

## International Business Class (F000863)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)  
Credits 3.0 Study time 90 h Contact hrs 30.0 h

### Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	English	Gent	lecture	30.0 h
			online lecture	0.0 h

### Lecturers in academic year 2020-2021

Dekeyser, Yann	EB23	lecturer-in-charge
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### Offered in the following programmes in 2020-2021

	crdts	offering
<a href="#">Bachelor of Science in Business Administration</a>	3	A
<a href="#">Bachelor of Science in Business Economics</a>	3	A
<a href="#">Exchange programme in Economics and Business Administration</a>	3	A
<a href="#">Preparatory Course Master of Science in Business Engineering</a>	3	A

### Teaching languages

English

### Keywords

International business, strategies.

### Position of the course

### Contents

International business framework of Alain Verbeke.  
International business development framework through cases: Core concepts, functional issues and dynamics.  
M&A as a strategy of internationalization.  
Megatrends & disruption.  
The multicultural society.

### Initial competences

Basic insights into the functional management domains of a company.

### Final competences

- 1 Understand how strategic models fit in a framework of stakeholder, external and internal analysis, strategy definition and implementation.
- 2 Understand the global framework of Alain Verbeke.
- 3 Understand the role of firm specific advantages, the nature of home location advantages and the problems linked to the use of host location advantages.
- 4 Understand issues related to different market entry modes (greenfield investments, distributors, alliances).
- 5 Understand the impact of CSR on a MNO.
- 6 Understand how M&A processes and their dynamics work in an international environment.
- 7 Understand how megatrends rapidly change the business environment.
- 8 Understand how culture can be a barrier to international expansion.
- 9 Understand how going international is a strategic choice.
- 10 Understand a framework to assess vulnerability of a business model to disruption.
- 11 Understand how international business models can be used for handling national multicultural communities.
- 12 Apply theoretical concepts to business cases

#### Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

#### Conditions for exam contract

This course unit cannot be taken via an exam contract

#### Teaching methods

Lecture, online discussion group, online lecture

#### Extra information on the teaching methods

During the lectures, theoretical frameworks are explained and illustrated through real-life business cases. Furthermore, students debate about specific propositions as well as the application of certain theoretical concepts on business cases. Because of COVID19, changed working methods can be rolled out if this proves necessary.

#### Learning materials and price

Verbeke, Alain (2013) International Business Strategy, Cambridge University Press, ISBN 978-1-107-68309-9 (paperback). Target price: 50€

#### References

#### Course content-related study coaching

Students (at home and on campus) have the opportunity to ask questions to the lecturer during class. In addition, questions can be asked using the discussion forum on Ufora.

#### Evaluation methods

end-of-term evaluation and continuous assessment

#### Examination methods in case of periodic evaluation during the first examination period

Written examination with multiple choice questions

#### Examination methods in case of periodic evaluation during the second examination period

Written examination with multiple choice questions

#### Examination methods in case of permanent evaluation

Participation

#### Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

#### Extra information on the examination methods

The written exam assesses the extent to which students understand the discussed theoretical frameworks and concepts and can apply them in practice. In addition, their knowledge of the discussed business cases is assessed.

Participation includes active and constructive participation in the online discussion groups in which students debate and reflect on the propositions and concepts presented and the application of these concepts in practice.

#### Calculation of the examination mark

Periodic evaluation 80%, non-periodic evaluation 20%. In order to pass, a student must pass all evaluation forms of both the periodic and non-periodic evaluation.