

**Syllabus: Organization of the International Firm (4ECTS) WS2020 (040095-1)
Group 1**

Course Instructor:

Group 1: Univ.-Prof. Dr. Emmanuella Plakoyiannaki, Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics, Institut of Marketing and International Business

Open hours for students: by appointment only

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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.

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:

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

Additional Readings:

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

Course Policies and Useful Information:

- All lectures take place online Monday 15:00pm to 16:30pm – Please see all information in Moodle.
- 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. The latest date by which the course can be dropped is October 31. 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 October 5th 2020 (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:

There are **three closed-book exams** (the Mid-term exam (45% of total grade) and the Final exam (45% of total grade) and one pop-up quiz (unannounced; 10% of total grade). Exams may be a combination of any of the following: multiple choice, case studies, true/false, scenarios, definitions, short answers, and/or essays.

Session	Agenda	
Tentative Course Schedule: Sessions are held on Monday 15:00pm-16:30pm online unless otherwise stated		Chapters
(1) October 5 th	Introduction Introduction to course, background for international business (IB); Key concepts of IB Who conducts IB?	Chapter 1
(2) October 12 th	Globalization of Markets and the Internationalization of the Firm What Is International Business: The Four Risks	Chapter 2
(3) October 19 th	The Global Factory Theories of International Trade and Investment	Chapter 5
(4) November 09 th	The Cultural Environment of International Business	Chapter 3
(5) November 16 th	Guest Lecture	
(6) November 23 rd	<u>Midterm Examination</u> (online)	
(7) November 30 th	The Political, Legal & Financial Environment of International Business	Chapter 6 & 9
(8) December 07 th	Global Opportunity Assessment	Chapter 12
(9) December 14 th	Entering and Operating in International Markets	Chapter 13
(10) January 11 th	Entering and Operating in International Markets	Chapter 14 & 15
(11) January 18 th	Revision	
(12) January 25 th	<u>Final Examination</u> (online)	