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International Business Consulting Lab

32 Centro Cultural Biblioteca
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EAFIT

Preparing Global Problem-Solvers in the Classroom

- In today’s dynamic global landscape, developing practical international business skills is essential for preparing globally competent graduates.
- This presentation introduces the International Business Consulting Lab (IBCL) at Universidad EAFIT: An innovative educational model that bridges academic theory with real-world consulting challenges.

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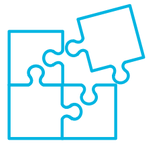
What is the IBCL?

About the IBCL

Is an applied learning initiative within the International Business program at Universidad EAFIT. In which mandatory courses within the program enable students to collaborate with companies on real-world challenges related to global expansion.

Experiential and project-based learning in which students take part in real internationalization challenges



Faculty-guided courses that enhance skills in consulting, critical thinking, and professional communication.

Academic training aligned with the real business need of providing practical solutions to Colombian companies seeking to expand globally.

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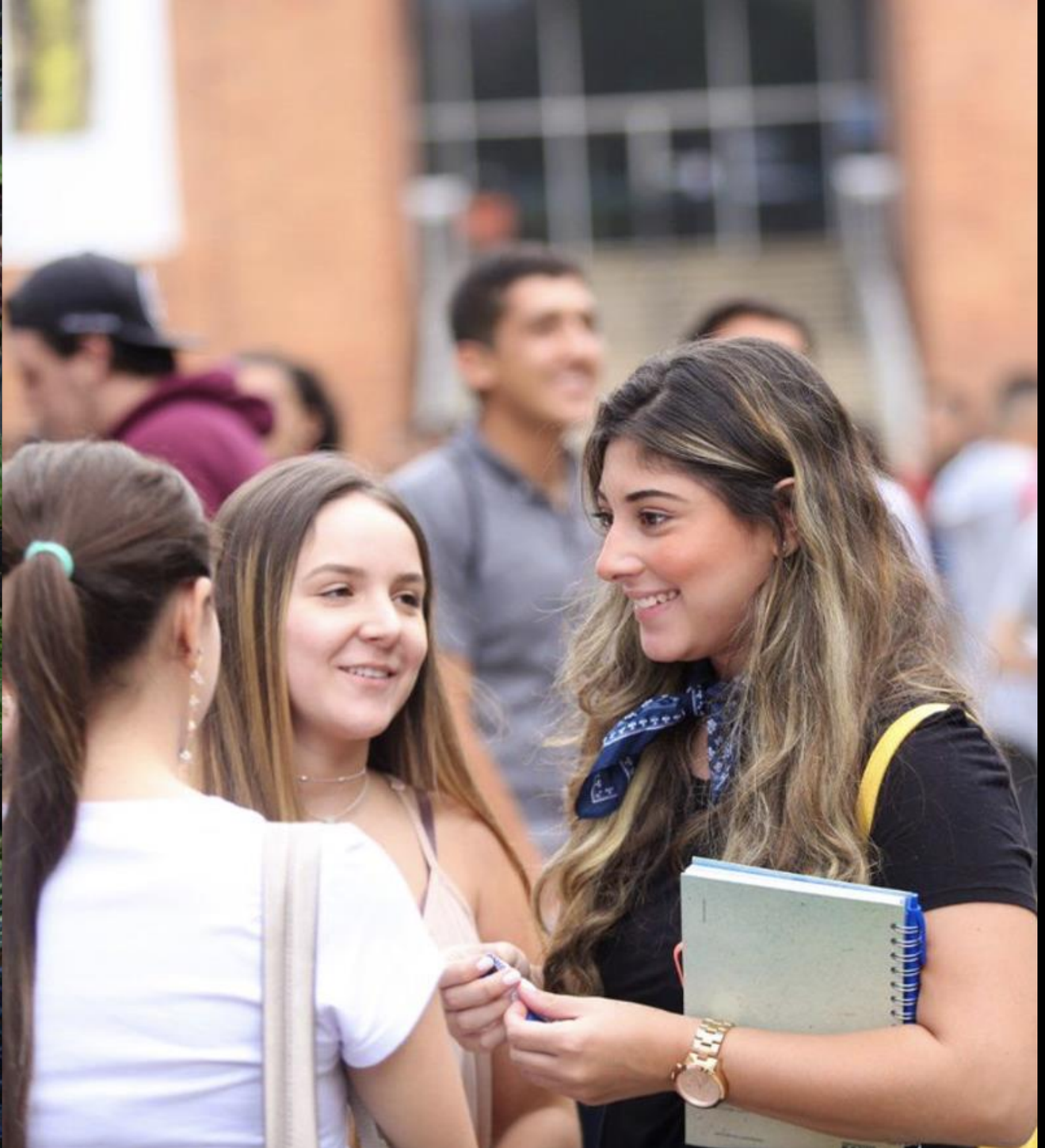
Why this matters: Mutual Value Creation



