

**Syllabus**  
**Building Blocks of International Business 1:**  
**Foundations of International Business (4ECTS) SS 2022 (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.
4. Critically evaluate various components of a national environment: technological, cultural, economic, political, and legal systems, and their influence on business practices and strategies.
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:**

International Business: The New Realities Cavusgil, Knight, Riesenberger, 5th Edition (2019).

**Additional Readings:**

Buckley, P.J., Enderwick P, and Cross, A.R., (2018), *International Business*, Oxford University Press.  
Daniels, JD, Radebaugh, LH and Sullivan, DP (2018), *International Business: Environments and Operations*, (16th ed), Pearson (Global Edition).

**Course Policies and Useful Information:**

- All lectures take place online Monday 15:00pm to 16:30pm – Please see all information in Moodle.
- 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.**

**Course Evaluation:**

The course examination will take place on the following dates:

23.01.2023: 15:00 – 16:00 HS 14 | HS 8

27.02.2023: 15: 24.04.2023: 13:15 – 14:15 HS 6 | HS 14

Session	Agenda	
<b>Tentative Course Schedule: Sessions are held on <i>Monday 15:00pm-16:30pm</i> HS 4</b>		Chapters
(1) October 3 <sup>rd</sup>	Introduction Introduction to course, background for international business (IB); Key concepts of IB Who conducts IB?	Chapter 1
(2) October 10 <sup>th</sup>	Globalization of Markets and the Internationalization of the Firm What Is International Business: The Four Risks	Chapter 2
(3) October 17 <sup>th</sup>	The Global Factory Theories of International Trade and Investment	Chapter 5
(4) October 24 <sup>th</sup>	The Cultural Environment of International Business	Chapter 3
(5) October 31 <sup>st</sup>	Guest Lecture:	
(6) November 7 <sup>th</sup>	The Political, Legal & Financial Environment of International Business	<u>Chapter 6 &amp; 9</u>
(7) November 14 <sup>th</sup>	Strategy and organisation of the International Firm Global Opportunity Assessment	Chapter 11 & 12
(9) November 21 <sup>st</sup>	Entering and Operating in International Markets	Chapter 13
(10) November 28 <sup>th</sup>	Entering and Operating in International Markets <b>Revision</b>	Chapter 14 & 15
(11) January 23 <sup>rd</sup>	<b>Final Examination</b> (in class) HS 14   HS 8	