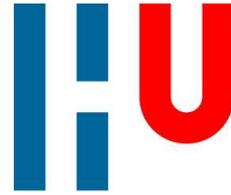


Course Guide



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- MB-TOPIB-14
- Register in Osiris for 1 part:
- Academic year 2018-209
- Duration: 7 weeks
- Course Coordinator: Menno de Lind van Wijngaarden
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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 engaging in international trade and investment, and customer income growth, but are also characterized by instability because of social, cultural, economic, politic and demographic shifts. This pose opportunities and threats to business exposed to internationalization. This course aims to discuss the latest issues, trends and leading edge in literature in international business, in order to prepare the international business students for engaging in the internationalization efforts of business.

2. Course Objectives

After this course a student will be able to:

- *Understand some important theories on international entrepreneurship*
- *Understand the role of SMEs in society and economy*
- *Analyze and describe the motives of SMEs to internationalize*
- *Perform an external environment analysis*
- *Select a country to engage in international business*
- *Perform an internal analysis*
- *Make an internationalization strategy out of a confrontation matrix*
- *Develop a market entry strategy*
- *Develop a business plan for internationalization*

3. Professional Learning Outcomes (Competencies)

Business research (level2)

Analyse a complex business prolem in an international business setting with use of adequate research design, resulting in an evidence based feasible solution.

In the Global Management course in the next term this professional learning outcome is developed at level 3. An actual SME will then be provided with advice to internationalize.

4. Course content

- 1) Theory about international business, setp by step approach to develop an internationalization plan
- 2) Class exercises
- 3) Assignment and presentation

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 rigor in exploring internationalization options.

Related Courses:

- Consultancy
- 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.

Lectures	14 x 2,5 hours	35 hours
Preparation and homework		49 hours
Reading		32 hours
Assignment		24 hours
Total		140 hours

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

7. Exemption Possibilities

Generally, not applicable.

8. Didactic Forms

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

- Theoretical lectures
- Interactivity during lectures
- Class discussions
- 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 Willem Klijnstra. It consists of 3 parts.

1. A short summary report of an internationalization business plan.
2. A presentation plus defense of the plan.
3. An individual contribution assessment.

Type of assessment	Weight	Min. Grade
Report	50%	5.5
Presentation	25%	5.5
Individual contribution	25%	5.5
	total	100%
		5.5

Students are allowed to work in teams. Teams can be formed by the lecturer if necessary.

A resit possibility in the same block is foreseen in the form of:

1. A repair of the report.
2. A video of the improved presentation.
3. An individual case study assignment.

10. Course Material

All material used will be provided on SharePoint:

<https://cursussen.sharepoint.hu.nl/fem/20/MB-TOPIB-14>

It will be weekly uploaded throughout the course.