



## **Dillard College of Business Administration**

BRITISH STUDIES PROGRAM/LONDON  
International Issues in Business  
BUAD 5993-B40  
Summer Semester 2025

### **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.

### **Course Descriptions**

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.

### **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.

### **Course Textbook Components:**

The course includes 15 McGraw-Hill modules (or chapters) that cover key aspects of international business. Each chapter is structured into three components to enhance comprehension and retention:

1. Reading the Chapter – Students will engage with the material to build a foundational understanding of international business concepts.
2. Completing a Short Assignment – Each chapter includes a brief, targeted assignment designed to reinforce key ideas and encourage critical thinking.
3. Taking a Short Quiz – A quiz will assess students' grasp of the chapter content, ensuring they have mastered essential concepts before progressing.

This structured, step-by-step approach is designed to maximize student success by promoting active learning, reinforcing key takeaways, and preparing students for deeper discussions and research applications.

### **Readings:**

There are 15 online modules. Each module reading is worth 50 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 50 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.

**Group Presentations: Exploring Study Abroad Locations:**

As part of this course, students will work in small groups to research and present on key locations we will visit during our study abroad experience. These presentations will provide historical, cultural, and business-related insights, helping to enrich our collective understanding before arriving at each site.

**Presentation Requirements:**

- Each group will be assigned a specific location from our itinerary and will conduct research on its significance, focusing on aspects relevant to international business, history, culture, and local industries.
- Presentations should be 10-15 minutes long and include visual aids (PowerPoint, Google Slides, or other approved formats).
- Key content areas should include:
  - Historical and cultural background of the location
  - Economic and business relevance (e.g., major industries, financial hubs, trade importance)
  - Any notable companies, institutions, or key figures associated with the location
  - How the location's international business environment connects to course themes
- Each group must provide a summary for the class, highlighting key takeaways and important facts.
- All students are expected to be engaged participants, asking thoughtful questions and discussing the relevance of each location to international business.

These presentations will help set the stage for a deeper appreciation of our study abroad destinations, allowing us to make meaningful connections between our coursework and real-world experiences.

**Final Exam:**

A final exam will cover input from guest speakers, lectures, field trips, and presentations. Students may use their own personal notes (only) for the exam.

**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.

**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.

<b>Intl Business Class – 5993 (3 hours credit)</b>	<b>Points</b>
McGraw-Hill Connect Orientation Videos	201
McGraw-Hill Module Readings (15 Modules)	750
McGraw-Hill Homework Assignments	750
McGraw-Hill Module Quizzes	1500
Group Site Presentations (2 Presentations)	400
Final Exam	400
Complete Final Research Paper	4000
Total	8001

<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. 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.

**Students must complete the research component to receive credit for both classes. 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:**

- 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