

## 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> 2023-1
<b>Professor:</b> Marco Antônio Seifriz, Dr.	
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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 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#/>