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For students

- Gain hands-on experience with real companies
- Apply theoretical knowledge in complex international contexts
- Build consulting, research, and communication skills

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For companies

- Access fresh insights from trained, motivated students
- Receive tailored recommendations aligned with global market dynamics
- Collaborate with a university committed to business development

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Educational Objective

To develop globally competent professionals by:

Deepening student’ knowledge in firm internalization or international business

Encouraging social engagement through consulting practices

Integrating academic content with practical problem-solving in internationalization processes

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Curricular Foundations of the Consulting Courses

Experiential Learning:
Application of academic knowledge to real or simulated international business challenges.

Interdisciplinary Collaboration:
Integration of perspectives from marketing, law, logistics, finance, and other disciplines.

Ongoing Engagement:
Structured participation throughout the academic year, allowing continuity and iteration.

Progressive Consulting Skills Development:
Incremental acquisition of research, analysis, communication, and ethical consulting competencies.

Direct Interaction with Partner Companies:
Exposure to real-world problems through direct or indirect collaboration with firms.

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A Progressive Learning Model

Students engage in consulting projects of increasing complexity:

INTRODUCTORY LEVEL

- Hypothetical Case-based learning with simulated business challenges (**Courses 2 & 3**)
- No direct contact with companies

ADVANCED LEVEL

- Direct consulting services for real firms (**Courses 5 & 6**)
- Ongoing collaboration and accountability with the company

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Strategic questions act as a filter, ensuring that companies are connected with the most appropriate course level to respond to their specific needs.

Business Challenge Type	Relevant Course
Market selection and cultural readiness	Project 2: Selection of International Markets
Tariff and regulatory barriers	Project 3: Economic Integration and Market Access
Logistics, trade terms, and payment risks	Project 5: Global Supply Chains
Export planning, product adaptation, distribution	Project 6: Internationalization Plan

Project 2: Selection of International Markets

P2

Key questions addressed:

- Is the company ready to enter international markets?
- Which product offers the best potential abroad?
- What cultural factors must be considered?

Consulting focus:

- Market readiness assessment
- Product suitability analysis
- Cultural environment (e.g., Hofstede framework)
- Identification of strategic market opportunities

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Project 3: Economic Integration and Market Access

Key questions addressed:

- What tariffs or trade agreements apply to our product?
- Are we eligible for preferential treatment under existing FTAs?
- What non-tariff barriers should we be aware of?

Consulting focus:

- Tariff mapping and trade agreement analysis
- Regulatory requirements and standards
- Interpretation of trade data
- Risk/opportunity evaluation in regulatory environments

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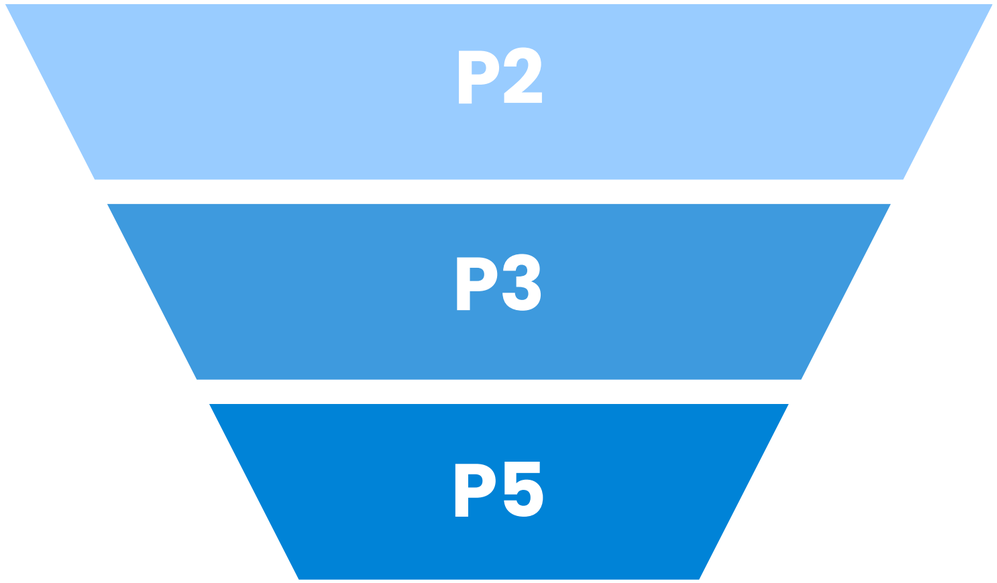
Project 5: Global Supply Chains



Key questions addressed:

- How can we optimize logistics and reduce costs?
- Which Incoterms are most appropriate?
- What are the best practices for securing international payments?

