

# Basics in International Business and Market Entry

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Jeannine Madeleine Oelschuster, BA MA

[Jeannine\\_madeleine.oelschuster@jku.at](mailto:Jeannine_madeleine.oelschuster@jku.at)

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## Course Objectives

**The course focuses on the development of a basic and fundamental understanding of international business and its factors related to entering and working in international markets**

- To understand globalization and its influences on international business.
- To know the relevant theories and frameworks used in international business.
- To grasp the foundations of international business by looking at the environment and connected issues that are political/legal, economic, cultural institutional and fiscal
- To explore international trade and trade theories as well as foreign direct investment as well as their connection to international business
- To learn about multicultural organizations and their competitiveness
- To understand stakeholder analysis, corporate social responsibility & emerging issues in international business
- To learn about the different forms of entering and working in international markets.
- To bridge the theory-practice divide through gaining practical insights via case studies.

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## Course Content and Structure

The course has six sessions (classes) in total. In the last one the final exam will take place.

Throughout the course, a combination of lectures and applied discussions of case studies and/or current events in international business are used to introduce students to the international business environment with its challenges, risks and opportunities. As learning occurs through class discussions, students are expected to attend all the classes for their whole duration. Active in-class contribution in the discussions and group exercises are essential for students to get the full value from the class. Therefore, students are expected to contribute equally to all group-level assignments (e.g. case studies) and display an open, motivated and constructive mindset.

**The classes are in-person.** Attendance is expected for the entirety of all class sessions. Students who do not attend 80% of the total class time will automatically receive a negative grade. If students have scheduling conflicts, they must notify the lecturer at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative grade.

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## Requirements and Grading

For a passing grade, students must obtain at least 50 per cent in each category AND at least 60 per cent of the total points. The final grade will be calculated according to the following formula: 0-59.5 (5); 60-69.5 (4); 70-79.5 (3); 80-89.5 (2); 90-100 (1).

Students who do not reach a passing grade on the exam component will be given a second opportunity. Please note that students must be present and write the exams to be given the second opportunity.

Level	Assessment	Percentage
Group	Simulation	20%
Group	Case Study Analysis	20%
Individual	Mid-Term (Short) Test	20%
Individual	Final Exam	40%
	Maximum:	100%

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**Planned Dates and Times: Please check KUSSS for final times and rooms!**

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## Discipline Rules

As an academic institution, the Department of International Management does not tolerate any form of academic dishonesty. Plagiarism encompasses presenting as one's own the words, work, opinions, or factual information of someone else without giving that person credit, as well as borrowing the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. All discovered instances will result in an immediate decrease in grade of the assignment or exam. In severe cases, this may result in a failing grade for the assignment or exam. In addition, there will be an automatic decrease in overall grade. Consequently, this may result in the failure of the course. In the case of group work, the consequences will be extended to the entire team. For details see our code of conduct at [www.jku.at/iim](http://www.jku.at/iim).

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## Moodle Support

We offer a reading package containing all preparatory readings and the case studies for this course. Students are *expected to read the texts for each session in advance*. The reading package can be accessed on the Moodle course website prior to the beginning of the course.

Points and grades will be posted in Moodle. Please also submit all assignments via Moodle

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## Sustainability Policy

As a department that strives to promote environmental sustainability, we encourage you to consider the environment and refrain from printing the readings on Moodle.

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### Contact

In case of changes to the schedule or other important correspondence concerning the course, emails will be sent out via the KUSSS-system. Therefore, please ensure that your email address in the KUSSS-System is one that you are checking on a regular basis.

For questions or problems please contact:  
office\_iim@jku.at