

Courses in English - Syllabus

Entrepreneurship and Corporate Strategies – 7,5 ECTS

Fundamental concepts of entrepreneurs. Entrepreneurs: the energizers of small business. Intrapreneurship - the entrepreneurship in large organizations. The entrepreneurial spirit and the economy. The entrepreneurial spirit and the executives. Entrepreneurial activity as a career option. Building a business that works. Experiences of entrepreneurs. Self-assessment of the entrepreneurial spirit.

Main Topics

1. ENTREPRENEURSHIP
 - 1.1 Fundamental Concepts
 - 1.2 The Entrepreneur
 - 1.3 Entrepreneurial Process
 - 1.4 Entrepreneurship in Brazil
 - 1.5 International Entrepreneurship
 - 1.6 Corporate Strategies
2. NEW BUSINESS CREATION
 - 2.1 Effectuation
 - 2.2 Business Plan Steps

Basic Bibliography

- HISRICH, Robert D. **International entrepreneurship**: starting, developing, and managing a global venture. 2nd ed. Thousand Oaks : Sage, c2013. 519 p, il.

- HISRICH, Robert D; PETERS, Michael P; SHEPHERD, Dean A. **Entrepreneurship**. 9th ed. New York : McGraw-Hill, 2013. xx, 587 p, il.

Culture and International Business Negotiations – 7,5 ECTS

Introduction. International negotiations. Negotiation, the State of the art. Approaches to the analysis of negotiation. The negotiation process. Negotiating skill. Customer handling. Elements to negotiate. To recognize, analyze and understand the stages of the negotiation process, the planning procedures of negotiation, the main elements, the factors that affect the negotiations, skills, strategies, and tactics of international negotiation.

Main Topics

1. Culture and Organizations
Understand international differences in work-related values.
2. Negotiations: Introduction
Understand concept, steps, process and conflicts in negotiations
3. Negotiations: planning and elements in negotiations
Know, interpret and apply planning procedures in negotiations as well as main elements to be negotiated
4. Behavioral aspects in negotiations
Distinguish and interpret the different forms of behavior in negotiations

Basic Bibliography

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| <p>- CAVUSGIL, S. Tamer; KNIGHT, Gary A; RIESENBERGER, John R. International business: the new realities.3rd ed. Boston : Pearson, c2014. 619 p, il.</p> <p>- DERESKY, Helen. International management: managing across borders and cultures: text and cases. 8th ed. Boston: Pearson, c2014. 407 p., il.</p> <p>- HOFSTEDE, Geert H., 1928. Cultures and organizations: software of the mind. New York : McGraw-Hill, c1997. xvi, 279 p.</p> <p>- HOFSTEDE, Geert H., 1928. Culture ´s consequences: international differences in work-related values. Beverly Hills, Calif : Sage Publications, c1980. 475p, il. (Cross cultural research and methodology series, 5).</p> |
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Globalization and International Business Management – 7,5 ECTS

Organizational planning system. Concept, characteristics and stages strategic planning process. The strategic planning in different contexts. Advantages and disadvantages of strategic planning. Definition of international strategies, international strategies characteristics, planning of global operations.

Main Topics

1. INTRODUCTION: Globalization and International Business Management
 - 1.1 Concepts and evolution of Globalization;
 - 1.2 International Transactions and Balance of Payments;
 - 1.3 Definition and concepts of International Business Management;
2. STRATEGY, INDUSTRY COMPETITION, AND RESOURCES AND CAPABILITIES
 - 2.1 Definition and concepts of strategy;
 - 2.2 Fundamental questions in global strategy;
 - 2.3 Defining industry competition;
 - 2.4 The five forces framework;
 - 2.5 Definition and concepts of Resources and Capabilities;
 - 2.6 A Vraio Franework;
3. INTERNATIONAL BUSINESS STRATEGIES
 - 3.1 Definition of the concepts of International Business;
 - 3.2 Concepts of Internationalization strategies;
 - 3.3 Non Equity Internationalization strategy: Exports;
 - 3.4 Non-Equity Strategies: Contractual Arrangements;
 - 3.5 Equity Strategies: Joint Ventures;
 - 3.6 Equity Strategies: Wholly Owned Subsidiaries: Greenfield and Acquisitions FDI;
4. INTERNATIONAL BUSINESS THEORIES;
 - 4.1 Economic perspective of International Business;
 - 4.2 Behavioral perspective of International Business;
 - 4.3 Internationalization and entrepreneurship;
 - 4.4 Culture and Internationalization;
5. INTERNATIONALIZATION PLANNING
 - 5.1 Market selection;
 - 5.2 Entry mode selection;
 - 5.3 Marketing Mix;
 - 5.4 Management project.

Basic Bibliography

- CAVUSGIL, S. Tamer; KNIGHT, Gary; RIESENBERGER, John R. **Negócios internacionais: estratégia, gestão e novas realidades**. São Paulo: Pearson, 2010. xxxii, 510 p, il.

- KETELHOHN, Werner. **International business strategy**. Oxford : Butterworth Heinemann, 1993. xi, 210 p, il. (Contemporary business series).

Marketing and Consumer Behavior – 7,5 ECTS

Fundamentals of marketing. Strategic planning. The marketing environment. Market research-marketing information systems. Consumer markets-purchase decision process. Organizational markets and buyer behavior. Demand measurement and prediction. Market segmentation, target market selection and product positioning. Product planning: products, brands, packaging and services.

Main Topics

1. DEFINITION OF MARKETING AND ITS PROCESSES.

Students knowing the basic concepts of marketing, its processes, exploring the importance of customers.

2. ANALYZING MARKETING ENVIRONMENT.

Students understanding of macro and micro environment of marketing, its importance for companies and how these environments interact with each other.

3. MANAGING MARKETING INFORMATION.

Students knowing basic aspects of how gather and analyze information from market, with a practical experience.

4. CONSUMER MARKETS AND BEHAVIOR

Students understanding how different characteristics affect consumer buying and decision behavior, and how deal with this characteristics when planning what offer in the market.

5. BUSINESS MARKETS AND BUSINESS BUYER BEHAVIOR

Students knowing about differences of Business to Business Market and Business to Consumer market, and how to use different aspects in dealing with each market.

6. MARKET SEGMENTATION, TARGET AND STRATEGY.

Students being able to evaluate and plan market segments, and how differentiate companies of competitors.

Basic Bibliography

- JOBBER, David. **Principles and practice of marketing**. 5th ed. London : McGraw-Hill, 2007. xxxi, 1022 p, il. , 1 CD-ROM.

- KOTLER, Philip, et al. **Principles of marketing**. London : Prentice Hall, c1996. xix, 956 p, il.

- PETER, J. Paul; OLSON, Jerry C. **Consumer behavior and marketing strategy**. 6th ed. Boston : McGraw-Hill, 2001. xxvi, 582p, il.