

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: 2022-1
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II. COURSE OBJECTIVE

This course aims to offer an overview of global economy and 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 International Business Environment

- International Environments: Economics, Cultural, Political and Legal
- The concept of multinational
- Regional Integration Process: Mercosul challenges
- Brazil and global issues

Tools for trade policy

- Tariff barriers
- Non Tariff barriers
- Brazilian content mandates

2. INTERNATIONALIZATION PROCESS OF FIRMS

Economic approaches of internationalization

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

Behavior approaches of internationalization

- The Uppsala Model
- International Networking
- International Entrepreneurship

Entering Foreign Markets

- Export modes
- Contractual modes
- Investment modes

3. HIGHLIGHTS FROM BRAZIL

- The recent internationalization of Brazilian companies
- Brazilian Structure of Commerce Administration
- Support Agencies on Export Promotion

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%
SEMINARS	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, 2010

PAPERS

Available on Polvo System:
<http://polvo5.udesc.br/auth/index/>