



Institute for  
International  
Business



ASSOCIATION  
OF  
AMBA  
ACCREDITED



C E M S

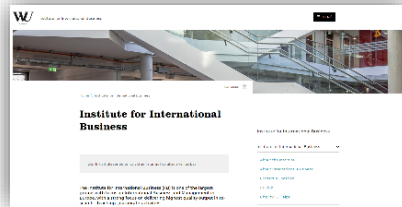
# SBWL International Business

## SBWL Presentation

Jonas Puck

Where are we?

## Institute for International Business: where to find us



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

ÖH SBWL Presentation  
Prof. Dr. Jonas Puck



Institute for  
International  
Business



Find us!

## International Business Team Puck: follow us



# What do we offer?

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

**1**

**Academic excellence:**  
From culture to leadership, from strategy to functions

**2**

**Real world application:**  
Intense interactions with the corporate world and project courses

**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

# Courses

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

### 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:

#### **Elective**

e.g. International HRM, Int Leadership

#### Course 4:

#### **Elective**

e.g. International Strategies, International Marketing, International Finance

#### Course 5:

#### **Applied Learning – IB project course**

e.g. Siemens Mobility, OMV, Varta, Aussenwirtschaft Austria, Austrian Airlines

# Courses

## Students can choose to specialize even further in one of three tracks

### 1. Semester

Course 1 & 2

### 2./3. Semester

#### **The SBWL International Business Central Europe Connect (CEC) Track**

- @WU: Strategies & Management in Central Europe (Project Course)
- @EUBA Bratislava: Structural Dynamics in Central Europe (Elective II)
- @SGH Warsaw: Marketing Resources and Consumer Behavior in Central Europe (Elective I)

#### **The SBWL Sustainability in International Business Track**

- Elective I with Aspects of Sustainability/Responsibility/Ethics
- Elective II with Aspects of Sustainability/Responsibility/Ethics
- Industry Experience with Aspects of Sustainability/Responsibility/Ethics

# Courses

## Cooperation with one of our partners

### 'Real Life' Experience

Industry Experience Courses are organized jointly with industry partners to allow for real life experiences and intense interaction with industry partners.





# 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**



IB CLUB WU

INTERACT - JOIN - CONNECT

# EVENTS @ IB CLUB



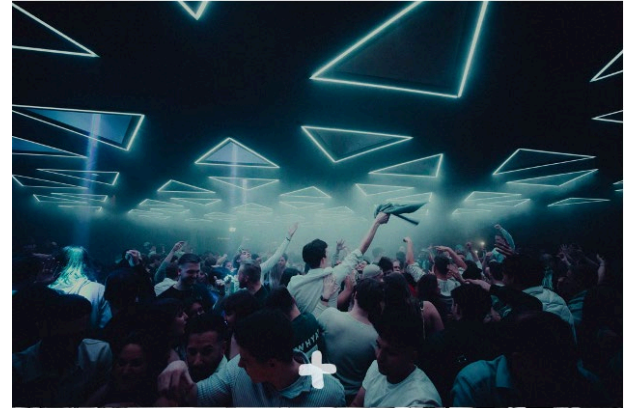
Corporate events: with REWE, Accenture, BCG, WWF and others.



Social events: meet@Christmasmarket  
Beerpong Championship  
Cooperation with PLUS at Babenberger Passage



Strong IB community and IB faculty  
CEMS and SIMC Talk





# 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 2025**  
about 120 students

# Where are we?

## International Business Team Puck: follow us

