

Syllabus: Special Topics in International Business (4ECTS) SS2021 (040074)

Course Instructor:

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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
- 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, 2nd edition.

➤ **Lecture 4:**

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

➤ **Lecture 5**

Dimitratos, P., Amorós, J. E., Etchebarne, M. S., & Felzensztein, C. (2014). Micro-multinational 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. 13th edition.

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

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

Student Assessment:

The examination is structured in three parts:

1. Class participation (10% of the final grade)
2. Final 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%)

Course policies and useful information:

- All lectures (one exception) take place online Monday 15.00 to 16.30 – 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 31**. 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 1st 2021 (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) 01.03.2021	Introduction to course: Conceptual Foundations of an International Business Strategies	Chapter 1 (International Business Strategy, A. Verbeke)
(2) 08.03.2021	Theoretical Underpinnings of IB: Firm Specific and Home country advantages	Chapter 2 and Chapter 3 (International Business Strategy, A. Verbeke)
(3) 15.03.2021	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) 22.03.2021	CSR and International Business	Chapter 4 (International Business: The New Realities, Cavusgil et al.)
(5) 12.04.2021	Micromultinationals	Class notes and articles
(6) 19.04.2021	Guest Speaker (1) Dr. Katerina Makri, WU, Austria	
(7) 26.04.2021	Guest Speaker (2) Dr. Francesco Debellis, University of Vienna, Austria	
(8) 03.05.2021	Guest Speaker (3) Professor Bozos Konstantinos, University of Leeds, UK & Professor Vasiliki Bamiatzi, University of Sussex, UK	
(9) 10.05.2021	Reading week (no lecture) – Preparation of the Presentations	
(10) 17.05.2021	Reading week (no lecture) – Preparation of the Presentations	
(11) 31.05.2021	<i>Group presentations: Extended Lecture: 15:00pm-19:00pm</i>	
(12) 07.06.2021	<i>Final Exam</i>	