

Syllabus: Principles of International Business (4ECTS) SS2024 Group 2
040156/2

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 usually on Tuesdays from 15.00 to 16.30. ***During the course, there will also be a guest lecture with an entrepreneur from an international company. This class will be exceptionally held from 18.30 till 20.00.*** The content of the guest lecture is an integral part of the course and may be included in the exam.
- 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 9th March 2024. 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 5th 2024 (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 examination
- 40% Final examination
- 20% Participation in class discussion

Evaluation:

- 1 ≥ 88%
- 2 ≥ 75%
- 3 ≥ 63%
- 4 ≥ 50%

Further details will be explained during Lecture 1

Lecture	Date	Room	Topic	Book chapter
1	5 Mar 2024	HS 8	Introduction to course	1
2	9 Apr 2024	HS 8	The Global Factory Theories of International Trade and Investment	2; 3; 4
3	16 Apr 2024	HS 8	The Cultural, Administrative, Geographic and Economic environment of International Business	5; 6; 7; 8; 16
4	23 Apr 2024	HS 8	International Strategic Management and Global Opportunity assessment	9; 17; 18
5	30 Apr 2024	HS 8	<i>Revision</i>	
6	07 May 2024	HS 8	<i>Mid-term examination</i>	
7	14 May 2024 <i>h.18.30 – 20.00</i>	HS 6	<i>Guest Lecture</i>	
8	21 May 2024	HS 8	Entering and Operating in International Markets (1)	Case study
9	28 May 2024	HS 8	Entering and Operating in International Markets (2)	Case study
10	04 Jun 2024	HS 8	Entering and Operating in International Markets (3)	Case study
11	11 June 2024	HS 8	<i>Revision</i>	
12	25 Jun 2024	HS 8	<i>Final examination</i>	