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
Open hours for students: by appointment only
For all inquires, please contact Judith Ladenstein, Tel. +43 1 4277-38012,
Email: judith.ladenstein@univie.ac.at
Webpage: https://international-business.univie.ac.at/

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 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.*

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**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)

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### Session Agenda

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