

M E M O

To: Dr. John Watson, Vice President for Academic Affairs  
Professional Development Grant Committee

From: Dr. James Walton, Associate Professor of Marketing

RE: Professional Development Grant Report

In June I attended the 24th annual International Business faculty development seminar series hosted by the University of South Carolina CIBER in Columbia, SC. The week-long seminars - Survey of International Business, International Management, International Marketing, International Business Negotiations, International Financial Management, and Global Operations and Supply Chain Management — are designed for faculty who desire to teach or who are already teaching International Business courses, providing them with current techniques and expertise to further globalize their business courses.

The first day of the seminar was devoted to “Sustainability” and several Wal-mart case studies conducted jointly by faculty at the University of South Carolina and the University of Arkansas were presented. The remainder of the week was devoted to helping participants to better teach international business courses. I started with the Global Operations and Supply Chain Management but it seemed that most of the material covered I had already learned in other programs. Therefore I asked permission to attend the International Financial Management sessions because I felt that was an area I was weak in. I’ve very grateful that they allowed me to do so because the knowledgeable instructors there helped me to increase my understanding of international financial topics such as purchasing power parity, exchange rates, arbitrage, and international stocks and bonds.

I sincerely appreciate the University’s support in attending this seminar and I definitely feel that it was useful in developing both my professional knowledge about international finance and my pedagogical skills for presenting the information to my students.