

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

Course Instructor:

Univ.-Prof. Dr. Emmanuella Plakoyiannaki, Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics, Institut of Marketing and International Business
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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.
4. Critically evaluate various components of a national environment: technological, cultural, economic, political, and legal systems, and their influence on business practices and strategies.
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:

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-site Monday 11:30 to 13:00 in HS 6, **except** – 13th November **HS 4**. 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.**

Course Evaluation:

The course examination will take place on the following dates:

MO 22.01.2024 11:30 HS 6

MO 26.02.2024 13:15 HS 14 (planned)

MO 22.04.2023 13:15 HS 6 (planned)

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