



Syllabus

Course Title: Business, Management, and Strategy in London

Program and Date: London, Dec 26, 2026 - Jan 7, 2027

Instructor Name: Dr. Maria Seta

Instructor Home Institution: Mount Saint Joseph University

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Academic Department: Business and Communication

Get to Know Your Professor

I am an Assistant Professor of Business at Mount St. Joseph University, where I teach courses in management, international business, organizational behavior, and leadership. I bring over a decade of experience in higher education, corporate leadership, and the U.S. Army, offering students a unique perspective that blends academics with real-world application. My teaching philosophy centers on experiential learning. This means helping students connect theory to practice through hands-on activities, field visits, and reflective learning. On this study abroad program, I look forward to guiding students through immersive international experiences in London, where classroom concepts will come alive through company visits, cultural excursions, and interactive learning opportunities. I am passionate about preparing future global leaders who are not only skilled in business strategy but also committed to social responsibility, ethical decision-making, and inclusive leadership.

Course Description

Explore how U.S. businesses confront the opportunities and challenges they face when operating across multiple countries -- understanding and coping with the economic, social, cultural, and political environments that influence decision-making. Through visits to the City of London's financial district and to cultural and political institutions such as London's major museums and the Houses of Parliament, as well as factory tours and small businesses, students will gain enhanced understanding of how firms adapt values, systems, and strategies to succeed in diverse international contexts. By participating in case studies and a research-based feasibility study, students majoring in business, marketing, and management will acquire skills in cross-cultural engagement that will advance their academic and professional development in exciting new directions.



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Course Level and Credit Hours

Upper-level Undergraduate and Graduate level; 3 credit hours

Prerequisite(s)

Organizational Behavior course OR an introductory Business course
OR consent from the professor

Student Learning Outcomes

Upon completion of all coursework with a passing grade and full participation in course activities, students shall be able to:

1. Apply tools and frameworks to evaluate global organizational environments, integrating international business context and real-world observations.
2. Assess and analyze an organization's position within a global industry, incorporating international market dynamics and competitive factors.
3. Evaluate strategic options in an international context and apply decision-making methods to real-world global business challenges.
4. Develop strategic recommendations aligned with organizational mission and goals within a global business environment.
5. Assess how leadership influences the implementation of strategy in global organizations, including cultural and organizational considerations.
6. Demonstrate professional communication and presentation skills through international experiential learning and applied business analysis.
7. Integrate experiential learning by connecting academic concepts with international business practice and reflection.

Required Readings and Materials

Riches, S. (2024). *Britain - Culture Smart! The Essential Guide to Customs & Culture*. Kuperard, ISBN 10: 1787023575, ISBN 13: 9781787023574

<https://www.amazon.com/Britain-Culture-Smart-The-Essential-Guide>

Thompson, Peteraf, Gamble, & Strickland. (2022). *Crafting & Executing Strategy: Concepts & Cases* (23rd edition). McGraw-Hill. ISBN: 978-1264250134

<https://www.amazon.com/Crafting-Executing-Strategy-Concepts-Latest/dp/B0B8ZC7C2J>

Assignments and Grades

Students should come to sessions prepared to fully participate in discussion and work activities. Professor will use a variety of methods including lectures, in-class assignments and/or activities, assigned readings, group work, and application of outside material.

Students will be graded according to the following scale:

Undergraduate

- Class Participation 15%
- Pre-Departure Assignment 15%
- Journal Entries 35%
- Post Program Final paper 35%

Graduate

- Class Participation 15%
- Pre-Departure Assignment 15%
- Journal Entries 35%
- Post Program Final paper 20%
- Post Program Presentation 15%

Class Participation

You will be graded on your attendance, participation, and professionalism at class meetings, lectures, field trips, and in your correspondence with the instructor and classmates. You are encouraged to ask questions and join discussions.

Pre-Departure Assignments

Prior to our departure for this trip, we will take a tour with the class at European/British subsidiary in Cincinnati. For those that may not be able to attend in person a virtual tour will be made available.

Students will also be required to deliver a five-minute presentation on an assigned museum/speaker/field trip and how it relates to our course learning outcomes.

