

# International Business – An Overview of Brazilian Companies

## SYLLABUS

### I. DESCRIPTION

<b>Program:</b> Business Administration	
<b>Course:</b> International Business – An Overview of Brazilian Companies	
<b>Class hours:</b> 72 h (07 ECTS)	<b>Period:</b> 2019-1
<b>Professor:</b> Marco Antônio Seifriz, Dr.	
<b>Contact:</b> marco.seifriz@gmail.com	

### II. COURSE OBJECTIVE

This course aims to present an overview of global economy focusing on the dynamics of international trade and investment, including its effects on the development of nations and the performance of organizations, mainly Brazilian companies.

### III. COURSE OUTLINE

#### 1. INTRODUCTION

##### Globalization

- The environment of international business
- Globalization: trade x investment
- The concept of multinational
- Brazil and global issues

##### Regional Integration Process

- Trade agreements
- The "EU model"
- Mercosul: perspectives and challenges

##### Tools for trade policy

- Trade barriers and protectionism
- Brazilian trade policy

#### 2. INTERNATIONALIZATION PROCESS OF FIRMS

##### Economic approaches of internationalization

- Theory of Market Power
- Theory of Internalization
- The Eclectic Paradigm

##### Behavioral approaches of internationalization

- The Uppsala Model
- International networking
- International entrepreneurship
- Born globals

##### Entering Foreign Markets

- Modes of entry
- Exports and distribution
- Licensing, franchising and joint ventures
- Foreign direct investment

### 3. HIGHLIGHTS OF BRAZIL

- The international insertion of Brazil: a historical approach
- The recent internationalization of Brazilian companies
- Brazilian structure of commerce administration
- The role of Santa Catarina State

### IV. TEACHING METHODS

- Lectures;
- Discussions;
- Cases solving;
- Seminars;
- Documentaries.

### V. GRADING POLICY

Grades will be determined by the percentages listed below:

Description	Percentage
EXAMS	50%
PRESENTATIONS	30%
CLASS PARTICIPATION	20%

### IV. REQUIRED READINGS

#### TEXTBOOK

CAVUSGIL, S. T.; KNIGHT, G.; RIESENBERGER, J. **International business**: strategy, management and new realities. New York: Prentice Hall, 2017

#### PAPERS

Available on Polvo System:

<http://polvo5.udesc.br/auth/index#/>