



READING PREPARATION FOR THE WRITTEN
ENTRANCE EXAM.

PREFACE .

Dear applicant,

We are delighted that you are interested in our Master program “International Business & Law”.

As you should already be aware, one part of the application process is a written aptitude test. In order to offer you the greatest measure of assistance, we would like to provide you with a selection of literature in the field of business, economics and law.

The written aptitude test is conducted online and contributes 30% to the total result.

We wish you every success for the written aptitude test in the Master program “International Business & Law”.

With best regards from Innsbruck,

Your International Business & Law Team

Please note that the following references are only suggestions for basic literature in every field. Further books and journal articles are possible.

BUSINESS AND ECONOMICS.

Strategy

Barney, J. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management* 17 (1), 99-120.

Johnson, G., Whittington R., Scholes, K., Angwin, D. & Regnér, P. (2017). *Exploring Strategy* (11th ed.). Edinburgh: Pearson Education Limited.

Hoskisson, R. et al. (1999). Theory and research in strategic management: Swings of pendulum. *Journal of Management* 25 (3), 417-456.

Mintzberg, H. (1991). Learning 1, Planning 0, Reply to Igor Ansoff. *Strategic Management Journal* 12 (6), 463-466.

Mintzberg, H. (1990). The Design School: Reconsidering the Basic Premises of Strategic Management. *Strategic Management Journal* 11 (3), 171-195.

Mintzberg, H., & Waters J. (1985). Of Strategies, Deliberate and Emergent, *Strategic Management Journal* 6 (3), 257-272.

Porter, M. (2008). The five competitive forces that shape Strategy, *Harvard Business Review*, January, 79-93.

Marketing Management

Kotler, P. & Keller, K. (2016). *Marketing Management* (15th ed.). London: Prentice Hall. Chapters 5-8, 10.

Financial Management

Berk, J. & DeMarzo P. (2017). *Corporate Finance* (4th ed.). Edinburgh: Pearson. (5th ed. forthcoming in 2020)

Brealey, R. A., Myers, S. C. & Allen, F. (2017). *Principles of Corporate Finance* (12th ed.). New York: Mc Graw Hill. (13th ed. forthcoming in 2020)

Eiteman, D., Stonehill, A. I. & Moffett, M. H. (2019). *Multinational Business Finance* (15th ed.). Edinburgh: Pearson.

Shapiro, A. C. (2013). *Multinational Financial Management* (10th edition). New York: Wiley.

Van Horne, J. C., & Wachowicz, J. M. (2008). *Fundamentals of Financial Management* (13th ed.). Chapters 3, 6,-8.

Human Resource Management

Briscoe, D., Schuler, R. & Tarique, I. (2016). *International Human Resource Management: Policies and Practices for Multinational Enterprises* (5th ed.). New York: Routledge.

Hatch, M. J. (2011). *Organizations. A very short introduction*. New York: Oxford University Press.

Economics

Pindyck, R. S., Rubinfeld, D. L. (2018). *Microeconomics* (9th ed.). Edinburgh: Pearson. Chapters: 1-9.

Blanchard, O. (2017). *Macroeconomics* (7th ed.). Chapters 1-9.

LAW.

Borchardt, K.-D. (2016). *The ABC of EU law*. Publications Office of the European Union. <https://data.europa.eu/doi/10.2775/953190>

Emerson, R. W. (2015). *Business Law* (6th ed.). New York: Barron's Educational Series.

Frischhut, M. (2017). *What one should know about the European Union (EU): A quick introduction to EU law* (4th ed.). Neue Praktikerskripten — NPS: Band 18. Wien: Neuer Wissenschaftlicher Verlag (NWV).

Hausmaninger, H. (2011). *The Austrian Legal System* (4th ed.). Vienna: Manz.

Wacks, R. (2015). *Law: A very short introduction* (2nd ed.). Oxford University Press.

Austrian Business Agency (2021). *Starting a Business in Austria*. <https://bit.ly/38PvxyX>.