



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* (11<sup>th</sup> 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* (15<sup>th</sup> ed.). London: Prentice Hall. Chapters 5-8, 10.

### Financial Management

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

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

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

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

Van Horne, J. C., & Wachowicz, J. M. (2008). *Fundamentals of Financial Management* (13<sup>th</sup> 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* (5<sup>th</sup> 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* (9<sup>th</sup> ed.). Edinburgh: Pearson. Chapters: 1-9.

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

## LAW.

Emerson, R. W. (2015). *Business Law* (6<sup>th</sup> 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* (4<sup>th</sup> ed.). Neue Praktikerskripten — NPS: Band 18. Wien: Neuer Wissenschaftlicher Verlag (NWV).

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

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

Austrian Business Agency (2018). Establishing a Business in Austria. <https://bit.ly/2lCtGaW>.