

## Syllabus: Special Topics in International Business (4ECTS) SS2022 (040074)

### Course Instructor:

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Professor

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Webpage: <https://international-business.univie.ac.at/>

### Course Description and Objectives

This course is designed to study current international, regional, country-specific, industry, and firm-based issues related to concepts in international business practice and environment. Working individually and/ or in a group the student will engage in critical analysis of a broad range of selected readings and case studies. Application of concepts in global economic and business theory presented by the student through writing and discussion.

Students will be challenged to integrate knowledge they have gained from the Principles of International Business course as well as other relevant courses and apply their accumulated knowledge and experience to business case studies. Students will engage in active research and analytical problem solving related to managing in the international environment and will frequently be called upon to present their findings to the class. The course objectives are to:

- analyse firms and markets in a global context
- understand, communicate and discuss concepts and perspectives related to international business
- consider the conceptual underpinnings of international business and critically reflect upon these
- analyse the structures, behaviour and strategies of firms (e.g. Micromultinationals, Family Firms) in a global context
- discuss Corporate Social Responsibility (CSR) in a Global Context
- understand the foundations for and use the acquired skills when implementing international business strategies
- understand and discuss ethical dilemmas of firms acting in a global market context

### Course Textbook and Additional Readings:

#### ***Exam preparation material.***

The study material is based on book chapters, articles, and case studies, as described in details in the syllabus. Moreover, at the end of each lesson, slides in .pdf/ppt format will also be provided and will be part of the exam preparation material.

#### ➤ **Lecturers 1-3:**

Verbeke, A. (2013). International Business Strategy. Cambridge Univ. Press, 2<sup>nd</sup> edition.

➤ **Lecture 4:**

Cavusgil, S. T., Knight, G. & Riesenberger, J. (2019) International Business: The New Realities. Pearson Education. 5<sup>th</sup> edition.

➤ **Lecture 5**

Dimitratos, P., Amorós, J. E., Etchebarne, M. S., & Felzensztein, C. (2014). Micro-multi-national or not? International entrepreneurship, networking and learning effects.

Dimitratos, P., Johnson, J., Slow, J., & Young, S. (2003). Micromultinationals: New types of firms for the global competitive landscape. *European Management Journal*, 21, 164–174.

Stoian, M. C., Dimitratos, P., & Plakoyiannaki, E. (2018). SME internationalization beyond exporting: A knowledge-based perspective across managers and advisers. In: *Journal of World Business* 53 (2018) 768-779.

Guest lectures: Reading will be assigned by the guest speakers

**Additional Readings:**

Buckley, P. J. Enderwick, P., & Cross, A. R. (2018). *International Business*. Oxford University Press

Hill, C. W. L. (2020). *International Business: Competing in the Global Marketplace*. McGraw-Hill Education Ltd. 13<sup>th</sup> edition.

Collinson, S., Narula, R. & Rugman, A. M. (2020). *International Business*. Pearson Education. 8<sup>th</sup> edition.

Peng, M. & Mayer, K. (2019). *International Business*. Cengage Learning EMEA. 3<sup>rd</sup> edition.

**Student Assessment:**

The examination is structured in three parts:

1. Class participation (10% of the final grade)
2. Midterm exam: Open-ended or multiple choice questions covering the whole content of the course (45%)
3. Report and Presentation of a Group project - further details will be discussed on the first lecture (45%) – Deadline for the report – May 9<sup>th</sup> 12:00 pm.

**Course policies and useful information:**

- All lectures take place on Monday 15.00 to 16.30 in HS 9 – Please see all information in Moodle.
- Both the course and the exams will be held in **English**.
- Students wishing to take this course *must register via u:find/u:space* (with points) during the registration period. The maximum number of participants is 50.
- Registered students who, for whatever reason, are not able to take the course *must de-register* electronically. The latest date by which the course can be dropped is **March 14<sup>th</sup>**. Students who decide to drop the course after this deadline will be graded with 5 (failed).

*It is absolutely essential that all registered students attend the first session on March 7<sup>th</sup> 2022 (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course.*

*Students should also regularly check our homepage and Moodle for any changes in dates/times or way of connecting online.*

SESSIONS	AGENDA	REFERENCE READINGS
(1) 07.03.2022	Introduction to course: Conceptual Foundations of an International Business Strategies	Chapter 1 (International Business Strategy, A. Verbeke)
(2) 14.03.2022	Theoretical Underpinnings of IB: Firm Specific and Home country advantages	Chapter 2 and Chapter 3 (International Business Strategy, A. Verbeke)
(3) 21.03.2022	Theories of International Business II: Host country challenges, Combining firm specific and location advantages	Chapter 4 and Chapter 5 (International Business Strategy, A. Verbeke)
(4) 28.03.2022	Guest Lecture: Internationalisation & Emerging Markets	Class notes and slides from guest lecture
(5) 04.04.2022	SME Internationalisation	Class notes and articles
(6) 25.04.2022	Midterm Examination	
(7) 02.05.2022	Reading Week – Preparation for Presentations	
(8) 09.05.2022	<i>Group presentations: Extended Lecture: 15:00pm-17:30pm</i>	
(9) 16.05.2022	<i>Group presentations: Extended Lecture: 15:00pm-17:30pm</i>	