

**Syllabus: Building Blocks of International Business**  
**Foundations of International Business (4 ECTS) SS 2024**  
**040032**

**Course Instructor:**

Univ.-Prof. Dr. Emmanuella Plakoyiannaki  
Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics,  
Department of Marketing and International Business  
Open hours for students: by appointment only  
For all inquiries, please contact Judith Ladenstein, Tel. +43 1 4277-38012,  
Email: [judith.ladenstein@univie.ac.at](mailto:judith.ladenstein@univie.ac.at)  
Webpage: <https://international-business.univie.ac.at/>

**Course Description and Objectives:**

This course familiarizes students with key theories and core concepts of international business and how these apply to the global environment. It considers the dynamics of the economic, political, and socio-cultural environment and their impact on organizations. The course is designed to help students develop a world-view of the global marketplace and gain knowledge of the global environment for business functions.

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.
5. Examine International Business theories (e.g. Uppsala Model, Born Global Firm, RBV, Network theory) and critically evaluate the role of governments and their impact on the international business environment.
6. Understand different aspects of International Business strategy including global opportunity assessment, entry mode and market selection.

**Course Textbook:**

International Business: The New Realities Cavusgil, Knight, Riesenberger, 5th Edition (2019).

**Course Policies and Useful Information:**

- All lectures take place on-site Monday 11:30 to 13:00 in HS 6, **except** – 15<sup>th</sup> April **Digital**. Please see all information in Moodle.
- Both the course and the exams will be held in **English**.
- Please make sure that you register for the exam separately.
- **The exam takes place in class.**

**Course Evaluation:**

The course examination will take place on the following dates:

MO 17.06.2024 11:30 HS 6

FR 27.09.2024 13:15 HS 6

MO 11.11.2024 15:00 HS 6

Session		Agenda	Chapters
<b>Sessions are held on <i>Monday 11:30-13:00</i></b>			
(1)	March 4 <sup>th</sup> <b>HS 6</b>	Introduction Introduction to course, background for international business (IB); Key concepts of IB Who conducts IB?	Chapter 1
(2)	March 11 <sup>th</sup> <b>HS 6</b>	Globalization of Markets and the Internationalization of the Firm What Is International Business: The Four Risks	Chapter 2
(3)	March 18 <sup>th</sup> <b>HS 6</b>	The Global Factory Theories of International Trade and Investment	Chapter 5
(4)	April 8 <sup>th</sup> <b>HS 6</b>	The Cultural Environment of International Business	Chapter 3
(5)	April 15 <sup>th</sup> <b>DIGITAL</b>	<i>Guest Lecture:</i>	
(6)	April 22 <sup>nd</sup> <b>HS 6</b>	The Political, Legal & Financial Environment of International Business	Chapter 6 & 9
(7)	April 29 <sup>th</sup> <b>HS 4</b>	Strategy and organization of the International Firm Global Opportunity Assessment	Chapter 11 & 12
(8)	May 6 <sup>th</sup> <b>HS 6</b>	Entering and Operating in International Markets	Chapter 13
(9)	May 13 <sup>th</sup> <b>HS 6</b>	Entering and Operating in International Markets	Chapter 14 & 15
(10)	May 27 <sup>th</sup> <b>HS 6</b>	<b>Revision</b>	
	June 17 <sup>th</sup> <b>HS 6</b>	Final Exam (in class) at 11:30	

#### Key International Business Journals:

The journals below can be accessed via the University of Vienna library catalogue:

[https://usearch.univie.ac.at/primo-explore/search?vid=UWI&lang=en\\_US](https://usearch.univie.ac.at/primo-explore/search?vid=UWI&lang=en_US)

- Journal of International Business Studies

[Journal of international business studies. - Universität Wien \(univie.ac.at\)](#)

- Journal of World Business

[Journal of world business : JWB. - Universität Wien \(univie.ac.at\)](#)

- International Business Review

[International business review. - Universität Wien \(univie.ac.at\)](#)

- Management International Review

[Management international review. - Universität Wien \(univie.ac.at\)](#)

#### Additional Readings:

Buckley, P. J. (2009). The impact of the global factory on economic development. *Journal of World Business* 44(2), 131–143.

Buckley, P. J., & Casson, M. (1976). *The future of the multinational enterprise*. London: Macmillan.

Buckley, P. J., & Casson, M. (1981). The Optimal Timing of a Foreign Direct Investment. *The Economic Journal (London)*, 91(361), 75–87.

Buckley, P. J., & Casson, M. C. (2009). The Internalisation Theory of the Multinational Enterprise: A Review of the Progress of a Research Agenda after 30 Years. *Journal of International Business Studies*, 40(9), 1563–1580.

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

Casson, M. (1987). *The firm and the market: Studies in multinational enterprises and the scope of the firm*. Cambridge, MA: MIT Press.

Casson, M. (1996). *The theory of the firm*. Edward Elgar Publishing.

Casson, M. (2014). Coase and International Business: The Origin and Development of Internalisation Theory. *Managerial and Decision Economics*, 36, 55–66.

Coase, R. H. (2012). *The firm, the market, and the law*. University of Chicago press.

Daniels, JD, Radebaugh, LH and Sullivan, DP (2018). *International Business: Environments and Operations*, (16th ed), Pearson (Global Edition).

Dunning, J. H. (1980). Toward an Eclectic Theory of International Production: Some Empirical Tests. *Journal of International Business Studies*, 11(1), 9–31.

Johanson, J., & Vahlne, J.-E. (1977). The Internationalization Process of the Firm-A Model of Knowledge Development and Increasing Foreign Market Commitments. *Journal of International Business Studies*, 8(1), 23–32.

Johanson, J., & Vahlne, J.-E. (2009). The Uppsala internationalization process model revisited: From liability of Foreignness to Liability of Outsidership. *Journal of International Business Studies*, 40(9), 1411–1431.

Oviatt, B. M., & McDougall, P. P. (1994). Toward a Theory of International New Ventures. *Journal of International Business Studies*, 25(1), 45–64.

Vahlne, J.-E., & Johanson, J. (2017). From internationalization to evolution: The Uppsala model at 40 years. *Journal of International Business Studies*, 48(9), 1087–1102.