

Syllabus: Principles of International Business (4ECTS)
SS 2023 Group 1 – 040156

Course Instructor:

Giulia Galizzi, MSc,
Chair of International Business, University of Vienna, Faculty of Business, Economics and
Statistics, Department of Marketing and International Business
Email: giulia.galizzi@univie.ac.at
Office hours for students: by appointment only
For all inquiries, please contact Judith Ladenstein, Tel. +43 1 4277-38012,
Email: judith.ladenstein@univie.ac.at
Webpage: <https://international-business.univie.ac.at/>

Course Description and Objectives

This course provides you with a foundation in the theory and practice of International Business. It covers *core concepts* 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 the International Firm 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.

The course is structured in two macro parts. In the first part, there will be a detailed introduction of all the topics of the course from a theoretical point of view, with continuous references to practical cases. In the second part, there will be several discussions of real case studies in order to apply from a practical point of view the notions acquired in the first part.

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 of the International Firm.
5. Consider the organisation and structure of the International Firm.
6. Understand different aspects of International Business strategy including global opportunity assessment, entry mode and market selection.

Course Textbook and Additional Readings:

Course Textbook:

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

Course Policies and Useful Information:

- All lectures take place on site: on Thursday from 11:30 to 13:00 in HS 3. Please see all information on Moodle.
- During the course is required active participation during all lessons.
- 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 by March 17th 2023. 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 9th 2023 (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.*

Course Evaluation:

- 45% Final exam (closed book exam)
- 45% Midterm exam (closed book exam)
- 10% Participation in class discussion

Exams may be a combination of any of the following: open-ended questions, multiple choice, case studies, true/false, scenarios, definitions, short answers, and/or essays.

Lecture	Date	Topic	Book chapter
1	09 Mar 2023	Introduction to course	1
2	16 Mar 2023	The Global Factory Theories of International Trade and Investment	2; 3; 4
3	23 Mar 2023	The Cultural Environment of International Business	7; 16
4	30 Mar 2023	International Strategic Management	17; 18
5	20 Apr 2023	<i>Revision</i>	
6	27 Apr 2023	Mid-term examination HS 16	
7	04 May 2023	Global Opportunity Assessment	
8	11 May 2023	Entering and Operating in International Markets (1)	Case study
9	25 May 2023	Entering and Operating in International Markets (2)	Case study
10	01 Jun 2023	Entering and Operating in International Markets (3)	Case study
11	15 Jun 2023	<i>Revision</i>	
12	22 Jun 2023	Final exam HS 3	