



040032 VO Introduction to International Business (MA) | 2026SS

Chair of International Business: <https://international-business.univie.ac.at/>

Information about the course:

Course Details

4.00 ECTS (2.00 SWS) | Lecture format: on site | SPL 4 - Wirtschaftswissenschaften | Language: English

Course# 040032 | Start: Wednesday, March 4th, 13:15

Course Instructor: Univ.-Prof. Dr. Emmanuella Plakoyiannaki
Contact: e.plakogiannaki@univie.ac.at

Office hours for students: by appointment only

For all inquiries: please contact Ms. Viktoria Kiss, Email: viktoria.kiss@univie.ac.at

Tel. +43 1 4277-38012

Student Assistant on the course: Finlay Lawerentz, Email: finlay.lawerentz@univie.ac.at

Objectives & Content

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. Students will also explore International entry mode strategies, global value chains, trade policies and MNEs roles in the global economies. 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. Critically evaluate various components of a national environment: technological, cultural, economic, political, and legal systems, and their influence on business practices and strategies.
4. 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.
5. Understand different aspects of International Business strategy including global opportunity assessment, entry mode and market selection.
6. Employ decision-making and critical thinking by keeping current with global events and discussing their implications.
7. To understand ethical and sustainability Issues in global operations.

Course Policies

Both the lecture and the exam will be held in English. Please make sure that you register for the exam separately.

Students wishing to take this course must register via [u:find/u:space](#) during the registration period.

Course Structure

Lectures usually take place on Wednesdays from *09.45 am till 11:15 am in HS 6*, **except** – on 04.03., 11.03., and 13.05. from 13:15 till 14:45 in HS 1. Please check the course schedule below for further deviations.

Assessment

The evaluation is carried out as an on-site examination and accounts for 100% of the final grade. The exam will take the form of a multiple-choice format, with only **one (1)** correct answer.

The exam will take place on the following dates:

Wed 24.06.2026 11:30 am - 13:00 pm HS 1, HS7, HS 8

Tue 22.09.2026 11:30 am - 13:00 pm HS 4, HS 6

Wed 18.11.2026 13:15 am - 14:45 pm HS 14, HS 6

Please note that you must register for the exam separately via [u:find/u:space](#).

Exam preparation material:

The study material is based on book chapters, articles, and case studies, as described in detail in the syllabus. Moreover, at the end of each lesson, slides in .pdf/ppt format will also be provided and will be part of the exam preparation material.

A minimum of 50 percent of the points needs to be attained overall to pass the course. The grading system is as follows:

88% - 100% | 1

75% - 87% | 2

63% - 74% | 3

50% - 62% | 4

Dates & Content

Ses- sion	Date/Time	Room	Agenda	Book Chapters
(1)	04 March 2026 (13.15 pm – 14.45 pm)	HS 1	Introduction to course Globalization	
(2)	11 March 2026 (13.15 pm – 14.45 pm)	HS 1	Internationalisation motives & Global Value Chains	Chapter 1
(3)	18 March 2026 (09.45 am – 11:15 pm)	HS 6	The four Risks of International Busi- ness	Chapter 2
(4)	25 March 2026 (09.45 am – 11:15 pm)	HS 6	The Global Factory	Chapter 5
(5)	15 April 2026 (09.45 am – 11:15 pm)	HS 6	The Cultural Environment of Interna- tional Business	Chapter 3
(6)	22 April 2026 (09.45 am – 11:15 pm)	HS 6	The Political, Legal & Financial Envi- ronment of International Business	Chapter 6 & 9
(7)	29 April 2026 (09.45 am – 11:15 pm)	HS 6	Strategy and Organization of the Inter- national Firm	Chapter 11
(8)	13 May 2026 (13.15 pm – 14.45 pm)	HS 1	Global Opportunity assessment	Chapter 12
(9)	20 May 2026 (09.45 am – 11:15 pm)	Zoom	Guest Lecture	Lecturer Notes
(10)	03 June 2026 (09.45 am – 11:15 pm)	HS 6	Entering and Operating in Interna- tional Markets	Chapter 14 & 15
(11)	10 June 2026 (09.45 am – 11:15 pm)	HS 6	Entering and Operating in Interna- tional Markets	Chapter 14 & 15
(12)	17 June 2026 (09.45 am – 11:15 pm)	HS 6	Revision	
(13)	24 June 2026 (11.30 am – 12:30 pm)	HS 1, HS 7, HS 8	Final Exam	

Registration/De-Registration

<https://ufind.univie.ac.at/>

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

- 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 \(univie.ac.at\)](#)

Literature

Course Textbook:

International Business: The New Realities Cavusgil, Knight, Riesenberger, 5th Edition (2020).

Link: [International business : the new realities - Universität Wien](#)

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.