

# Course Guide



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## TOPICS IN INTERNATIONAL BUSINESS

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## 1. COURSE DESCRIPTION

### Topics in International Business

The open nature of the economy and internationalization of trade and industry have resulted in a changing landscape for business. New opportunities and threats for local business present themselves at increasing rates, because of these trends. The realities of international and domestic business are getting blurred because many national markets have opened themselves to international competition. Internationalization will affect any business, from small to medium to large-sized business, from serving a local market to a larger area. A domestic firm, for instance, could face international competition, get resources from abroad, and seek new markets. Special attention will be given to the emerging economies, characterized by high economic growth, regulatory reform, increasing engagement in international trade and investment, and customer income growth, but are also characterized by instability because of social, cultural, economic, political and demographic shifts. These pose opportunities and threats to businesses exposed to internationalization.

Recent there has been an increased interest in the role of Small and Medium-sized (SME) companies in creating a resilient economy and enhancing the innovative capacity of a country. Strongly related to this is the internationalization of SMEs. Innovative business engages in internationalization and in its turn internationalization leads to increased innovation in business.

This course aims to discuss the latest issues, trends and leading-edge literature in international business, to prepare the international business students for engaging in the internationalization efforts of the business. For each facet of going abroad, the relevant literature and models are discussed and applied in an internationalization plan.

## 2. COURSE OBJECTIVES

After this course a student will be able to:

- *Understand some important theories on international entrepreneurship*
- *Identify the role of SMEs in society and economy*
- *Analyze and describe the motives of SMEs to internationalize*
- *Perform an internal and external environment analysis*
- *Select a country to engage in international business*
- *Describe the supply and value chain.*
- *Make an internationalization strategy out of a confrontation matrix*
- *Develop a market entry strategy*
- *Develop a business plan for internationalization*
- *Identify brand protection, intellectual property rights and other legal aspects of international business*
- *Develop a marketing plan*

- *Define the organisation structure and human resource aspects of international business*
- *Make a simple financial plan*

### 3. PROFESSIONAL LEARNING OUTCOMES (COMPETENCIES)

In the International Business Studies program, the program learning outcome of **International Business Opportunities** has a relation with the course Topics in International Business:

*The IB professional defines international business opportunities and recommends possible strategies for the organisation to create sustainable multi-sided value for stakeholders. IB professionals thoroughly investigate the internal and external environment of the organisation on an international scale. They actively look for and apply multiple perspectives and empathic skills to their research, observations, questionings, investigations and analyses, continuously postponing judgment. They collect data regarding trends and developments, the context, the market and the customer on an international scale, using appropriate current tools, including digital and technological ones. They translate these data into opportunities and threats for the organisation based on its characteristics, and leverage these with the organisation's strengths and weaknesses to determine possible strategies that create multi-sided value, in consultation and collaboration with experts from various disciplines. As IB professionals always consider social, ecological, ethical, economic and cultural aspects, they conduct impact analyses of the possible strategies both on the local (foreign) society and the organisation itself in order to determine which are viable, desirable and sustainable.*

### 4. COURSE CONTENT

The course is offered using msTeams. Lectures are given about the theory of international business and a step by step approach to developing a complete internationalization plan.

There are class exercises, reading materials, guest lectures and homework assignments.

The course is assessed with a final assignment and presentation. The application of International Business theory and development of an internationalization plan are the central learning goals.

The weekly program consists of the following topics:

wk 1-1	Introduction course
wk 1-2	Main concepts in international business
wk 2-1	SMEs and internationalisation
wk 2-2	Internationalisation Theory
wk 3-1	Internal Analysis
wk 3-2	External Analysis
wk 4-1	Internationalisation Strategy
wk 4-2	Country selection
wk 5-1	Supply and Value Chain
wk 5-2	Market Entry Strategy

wk 6-1	Brand Protection And Legal Aspects
wk 6-2	Marketing Plan
wk 7-1	International Organisation Theory
wk 7-2	Financial Plan
<b>28 October 2025</b>	<b>10:00 presentation and evidence uploaded in MsTeams teams</b>
<b>29 October 2025</b>	<b>Presentation and Interview.</b>

## 5. PLACE IN THE CURRICULUM AND RELATED COURSES

### Place in the Curriculum:

This course is an obligatory regular part of the minor Globalizing Business. It is a course for students with high interests in international business. The student has an interest in management skills, consultancy and uses creativity and rigour in exploring internationalization options.

### Related Courses:

- Consultancy Skills
- Managing Change and Innovation
- Business in Society
- Global Management Project

## 6. STUDY BURDEN

Total study burden in hours per student = 5 EC (European credits);

28 hours x 5 EC course = 140 hours.

