- The Challenging Context of International Business
- International Trade & Investment
- Sociocultural Forces

- Sustainability & Natural Resources
- Political Forces that affect Global Trade
- Intellectual Property Rights and Other Legal Forces
- Economic & Socioeconomic Forces
- The International Monetary System and Financial Forces
- International Competitive Strategy
- Organizational Design & Control
- Global Leadership Issues and Practices
- International Markets: Assessment and Entry Modes
- Marketing Internationally
- Managing Human Resources in an International Context
- International Accounting and Financial Management