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:  

➢ Lecture 4:

➢ Lecture 5


Guest lectures: Reading will be assigned by the guest speakers

Additional Readings:


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.
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<tr>
<th>SESSIONS</th>
<th>AGENDA</th>
<th>REFERENCE READINGS</th>
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<tr>
<td>(1) 01.03.2021</td>
<td>Introduction to course: Conceptual Foundations of an International Business Strategies</td>
<td>Chapter 1 (International Business Strategy, A. Verbeke)</td>
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<td>(2) 08.03.2021</td>
<td>Theoretical Underpinnings of IB: Firm Specific and Home country advantages</td>
<td>Chapter 2 and Chapter 3 (International Business Strategy, A. Verbeke)</td>
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<tr>
<td>(3) 15.03.2021</td>
<td>Theories of International Business II: Host country challenges, Combining firm specific and location advantages</td>
<td>Chapter 4 and Chapter 5 (International Business Strategy, A. Verbeke)</td>
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<td>(4) 22.03.2021</td>
<td>CSR and International Business</td>
<td>Chapter 4 (International Business: The New Realities, Cavusgil et at.)</td>
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<td>(5) 12.04.2021</td>
<td>Micromultinationals</td>
<td>Class notes and articles</td>
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<td>(6) 19.04.2021</td>
<td>Guest Speaker (1) Dr. Katerina Makri, WU, Austria</td>
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<td>(7) 26.04.2021</td>
<td>Guest Speaker (2) Dr. Francesco Debellis, University of Vienna, Austria</td>
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<td>(8) 03.05.2021</td>
<td>Guest Speaker (3) Professor Bozos Konstantinos, University of Leeds, UK &amp; Professor Vasiliki Bamiatzi, University of Sussex, UK</td>
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<td>(9) 10.05.2021</td>
<td>Reading week (no lecture) – Preparation of the Presentations</td>
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<td>(10) 17.05.2021</td>
<td>Reading week (no lecture) – Preparation of the Presentations</td>
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<td>(11) 31.05.2021</td>
<td>Group presentations: Extended Lecture: 15:00pm-19:00pm</td>
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<td>(12) 07.06.2021</td>
<td>Final Exam</td>
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