Hours are approximately spent on:

Lectures	14 x 1,5 hours	30 hours
Preparation and homework		50 hours
Reading		32 hours
Assignment		28 hours
<b>Total</b>		<b>140 hours</b>

Basic knowledge of Business, Marketing, Management & Organisation, International Economics, Management Skills, Research Skills, presenting and report writing is required.

## 7. EXEMPTION POSSIBILITIES

Generally, not applicable.

## 8. DIDACTIC FORMS

Workshops, teamwork, lectures, quizzes, discussions, assignments and different reading materials.

- Theoretical lectures, Interactivity during lectures, Class discussions, Homework Assignments

## 9. ASSESSMENTS

In OSIRIS the examination is described as follows:

Type of assessment		Weight	Min. Grade
Assessment		100%	5.5

The final assignment is provided by the lecturer in week 5. It consists of 3 deliverables.

1. A consulting report of an internationalization business plan.
2. A presentation including the defence of the plan.
3. An individual contribution assessment.

Type of assessment		Weight	Min. Grade
Presentation	PowerPoint according to Pyramid Principle	25%	5.5
Consulting Report	Supporting evidence in Word	50%	5.5
Individual contribution	Attendance, collaboration and contribution	25%	5.5
	Total Assessment	100%	5.5

Students will work in learning teams. Teams will be formed by the lecturer. The deadline for presentation upload (PowerPoint document) and an supporting evidence report (in Word) is **28 October 2025 10:00 AM in Teams assignments upload. The presentations will be held the 29<sup>th</sup> of October during the scheduled moment MB-TOPIB-14\_V\_TOETS1\_2025 - Topics in International Business\_Assessment in room 5.030. Each team will get 8 minutes to present their advice. Each member presents a part. 20 minutes of questions will follow and each team member should be able to answer the questions.**

A **resit** possibility in the right after the term is foreseen in the form of:

1. A repair of deliverables
2. And a new presentation and interview moment
3. An individual case study assignment (including presentation and interview) in case of an individual fail.

After feedback on the presentation, a new deadline of two weeks is given. Students need to register for term B in Osiris for the resit opportunity.

## 10. COURSE MATERIAL

All material used will be provided on msTeams. It will be weekly uploaded throughout the course.

## 11. ASSESSMENT FORMS

<b>Report (50%)</b>	<b>Below Expectations</b>	<b>Meeting Expectations</b>	<b>Exceeding Expectations</b>
<b>Diligence</b>		Work delivered pro-actively, with little to no reliance on guidance. Seeking solutions independently. Seeking feedback only on own input.	
<b>Desk Research</b>		Research shows information from an extensive amount of sources. Sources are recent, well documented and of a good level	
<b>Field Research</b>		Report shows a significant amount of information based on own research such as observations, interviews, social media analysis, phone calls, emails, surveys.	
<b>Relevance of consulting report</b>		Findings are highly relevant to the company. It is clear from your report what the company should do.	
<b>Consulting presentation structure</b>		Presentation is according to the Pyramid Principle. Content is professional and well-structured.	
<b>Consulting presentation logic</b>		Presentation is fully linked to desk research and field research. Evidence is provided for all statements. Information is correct and to the point.	
<b>Overall comments</b>			

<b>Individual contribution to the teamwork (25%)</b>	<b>Below Expectations</b>	<b>Meeting Expectations</b>	<b>Exceeding Expectations</b>
		Student can correctly answer questions during class, tutor session and presentation. Is interested in the subject and tasks and is encouraging towards others, is always paying attention, making suggestions, very	

		responsive, active and proactive. Submitted work of good quality.	
<b>Student 1</b>			
<b>Student 2</b>			
<b>Student 3</b>			
<b>Student 4</b>			
<b>Student 5</b>			

<b>Presentation (25%)</b>	<b>Below Expectations</b>	<b>Meeting Expectations</b>	<b>Exceeding Expectations</b>
<b>Elements of Delivery</b>		Presenter does not read, knows content by heart. Good eye contact, dynamic voice., good use of body language. Professional handling of questions. Checks if audience understands. Delivery is polished and engaging. Powerpoint is consistent in layout and content.	
<b>Transfer of Content</b>		Seamless transfer of content. Key points are effectively communicated, with clear and logical transitions. Well-chosen supporting information. Provides clear purpose, facts and stats, supports conclusions and recommendations with evidence. Answers questions of audience with clear understanding of the subject.	
<b>Enthusiasm Convincing</b>		Presenter displays high enthusiasm consistently. Tone and body language are dynamic, capturing and maintaining audience interest. Highly convincing presentation. Strong, well-structured arguments supported by compelling evidence and relevant examples. Audience is engaged and persuaded.	
<b>Overall comments</b>			