



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.  
Dikova**



**Prof.  
Filatotchev**



**Prof.  
Fisch**



**Prof.  
Nell**



**Prof.  
Stahl**



### **Our location:**

WU Campus  
Building D1  
Floor 3, 4, 5

Welthandelsplatz 1  
1020 Vienna  
Austria

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

Where are we?

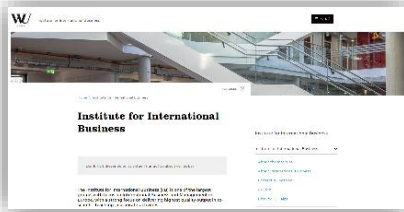
# Institute for International Business: where to find us



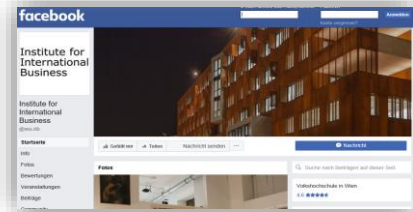
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[www.wu.ac.at/iib](http://www.wu.ac.at/iib)



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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**

**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



# 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	<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
2./3. Semester	<b><u>Course 3 (@WU):</u></b> <b>Strategies &amp; Management in Central Europe (strategies)</b>
	<b><u>Course 4 (@EUBA Bratislava):</u></b> <b>Structural Dynamics in Central Europe (markets)</b>
	<b><u>Course 5 (@SGH Warsaw):</u></b> <b>Marketing Resources and Consumer Behavior in Central Europe (resources)</b>



# 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	<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>Strategies with Aspects of Sustainability/Responsibility/Ethics</b> e.g. Sustainable Managerial Decision Making, Long-term Strategy	<ul style="list-style-type: none"><li>• Each semester, at least one of the courses 3, 4, and 5, respectively, is offered as SaC Track course</li><li>• First come first serve at course registration</li><li>• Courses from abroad with aspects of sustainability/responsibility/ethics may qualify if general accreditation criteria are fulfilled</li></ul>
	<b>Course 4:</b> <b>Markets with aspects of sustainability/responsibility/ethics</b> e.g. Business and Society, Sustainable Development across Markets	
	<b>Course 5:</b> <b>Resources with Aspects of Sustainability/Responsibility/Ethics</b> e.g. Responsible Global Leadership, Sustainable IHRM	

# 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 2020:**  
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!**