

Syllabus: Principles of International Business (4ECTS) WS2023
Group 2 - 040095

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* 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.

All detailed information will be provided during the first lesson.

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:

Active participation in the classroom is essential for course preparation. Slides, readings and case studies will be provided on Moodle.

In addition, there is the following recommended book to support the slides (only the chapters given in the syllabus):

- 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 Tuesdays from 15.00 to 16.30.
- 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 the 14th October 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 October 10th 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 or way of connecting online.*

Course Evaluation:

- 40% Midterm exam (closed book exam)
- 40% Case study group projects - further details will be discussed on lecture 1
- 20% Participation in class discussion

Lecture	Date	Room	Topic	Book chapter
1	10 Oct 2023	HS 5	Introduction to course	1
2	17 Oct 2023	HS 5	The Global Factory Theories of International Trade and Investment	2; 3; 4
3	24 Oct 2023	HS 5	The Cultural, Administrative, Geographic and Economic environment of International Business	5; 6; 7; 8; 16
4	31 Oct 2023	HS 5	International Strategic Management	9
5	7 Nov 2023	HS 5	Global Opportunity Assessment	17; 18
6	14 or 21 Nov 2023	HS 5	<i>Revision</i>	
7+8	21 or 28 Nov 2023	HS 5	<i>Mid-term examination + Guide to Case study analysis</i>	
9	9 Jan 2024	HS 5	Entering and Operating in International Markets (1)	Case study
10	16 Jan 2024	HS 5	Entering and Operating in International Markets (2)	Case study
11	23 Jan 2024	HS 5	Entering and Operating in International Markets (3)	Case study
12	30 Jan 2024	HS 5	Entering and Operating in International Markets (4)	Case study