

Vesalius College

Course description

Course title: International Business

Course code: BUS 301E

Teacher responsible: Ilse Scheerlinck (Assistant professor)

Course description:

The multinational enterprise (MNE) has appeared as an important agent on the international stage, leading to a business environment that is substantially more complex and varied than that faced by companies with a domestic focus. This advanced course examines both the international environment and the nature and form of international business arrangements, with a special focus on the management of MNEs. Prerequisites: ECN 101E and BUS 101E.

Course objectives:

The course, emphasizing both theory and applications, aims at assisting students in their efforts to develop a good understanding of the environmental, strategic and financial aspects of international management.

Grade weighting scheme:

Mid-term Examination	25%
Final Examination	35%
Assignment (paper)	20%
Participation (attendance 3% / problems, quizzes, and in-class discussions 7%)	10%
Presentation	10%
Total	100%

Used course material (handbooks, readers, readings, newspapers, magazines) and references:

Alan M. Rugman & Richard M. Hodgetts. *International Business: A Strategic Management Approach*. Prentice Hall.

Additional copies of additional references in the field of International Business may be distributed before the start of the semester.