**Course Instructor:**

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**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.
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:**

Course Policies and Useful Information:

- All lectures take place on-site Monday 11:30 to 13:00 in HS 6, except 15th 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

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<td>(1) March 4th HS 6</td>
<td>Introduction Introduction to course, background for international business (IB); Key concepts of IB Who conducts IB?</td>
<td>Chapter 1</td>
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<td>(3) March 18th HS 6</td>
<td>The Global Factory Theories of International Trade and Investment</td>
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<td>(4) April 8th HS 6</td>
<td>The Cultural Environment of International Business</td>
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<td>(5) April 15th DIGITAL</td>
<td>Guest Lecture:</td>
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<td>(6) April 22nd HS 6</td>
<td>The Political, Legal &amp; Financial Environment of International Business</td>
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<td>(7) April 29th HS 4</td>
<td>Strategy and organization of the International Firm Global Opportunity Assessment</td>
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<td>(8) May 6th HS 6</td>
<td>Entering and Operating in International Markets</td>
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<td>(9) May 13th HS 6</td>
<td>Entering and Operating in International Markets</td>
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<td>(10) May 27th HS 6</td>
<td>Revision</td>
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<td>June 17th HS 6</td>
<td>Final Exam (in class) at 11:30</td>
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### 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:


