



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:**

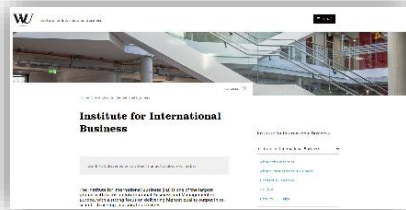
WU Campus  
Building D1  
Floor 3, 4, 5

Welthandelsplatz 1  
1020 Vienna  
Austria

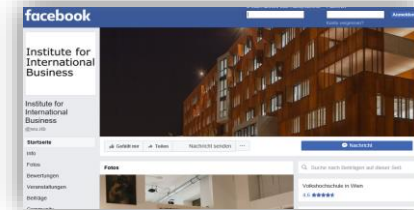
[sbwliib@wu.ac.at](mailto:sbwliib@wu.ac.at)

Where are we?

## Institute for International Business: where to find us



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



[www.facebook.com/wu.iib](https://www.facebook.com/wu.iib)

What do we offer?

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

<b>1</b>	<b>Academic excellence:</b> International strategies, markets, and resources across Functions
<b>2</b>	<b>Real world application:</b> Intense interactions with the corporate world
<b>3</b>	<b>The „IIB-Experience“:</b> Small groups, varying class formats, motivated faculty
<b>4</b>	<b>The IB Club:</b> 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 MNCs**

**3**

**SME management (in charge of internationalization)**

**4**

**Founders/ GMs of (global) start-ups**

# Content

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



BUNDES  
LIGA



SIEMENS

ATKEARNEY



McKinsey&Company



PIONEERS



BCG  
THE BOSTON CONSULTING GROUP



ABB

Deloitte.

Capgemini  
CONSULTING. TECHNOLOGY. OUTSOURCING

UniCredit Group



# Courses

The SBWL International Business consists of the following courses and is entirely taught in English – Regular Track

1. Semester	<b><u>Course1:</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:</u></b> <b>Strategies</b> e.g. Strategies of EMNE, Strategy Simulation
	<b><u>Course 4:</u></b> <b>Markets</b> e.g. International M&A, International Marketing
	<b><u>Course 5:</u></b> <b>Resources</b> e.g. International HRM, Global Leadership

# Courses

## The SBWL International Business *Central Europe Connect Track* consists of the following courses, taught in English

1. Semester	<b><u>Course1:</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
2nd Semester	<b><u>Course 3 (@WU):</u></b> <b>Strategies &amp; Management in Central Europe (Strategies)</b> March 3-9, 2019
	<b><u>Course 4 (@EUBA Bratislava):</u></b> <b>Structural Dynamics in Central Europe (Markets)</b> March 31-April 6, 2019
	<b><u>Course 5 (@SGH Warsaw):</u></b> <b>Resources as Drivers of Consumer Behavior in Central Europe (Resources)</b> May 19-25, 2019

**NEW**



# Courses

The SBWL International Business *Sustainability and Corporate Responsibility Track* consists of the following courses, taught in English

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:</u></b> <b>Strategies with Aspects of Sustainability/Responsibility/Ethics</b> e.g. Sustainable Managerial Decision Making, long-term Strategy
	<b><u>Course 4:</u></b> <b>Markets with Aspects of Sustainability/Responsibility/Ethics</b> e.g. Business and Society, Sustainable Development across Markets
	<b><u>Course 5:</u></b> <b>Resources with Aspects of Sustainability/Responsibility/Ethics</b> e.g. Responsible Global Leadership, Sustainable IHRM

**NEW**

# Entry into the SBWL

**We select students based on a combination of two different criteria**

**50%**

Average of the best 27 ECTS (bachelor level)

**50%**

Entry exam (multiple-choice)

**Summer 2018:**  
about 90-100 students

**Step 1**

Best 20 students that applied for CEC track to be enrolled in CEC track

**Step 2**

Best 75-80 remaining students that applied (no matter if for a track or not) to be enrolled in general track (admission to SaC track based on course selection)

Who are we looking for?

**SBWL International Business students should be motivated, 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!**