



Dillard College of Business Administration

BRITISH STUDIES PROGRAM/LONDON
International Issues in Business
BUAD 4993-B41
Summer Semester 2025

Contact Information

Professors of Record:

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Course Materials

Course materials and PowerPoints for this class will be provided by the professors and located on D2L.

Course Descriptions

This course offers students an in-depth exploration of international business through a research-intensive approach tailored to their major. Students will critically examine a specialized topic within their field, integrating international perspectives and foundational theories. A key feature of the course is its structured approach to academic research, guiding students through the process of identifying seminal theories, developing a focused research question, and applying research methodologies. Additionally, students will refine their formal writing skills, master APA formatting, and engage in scholarly inquiry, preparing them for advanced academic and professional pursuits.

Course Prerequisite

Permission from Professor of Record.

Course Objectives

By the end of this course, students will be able to:

1. **Demonstrate a comprehensive understanding of international business** by critically analyzing key theories, trends, and challenges within their major from a global perspective.
2. **Conduct an in-depth research study** on a topic relevant to their field, incorporating international components and interdisciplinary insights.
3. **Identify and apply seminal theories** that provide the foundation for their research topic, demonstrating an understanding of theoretical frameworks in their discipline.
4. **Develop and refine research questions and hypotheses** that contribute to meaningful academic inquiry in their field of study.
5. **Apply appropriate research methodologies** to collect, analyze, and interpret data relevant to their chosen research topic.
6. **Master academic writing conventions** by producing a well-structured, coherent, and argument-driven research paper that adheres to APA formatting guidelines.
7. **Critically evaluate and synthesize scholarly sources** to build a strong literature review that supports their research argument.
8. **Enhance analytical and critical thinking skills** through structured engagement with international business case studies, policy issues, or empirical research.
9. **Develop effective time management and research skills** by following a structured research process from proposal development to final paper submission.
10. **Present research findings professionally** through written reports and/or oral presentations, demonstrating clarity, organization, and academic rigor.
11. **Engage in cross-cultural perspectives and ethical considerations** in research, fostering a deeper understanding of global business environments and practices.

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, sleeping, or casually talking during a lecture - especially if a guest lecturer - will also adversely affect your grade.

Homework Assignments:

This course includes a series of structured homework assignments designed to guide students through the process of writing a well-researched and professionally formatted academic paper. Each assignment builds upon the previous one, ensuring a step-by-step progression toward the final submission. Students will begin by selecting a research topic with an international component relevant to their major, followed by developing a preliminary outline to organize their ideas. Assignments will also cover essential research writing components, such as formatting a cover page, crafting an abstract, and compiling an APA-formatted reference page. As students refine their research, they will complete a formal outline, write reference summaries to analyze key sources, and develop a comprehensive literature review. The course culminates in synthesizing these elements into a final research paper that demonstrates strong analytical, writing, and formatting skills. These assignments are designed not only to strengthen students' research abilities but also to enhance their critical thinking and academic writing proficiency in an international business context. These assignments are designed to simplify the process of writing the paper into small assignments and may be completed prior to traveling to London.

Presentation Requirements:

Students will deliver two presentations throughout the course, each designed to develop their ability to communicate research effectively and concisely.

1. **Initial Research Proposal Presentation:** Early in the semester, students will present their research topic, tentative title, and hypothesis in **five slides or fewer**. This presentation will provide an opportunity to articulate the research focus, justify its relevance, and receive constructive feedback from peers and the instructor. The goal is to ensure clarity, feasibility, and a strong theoretical foundation before proceeding with further research.
2. **Final Research Findings Presentation:** At the conclusion of the course, students will deliver a formal presentation summarizing their research process, key findings, and conclusions. This presentation should demonstrate a clear progression from initial research questions to final analysis, incorporating relevant data, critical insights, and global perspectives. Students will be expected to present their work professionally, using clear visuals, logical organization, and effective communication techniques.

Both presentations are designed to enhance students' ability to synthesize complex ideas, engage in scholarly discussions, and effectively convey their research in an academic setting.

Participation Requirements:

Active participation is a fundamental aspect of this course, as it is designed to be highly interactive, incorporating class discussions, instructor-led sessions, guest speakers, and site visits. Engaging in discussions allows students to apply key concepts, theories, and strategies from their academic studies to real-world international business contexts. Therefore, active and meaningful participation is essential for success in this course.

Attendance at all class sessions, guest lectures, and site visits is mandatory. Missing one guest lecture or one site visit will result in an automatic reduction of one letter grade from your overall course grade. Additionally, professionalism and engagement during all course activities are expected. To earn full participation credit, students must be attentive, punctual, and respectful during all lectures and site visits.

Disruptive behavior, including but not limited to talking during a guest lecture, arriving late, using electronic devices inappropriately, sleeping, or showing inattentiveness, will negatively impact participation grades. Any combination of two such incidents will result in a significant deduction from the final grade. This course fosters an interactive learning environment, and students are expected to contribute positively and demonstrate professionalism at all times.

Grade Determination:

The grade for students in BUAD 5993-B40 (UK Classroom) and BUAD 6663-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.

Intl Business - Research Paper– 6663 (3 hours credit)	Points
Topic, Prelim outline, Cover Page, Abstract	250
Reference page	250
Outline	250
Reference Summaries	250
Introduction	500
Literature Review	500

Intl Business - Research Paper– 6663 (3 hours credit)	Points
Research Presentation (5 slide)	500
Final Research Presentation (PPT slide grade only)	500
Final Research Presentation (10-25 minutes)	1000
Complete Final Research Paper	4000
Total	8000

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. Business casual 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 Paper Tips:

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. 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 29.**

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 D2L Dropbox folders. 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 assignments on or before the due dates.

The expected length of this paper is approximately 15 pages, double-spaced, 12-point Times New Roman or Arial font, 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 8, 2025 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 20 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, July 13, 2025 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 15, 2025 midnight

- A complete first draft of your introduction section.

Tuesday, July 22, 2023 midnight

- A complete first draft of your literature review section.

Tuesday, July 29, 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.