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)  
Professor: Marco Antônio Seifriz, Dr.  
Contact: 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

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
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:

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<tr>
<th>Description</th>
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<tr>
<td>EXAMS</td>
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<td>PRESENTATIONS</td>
<td>30%</td>
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<tr>
<td>CLASS PARTICIPATION</td>
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IV. REQUIRED READINGS

TEXTBOOK

PAPERS
Available on Polvo System:
http://polvo5.udesc.br