

International Business – An Overview of Brazilian Companies

SYLLABUS

I. DESCRIPTION

Program: Business Administration	
Course: International Business – An Overview of Brazilian Companies	
Class hours: 72 h (07 ECTS)	Period: 2020-1
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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

The Global Market

- The international business environment
- 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

- Entry modes
- Exports and distribution
- Licensing, franchising and joint ventures

- Greenfields investments
- Merger and acquisitions

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>