

**Syllabus: Principles of International Business (4ECTS)**  
**WS 2023 Group – 040095/1**

**Course Instructor:**

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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.

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:**

- All lectures take place on site: on Thursday from 11:30 to 13:00 in HS 17. Please see all information on Moodle.
- During the course is required active participation 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 October 13<sup>th</sup>, 2023. 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 5<sup>th</sup>, 2023 (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.*

**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.

The examination material includes the content of the in-class lectures as well as the specified literature on which the units of the course are based. For exam preparation, students are provided with the course material online (via Moodle) and the corresponding chapters in the textbook.

Attendance (2 times unexcused absence is permitted)

- 1 ≥ 88%
- 2 ≥ 75%
- 3 ≥ 63%
- 4 ≥ 50%

Lecture	Dates	Topic	Book chapter
1	05/10/2023	Introduction to course	1
2	12/10/2023	The Global Factory Theories of International Trade and Investment	2; 3; 4
3	19/10/2023	The Cultural, Legal and Political Environment of International Business	7; 16
4	09/11/2023	Entering Foreign Markets	9
5	16/11/2023	Managing the Global Factory	17; 18
6	23/11/2023	<i>Revision</i>	
<b>7</b>	<b>30/11/2023</b>	<b>Midterm exam online</b>	
8	07/12/2023	A Guide to Case Analysis	
9 - 10	11/01/2024	Entering and Operating in International Markets (1) (2) – <b>Group presentations</b> (Hörsaal 17)	Case study 1, 2
11 - 12	18/01/2024	Entering and Operating in International Markets (3) (4) – <b>Group presentations</b> (Hörsaal 3)	Case study 3, 4