**Syllabus: Foundations of International Business (4ECTS) WS 2021 (040249)**

**Course Instructor:**
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**Course Description and Objectives**
This course provides you with a foundation in the theory and practice of International Business. It covers core concepts and key theories of international business and how these apply to the dynamics and constraints of international business strategy. The course considers the dynamics of economic, political, and socio-cultural aspects of environment and its impact on organizations, and individuals. The course is designed to help students develop a world-view of the global marketplace and gain knowledge and understanding of the global environment for business functions.

By the end of this course, students should be able to:
1. Understand the role of globalisation in shaping the business environment, and recognize challenges and opportunities created by the globalisation of business practices.
2. Identify complexities introduced by globalisation and integrate concepts learned in this class with those acquired in other courses.
3. Employ critical thinking by keeping current with global events and discussing their implications.
5. Examine International Business theories (e.g. Uppsala Model, Born Global Firm, RBV, Network theory) and critically evaluate the role of governments and their impact on the international business environment.
6. Understand different aspects of International Business strategy including global opportunity assessment, entry mode and market selection.

**Course Textbook and Additional Readings:**

*Course Textbook:*

*Additional Readings:*
**Course Evaluation:**
The course examination will take place on the following dates:
25.01.2022: 16:45 – 17:45 HS 1/HS 4/ HS 14

**Course Policies and Useful Information:**
- All lectures take place online Monday 11:30am to 13:00pm – Please see all information in Moodle. Extended lecture on December 06th for doing the Revision.
- Both the course and the exams will be held in *English*.
- Please make sure that you register for the exam.
- *The exam takes place in class.*

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<tr>
<th>Session</th>
<th>Agenda</th>
<th>Chapters</th>
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| (1) October 4th | Introduction  
Introduction to course, background for international business (IB); Key concepts of IB  
Who conducts IB? | Chapter 1                     |
| (2) October 11th | Globalization of Markets and the  
Internationalization of the Firm  
What Is International Business: The Four Risks | Chapter 2                     |
| (3) October 18th | The Global Factory  
Theories of International Trade and Investment | Chapter 5                     |
| (4) October 25th | The Cultural Environment of International Business | Chapter 3                     |
| (5) November 08th | Guest Lecture:                                                        |                                 |
| (6) November 15th | The Political, Legal & Financial Environment of International Business | Chapter 6 & 9                  |
| (7) November 22nd | Strategy and organisation of the International Firm  
Global Opportunity Assessment | Chapter 11 & 12                |
| (9) November 29th | Entering and Operating in International Markets | Chapter 13                     |
| (10) December 06th | Entering and Operating in International Markets  
*Revision* | Chapter 14 & 15                |
| (11) January 25th | *Final Examination* (in class) Tuesday 16:45 |                                 |