

**Syllabus: Principles of International Business (4ECTS) SS2024 Group 1
040156/1**

Course Instructor:

Giulia Galizzi, MSc

Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics, Department of Marketing and International Business

Email: giulia.galizzi@univie.ac.at

Office hours for students: by appointment only

For all inquiries, please contact Judith Ladenstein, Tel. +43 1 4277-38012,

Email: judith.ladenstein@univie.ac.at

Webpage: <https://international-business.univie.ac.at/>

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.

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:

Course Textbook:

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

Course Policies and Useful Information:

- Most of the lectures take place on site: on Thursday from 13:15 to 14:45. For the other lectures please see u:find and the table below.
- During the course active participation is required during all lessons.
- 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 13.03.2024. 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 07.03.2024 (Introduction/Vorbereitung) 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.*

Course Evaluation:

- 40% Midterm exam (closed book exam)
- 40 % Group presentations
- 20% Participation in class discussion

The exam may be a combination of any of the following: open-ended questions, multiple choice, case studies, true/false, scenarios, definitions, short answers, and/or essays.

Attendance (2 times unexcused absence is permitted)

Lecture	Dates	Topic	Book chapter
1	07/03/2024 HS 17	Introduction to course	1
2	14/03/2024 HS 17	The Global Factory Theories of International Trade and Investment	2; 3; 4
3	11/04/2024 HS 15	The Cultural, Legal and Political Environment of International Business	7; 16
4	18/04/2024 HS 17	Entering Foreign Markets	9
5	25/04/2024 HS 15	Managing the Global Factory	17; 18
6	02/05/2024 HS 15	<i>Revision</i>	
7	16/05/2024	Midterm exam online	
8	23/05/2024 HS 17	A Guide to Case Analysis	
9 - 10	06/06/2024 2 lectures HS 16	Entering and Operating in International Markets (1) (2) – Group presentations – 11:30-14:45	Case study 1, 2
11 - 12	13/06/2024 2 lectures HS 17	Entering and Operating in International Markets (3) (4) – Group presentations – 11:30-14:45	Case study 3, 4