



Institute for
International
Business



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

Where are we?



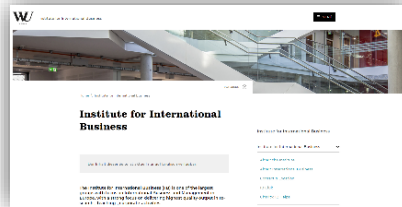
Institute for International Business: where to find us



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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, ExInt |
| 2 | Marketing/ finance/ strategy/ HR in internationally active firms |
| 3 | Internationalization management |
| 4 | Founders/ GMs of (global) start-ups |



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





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: Strategies e.g. Strategies of EMNE, International Energy Strategies (with OMV) |
| | Course 4: Markets e.g. International M&A, International Marketing, Internationalization in Professional Soccer |
| | Course 5: Resources e.g. International HRM, Global Leadership, Financial Resources and Internationalization |



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 | <u>Course 1:</u> Foundations of International Business Theoretical and Strategic Foundations of IB |
| | <u>Course 2:</u> International Business Applications Applications of IB Theories, Strategies, and Functions |
| 2./3. Semester | <u>Course 3 (@WU):</u> Strategies & Management in Central Europe (strategies) |
| | <u>Course 4 (@EUBA Bratislava):</u> Structural Dynamics in Central Europe (markets) |
| | <u>Course 5 (@SGH Warsaw):</u> Marketing Resources and Consumer Behavior in Central Europe (resources) |



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 | <ul style="list-style-type: none">• 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 |
| | 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 | |



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 | 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: International Strategies for SME e.g. SME Internationalization Processes, SME Risk Management |
| | Course 4: International Markets and SME e.g. SME Market Entry, International Marketing for SME |
| | Course 5: Resources and SME Internationalization 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)

Winter 2020/21:
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!**

IB Club Summer Term 2020



Should you have any questions, please do not hesitate to send us an email:

✉ ibclub.wu@gmail.com

Katharina Wenninger
IB Club Manager



Lilian Felmayer
IB Committee Member



Maximilian Plut
IB Committee Member



Nadja Weinzettl
IB Committee Member



Marcel Bauer
IB Committee Member



Raphael Vierlinger
IB Committee Member

