Syllabus
Building Blocks of International Business 1:
Foundations of International Business (4 ECTS) WS 2023/24 (040249)

Course Instructor:
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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 and key theories 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 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. 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. 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.
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:
The course examination will take place on the following dates:
MO 22.01.2024 11:30 HS 6
MO 26.02.2024 (planned)
MO 22.04.2023 13:15 HS 6 (planned)

1 ≥ 88%
2 ≥ 75%
3 ≥ 63%
4 ≥ 50%

Course Policies and Useful Information:
➢ All lectures take place on-site Monday 11:30 to 13:00 in HS 6, except – 13th November DIGITAL. Please see all information in Moodle.
➢ Both the course and the exams will be held in English.
➢ Please make sure that you register for the exam.
➢ The exam takes place in class.

Session | Agenda | Chapters
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| Sessions are held on *Monday 11:30-13:00 HS* | | |
(1) October 2nd | Introduction
HS 6 | Introduction to course, background for international business (IB); Key concepts of IB
What conducts IB? | Chapter 1
(2) October 9th | Globalization of Markets and the Internationalization of the Firm
HS 6 | What Is International Business: The Four Risks
Chapter 2
(3) October 16th | The Global Factory
HS 6 | Theories of International Trade and Investment
Chapter 5
(4) October 23rd | The Cultural Environment of International Business
HS 6 | Chapter 3
(5) October 30th | Guest Lecture:
HS 6 |
(6) November 6th | The Political, Legal & Financial Environment of International Business
HS 6 | Chapter 6 & 9
(7) November 13th | Strategy and organization of the International Firm
DIGITAL | Global Opportunity Assessment
Chapter 11 & 12
(8) November 20th | Entering and Operating in International Markets
HS 6 | Chapter 13
(9) November 27th | Entering and Operating in International Markets
HS 6 | Chapter 14 & 15
(10) December 4th | Revision
HS 6 |
January 22nd | Final Exam (in class) HS 6 at 11:30
HS 6 |