Consulting focus:

- Supply chain diagnostics
- Transport mode analysis
- Packaging and insurance
- Guidance on Incoterms and payment instruments

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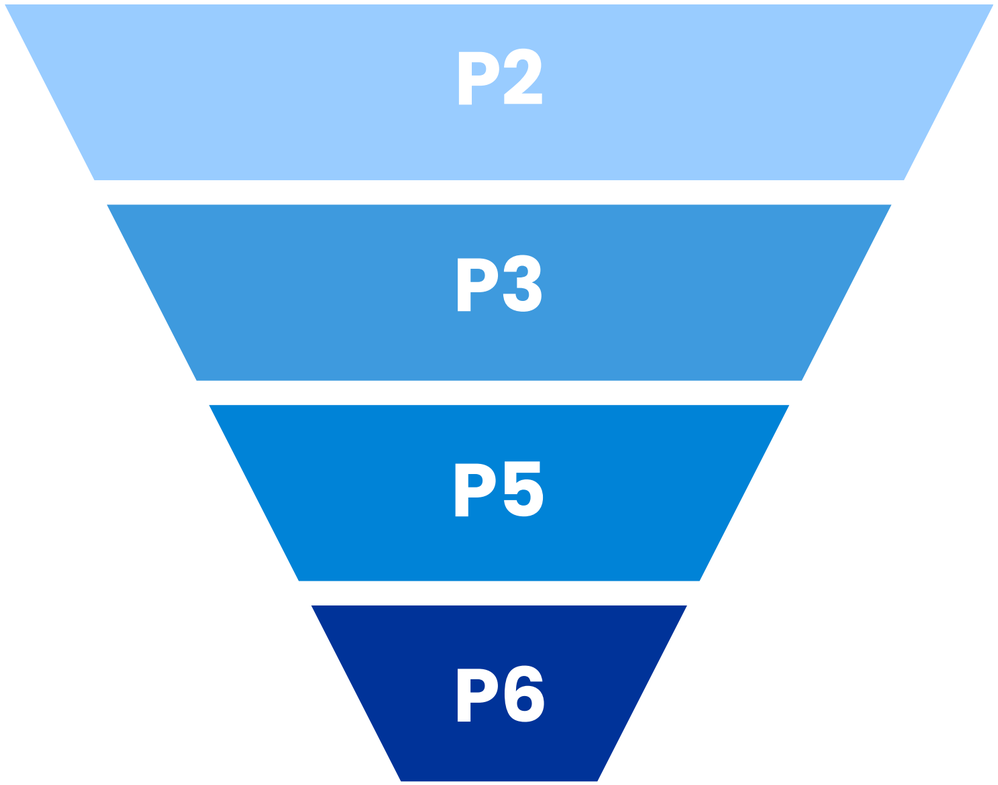
Project 6: Internationalization Plan



Key questions addressed:

- Which international market should we prioritize?
- How should our product be adapted for local consumers?
- What are the most effective distribution channels?

Consulting focus:

- Market prioritization
- Consumer analysis and product adaptation
- Export strategy development
- Channel design and positioning

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Some of our current partners

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CONOCE, CONECTA Y TRANSFORMA

Indurtex

Comunidad *Cluster* Agroalimentario
Antioquia

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COLOMBIA
CÁMARA DE COMERCIO
COLOMBO AMERICANA

HOLLAND HOUSE
COLOMBIA
CÁMARA DE COMERCIO COLOMBO-HOLANDESA

Cámara Colombo China
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哥伦比亚中国投资贸易商会

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APPLIED KNOWLEDGE, MEANINGFUL LEARNING

The EAFIT International Business Consulting Lab exemplifies how experiential learning and university–industry collaboration can enhance international business education. Through interdisciplinary, real-world engagement, the IBCL equips students for global careers while contributing to business internationalization. It offers a transferable model for institutions aiming to align academic training with industry needs.

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¡Gracias!