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.
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:
23.01.2023: 15:00 – 16:00 HS 14 | HS 8
27.02.2023: 15:24 – 16:00 HS 6 | HS 14

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.

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