



Institute for  
International  
Business



ASSOCIATION  
OF  
AMBA  
ACCREDITED



C E M S

# SBWL International Business

## ÖH SBWL Presentation

Prof. Dr. Jonas Puck

# Who are we?

## Institute for International Business: our faculty

**Prof.  
Puck**



**Prof.  
Chapple**



**Prof.  
Dikova**



**Prof.  
Filatotchev**



**Prof.  
Fisch**



**Prof.  
Mohr**



### **Our location:**

WU Campus  
Building D1  
Floor 3, 4, 5

Welthandelsplatz 1  
1020 Vienna  
Austria

[sbwlib@wu.ac.at](mailto:sbwlib@wu.ac.at)

# Who are we?

## Institute for International Business: our faculty

**Prof.  
Nell**



**Prof.  
Stahl**



**Prof.  
Zapkau**



### **Our location:**

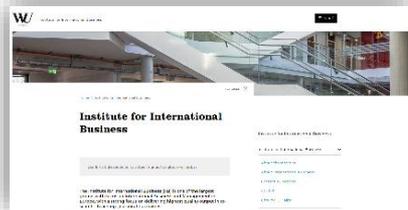
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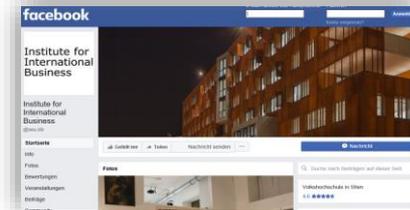
[sbwlib@wu.ac.at](mailto:sbwlib@wu.ac.at)

Where are we?

## Institute for International Business: where to find us



<https://www.wu.ac.at/iib/iib/studies/sbwl>



[facebook.com/wu.sbwl](https://facebook.com/wu.sbwl)

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What do we offer?

## The SBWL International Business aims to provide an understanding of relevant resources, markets, and strategies in IB

**1**

**Academic excellence:**  
International strategies, markets, and resources across functions

**2**

**Real world application:**  
Intense interactions with the corporate world

**3**

**The „IIB-Experience“:**  
Small groups, varying class formats, motivated faculty

**4**

**The IB Club:**  
Events, networking and talks organized for IB students

# What do alumni do?



## Graduates continue their career in a wide range of positions, usually in an international environment

**1**

Active in graduate programs, specifically CEMS, ExInt

**2**

Marketing/ finance/ strategy/ HR in internationally active firms

**3**

Internationalization management

**4**

Founders/ GMs of (global) start-ups

# Content

Together with our corporate partners we aim to provide an understanding of relevant resources, markets and strategies in IB

**SIEMENS**

**accenture**



**HEN**  
CONNECTING COMPETENCE

**schönherr**

**BCG**

**REWE**

# Courses

## The SBWL International Business consists of the following courses and is entirely taught in English

<b>1. Semester</b>	<b><u>Course 1:</u></b> <b>Foundations of International Business</b> Theoretical and Strategic Foundations of IB
	<b><u>Course 2:</u></b> <b>International Business Applications</b> Applications of IB Theories, Strategies, and Functions
<b>2./3. Semester</b>	<b><u>Course 3:</u></b> <b>Strategies</b> e.g. Strategies of EMNE, International Energy Strategies (with OMV)
	<b><u>Course 4:</u></b> <b>Markets</b> e.g. International M&A, International Marketing, Internationalization in Professional Soccer
	<b><u>Course 5:</u></b> <b>Resources</b> e.g. International HRM, Global Leadership, Financial Resources and Internationalization

# Courses

The SBWL International Business *Central Europe Connect Track* consists of the following courses, taught in English (upon successful completion students will receive a joint WU/EUBA/SGH certificate)

## 1. Semester

### Course 1:

#### **Foundations of International Business**

Theoretical and Strategic Foundations of IB

### Course 2:

#### **International Business Applications**

Applications of IB Theories, Strategies, and Functions

## 2./3. Semester

### Course 3 (@WU):

#### **Strategies & Management in Central Europe (strategies)**

### Course 4 (@EUBA Bratislava):

#### **Structural Dynamics in Central Europe (markets)**

### Course 5 (@SGH Warsaw):

#### **Marketing Resources and Consumer Behavior in Central Europe (resources)**

# Courses

The SBWL International Business *Sustainability and Corporate Responsibility Track* consists of the following courses, taught in English (upon successful completion students can apply for a SaC certificate)

## 1. Semester

**Course 1:**  
**Foundations of International Business**  
Theoretical and Strategic Foundations of IB

**Course 2:**  
**International Business Applications**  
Applications of IB Theories, Strategies, and Functions

## 2./3. Semester

**Course 3:**  
**Strategies with Aspects of Sustainability/Responsibility/Ethics**  
e.g. Sustainable Managerial Decision Making, Long-term Strategy

**Course 4:**  
**Markets with aspects of sustainability/responsibility/ethics**  
e.g. Business and Society, Sustainable Development across Markets

**Course 5:**  
**Resources with Aspects of Sustainability/Responsibility/Ethics**  
e.g. Responsible Global Leadership, Sustainable IHRM

- Each semester, at least one of the courses 3, 4, and 5, respectively, is offered as SaC Track course
- First come first serve at course registration
- Courses from abroad with aspects of sustainability/responsibility/ethics may qualify if general accreditation criteria are fulfilled

# Courses

The SBWL International Business *SME Internationalization* consists of the following courses, taught in English  
(upon successful completion students can apply for a SME certificate)

1. Semester	<b>Course 1:</b> <b>Foundations of International Business</b> Theoretical and Strategic Foundations of IB
	<b>Course 2:</b> <b>International Business Applications</b> Applications of IB Theories, Strategies, and Functions
2./3. Semester	<b>Course 3:</b> <b>International Strategies for SME</b> e.g. SME Internationalization Processes, SME Risk Management
	<b>Course 4:</b> <b>International Markets and SME</b> e.g. SME Market Entry, International Marketing for SME
	<b>Course 5:</b> <b>Resources and SME Internationalization</b> e.g. Financial Resources for SME, IHRM in SME

- Each semester, at least two of the courses 3, 4, and 5, respectively, are offered as SME Track course
- First come first serve at course registration
- Courses from abroad with aspects of SME Internationalization may qualify if general accreditation criteria are fulfilled

# Entry into the SBWL

Each semester we select students based on a combination of two different approaches

50%

Average of the best 27 ECTS (Bachelor level)

50%

Entry exam (multiple-choice)

**Summer 2022**  
about 140-160  
students

Who are we looking for?

## SBWL International Business students should be excellent, open minded, and cross-functionally interested

**1**

**Students with excellent academic background**

**2**

**Students with international curiosity**

**3**

**Students with cross- functional abilities**



**We are looking forward to welcoming you  
to the SBWL International Business!**