

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 2026-2027

A (semester 1) English Gent lecture

Lecturers in academic year 2026-2027

Dekeyser, Yann EB23 lecturer-in-charge

Offered in the following programmes in 2026-2027

| | crdts | offering |
|--|-------|----------|
| Bachelor of Science in Business Administration | 3 | A |
| Bachelor of Science in Business Economics | 3 | A |
| Exchange programme in Economics and Business Administration | 3 | A |
| Preparatory Course Master of Science in Business Engineering | 3 | A |

Teaching languages

English

Keywords

International business, strategies, sustainability topics, Internationalisation@home

Position of the course

In this course, students learn to recognize important concepts and megatrends within the international business context and to apply them to practical cases. In addition, business leaders and CEOs of multinational companies come to explain how they apply these concepts with their company in an international business context and how they respond to megatrends.

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

Discuss and illustrate the core concepts, functional use and dynamics of international business management using practical examples and cases.

Outline the influence of multicultural societies.

Explain mergers and acquisitions as a strategy for internationalization.

Discuss important megatrends and disruptions, such as the emergence of generative artificial intelligence.

Initial competences

Basic knowledge of the various functional domains of a company, such as production, logistics, accounting, financial analysis, marketing and IT.

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 such as greenfield investments, distributors and alliances.
 - 6 Understand the impact of corporate social responsibility 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, demography, technology, geopolitics etc., rapidly change the business environment.
 - 9 Understand how cultural differences can act as barriers 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.

Lesson recordings subject to conditions (see FOER).

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-periodic evaluation (20%)

Students who do not participate in 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).

Facilities for Working Students

Working students who are unable to attend one or more classes due to work commitments will have access to the recordings of the respective classes.