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

**Group 1**

**Course Instructor:**

Group 1: Univ.-Prof. Dr. Emmanoulla 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.
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:**


**Additional Readings:**

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.

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