

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: 2024-1 |
| Professor: Marco Antônio Seifriz, Dr. | |
| Contact: marco.seifriz@gmail.com | |

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 Organizations
- International Environments: Economics, Cultural, Political and Legal
- The concept of multinational
- Brazil and global issues

Regional Integration Process

- Free trade agreements and common markets
- The "EU model"
- Mercosul: perspectives and challenges

Tools for trade policy

- Tariffs
- Anti dumping, subsidies and safeguards
- 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

- Modes of entry
- Export modes
- Contractual modes
- Investment modes

3. HIGHLIGHTS OF BRAZIL

- The recent internationalization of Brazilian companies
- Brazilian Structure of Commerce Administration
- The role of Santa Catarina State

IV. TEACHING METHODS

- Lectures;
- Cases solving;
- Presentations;
- Visiting local institutions

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#/>