

Syllabus: Principles of International Business (4ECTS)

Course Instructor:

Univ.-Prof. Dr. Emmanuella Plakoyiannaki, Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics.

Open hours for students: Tuesday 14:00pm-15:00pm

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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. It also examines the uncertainties and potential for the international expansion of the firm.

The course considers worldwide integration of economic, political, and socio-cultural aspects of business, in order to explore and understand the impact of globalization on countries, organizations, 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. Develop information processing and analyzing skills essential to a global mindset.
2. Understand the role of globalization in shaping the business environment, and recognize challenges and opportunities created by the globalization of business practices.
3. Identify complexities introduced by globalization and integrate concepts learned in this class with those acquired in other courses.
4. Practice critical thinking by keeping current with global events and discussing their implications.
5. Critically evaluate various components of a national environment: technological, cultural, economic, political, and legal systems, and their influence on business practices and strategies.
6. Examine trade and investment theories and patterns, and critically evaluate the role of governments and their impact on the international business environment.
7. Critically evaluate the role of trade and investment agreements and other forms of regional economic integration on local and national economies.

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.
Daniels, JD, Radebaugh, LH and Sullivan, DP (2018), *International Business: Environments and Operations*, (16th ed), Pearson (Global Edition).

Course Policies and Useful Information:

- All lectures take place on Tuesday 15:00pm-16:30pm, Room: HS 5 (Ground Floor)
- 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 **March 09**. 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 March 3rd 2020 (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage for any changes in dates/times or locations.*

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 <i>Tuesday 15:00pm-16:30pm</i> (HS 5) unless otherwise stated		Chapters
(1) March 3 rd	Introduction Introduction to course, background for international business (IB); Key concepts of IB Who conducts IB?	Chapter 1
(2) March 10 th	Globalization of Markets and the Internationalization of the Firm What Is International Business: The Four Risks	Chapter 2
(3) March 17 th	The Global Factory Theories of International Trade and Investment	Chapter 5
(4) March 24 th	The Cultural Environment of International Business	Chapter 3
(5) March 31 st	Guest Lecture	
(6) April 21 st	The Political, Legal & Financial Environment of International Business	Chapter 6 & 9
(7) April 28 th	Midterm Examination (HS 5 and 17)	
(8) May 5 th	Global Opportunity Assessment	Chapter 12
(9) May 12 th	Entering and Operating in International Markets	Chapter 13

(10) May 19 th	Entering and Operating in International Markets	Chapter 14 & 15
(11) May 26 th	Revision	
(12) June 9 th	<u>Final Examination</u> (HS 6)	