Journals & LinkedIn Posts

During this trip, you will be required to keep a journal at assigned increments. Writing prompts will be given for guidance. Students will also post at least 3 of these reflections as LinkedIn posts to learn how to translate their abroad experience into learnings they can communicate to a professional network.

Final Paper

Upon the return from our trip, you will be assigned a final paper that reviews business, management and strategy in London. Topics will be given during the time in London. Students will be expected to use course content and observations from the trip abroad, as well as demonstrate critical thought. Undergraduate 5-7 pages and Graduate 10-12 pages.

Final Presentation (Graduate only)

Each student will prepare for the case study using the guidance in the back of the textbook found in pp CA2-CA7 and then prepare a 10-minute presentation per the guidance provided in pp. CA9-CA10.

Grading Scale

The following scale will be used to compute your grade.

A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: 59 and Below

Onsite Learning Experiences and Activities

Onsite learning experiences in this class will likely include the following site visits. This is a tentative list which will be replaced with a detailed daily itinerary of class meetings and field trips prior to the departure date.

London Eye + Guided Walking Tour of South Bank

- Students experience London as a global tourism and cultural hub.

Cultural Experience - High Tea

- Hospitality, service, and cultural etiquette as soft skills in international business.
- Brand management and customer experience design in luxury service industries

Tour of Parliament

- How government decisions and EU/Brexit policies impact international trade and regulation.

MINI Plant Oxford Factory Tour (Day Trip)

- Operations, lean manufacturing, global supply chain management, and Brexit challenges.
- Students connect production strategy to broader business concepts like adaptability and innovation.

Wimbledon Grounds Tour (Sports as Global Business)

- Branding, sponsorship, event management, and global media rights.

West End Theatre Visit

- Examine the creative industry's economic impact.

Museum of Brands & Smoothie Lab Workshop



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- Evolution of consumer culture and marketing strategies across decades.
- Students analyze how UK and US brands reflect cultural values and adapt globally.

Attendance Policy

Attendance is mandatory at all scheduled activities and class meetings as well as field trip excursions. This includes any virtual meetings before and after the onsite experience. Repeated absences, including for ill health, will require documentation to be excused.

Academic Integrity Policy

CCSA member institutions exist for the sake of the advancement of knowledge; the pursuit of truth; the intellectual, ethical, and social development of students, and the general well-being of society. All students have an obligation to themselves, to their peers, and to the institution to uphold the integrity of their home university. In the area of academic honesty, this means that one's work should be one's own and that the instructor's evaluation should be based on the student's own efforts and understanding. When the standards of academic honesty are breached, mutual trust is undermined, the ideals of personal responsibility and autonomy are violated, teaching and learning are severely compromised, and other goals of the academic community cannot be realized. For a thorough description of policies, please refer to the Academic Honesty and Integrity Policy in your home university's Course Catalogue.

Academic Honesty will be strictly enforced in this course. The instructor reserves the right to give a zero for the assignment or a zero in the course, depending on the circumstances of the offense.

Physical Expectations

Program requires walking 3-5 miles per day on uneven pavement in all kinds of weather and long periods of standing. Students must be able to carry their own bags and belongings.

Disability Accommodation

CCSA is committed to providing access to education abroad to the extent possible in a study abroad setting. The earlier CCSA and the faculty know the needs, the more likely we can accommodate them. At a minimum, students seeking accommodations are to contact both the CCSA office and the faculty one month in advance of the program's beginning. Students seeking such accommodation must provide CCSA with a copy of the letter on file with their own Office of Disability Services outlining what services they receive on their home campus.

Title IX Policy

Sexual misconduct (including sexual harassment, sexual assault, and any nonconsensual behavior of a sexual nature) and sexual discrimination violate CCSA policies. Students



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experiencing such behavior may obtain support from the Onsite Program Director or the CCSA Executive Director. To report sexual misconduct or sex discrimination, contact either of these two officers. Disclosure to faculty instructors or CCSA officers of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on the program or involving a visitor, student or employee is not confidential under Title IX. Faculty and other CCSA employees are required to forward such reports, including names and circumstances, to the CCSA Executive Director.

Statement about Final Syllabus

Please note that all CCSA syllabi are subject to change, but every effort will be made to ensure participants receive notice of such changes in a timely manner.