

## International Business Class (F000863)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 3.0**                      **Study time 90 h**

**Course offerings and teaching methods in academic year 2025-2026**

A (semester 1)                      English                      Gent                      lecture

**Lecturers in academic year 2025-2026**

Dekeyser, Yann                      EB23                      lecturer-in-charge

**Offered in the following programmes in 2025-2026**

	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, sustainability topics, Internationalisation@home

**Position of the course**

This course is part of the sustainability learning pathway in the Bachelor of Applied Economics / Bachelor of Commercial Sciences programme. The following topics are discussed in this course: impact investment, circularity, sustainability, post-covid world.

This course contains elements of internationalisation@home (I@H). I@H refers to international and/or intercultural learning experiences acquired at the home university. Within this course, the international context in teaching practice is discussed.

**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 strategic models and concepts in (international) practice
- 2 Understand how strategic models fit in a framework of stakeholder, external and internal analysis, strategy definition and implementation.
- 3 Understand the global framework of Alain Verbeke.
- 4 Understand the role of firm specific advantages, the nature of home location advantages and the problems linked to the use of host location advantages.
- 5 Understand issues related to different market entry modes (greenfield investments, distributors, alliances).
- 6 Understand the impact of CSR on a MNO.
- 7 Understand how M&A processes and their dynamics work in an international environment.
- 8 Understand how megatrends, such as sustainability, circularity and pandemics, rapidly change the business environment.
- 9 Understand how culture can be a barrier to international expansion.

- 10 Understand how going international is a strategic choice.
- 11 Understand a framework to assess vulnerability of a business model to disruption.
- 12 Understand how international business models can be used for handling national multicultural communities.
- 13 Apply theoretical concepts to business cases
- 14 Critically reflect on applied theoretical concepts

#### **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**

Group work, Lecture

#### **Extra information on the teaching methods**

During the lectures, theoretical frameworks are explained and illustrated through real-life business cases.

#### **Study material**

Type: Handbook

Name: Alain Verbeke and A.H. Ian Lee (2021) International Business Strategy, Cambridge University Press

Indicative price: € 50

Optional: yes

Language : English

ISBN : 978-1-10873-837-8

Available through Student Association : Yes

#### **References**

#### **Course content-related study coaching**

Students have the opportunity to ask questions to the lecturer during class. In addition, questions can be asked using the discussion forum on Ufora.

#### **Assessment moments**

end-of-term and continuous assessment

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

Written assessment

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

Written assessment

#### **Examination methods in case of permanent assessment**

Assignment

#### **Possibilities of retake in case of permanent assessment**

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.

The group assignment assesses the extent to which students understand the concepts discussed during the classes and are able to apply them in practice.

#### **Calculation of the examination mark**

Periodic evaluation (80%) and non-period evaluation (20%)

Students who eschew one or more parts of the assessment can no longer obtain a pass mark for the course unit. Should the final mark be higher than 7/20, it will be reduced to the highest non-tolerable mark (i.e. 7/20).