

## INTERNATIONAL BUSINESS MANAGEMENT

6 ECTS  
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### Course overview and main objectives:

The “International Business Management” course is structured to address key components which companies and managers have to face, both at strategic and operational level, when considering and executing internationalization processes.

The course has a vast support on real business life examples but also includes a conceptual and theoretical framework, which is essential to allow better understanding the diversity and complexity of companies and international business, while also facilitating taking efficient and effective management decisions.

Throughout the course, students will be stimulated to challenge conventional views and present their own thoughts about the topics being discussed.

Although the course is agnostic from a geographic and economic sector standpoint, it dedicates a special focus on the Portuguese market and Portuguese speaking countries.

The course of International Business Management would achieve its main objectives should students absorb a clear notion of the special character of managing an international company (in comparison to a purely domestic one).

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### Course content (A):

#### **INTRODUCTION**

Introduction of the lecturers and students  
Course presentation and planning

#### **FORCES SHAPING INTERNATIONAL BUSINESS**

Technological development  
Sustainability concerns  
An interconnected world  
The specific case of the EU and the Euro

#### **WHY (AND WHY NOT) TO INTERNATIONALIZE**

Internationalization process theoretical support  
Practical reasons behind companies’ internationalization  
When to remain (as) local (as possible)

## **ADDRESSING DIFFERENT CONTEXTUAL AND TRANSACTIONAL ENVIRONMENTS**

Political and legal environments facing business  
Cultural characteristics – differing behaviours and the silent language  
Models for analysing cultural differences  
The specific case of Political risk  
Economic environment

## **HOW TO INTERNATIONALIZE**

From passive exporter to global player  
Finding global logic in industry and in the competitive environment.  
FDI, outward direct investment, portfolio investment and shareholder control  
The specific case of corporate strategic alliances

## **KEY MANAGEMENT CHALLENGES ON INTERNATIONAL BUSINESS**

Marketing products and services internationally  
Product policy and pricing in international business.  
Global branding and promotion.  
Managing expatriates  
Effective international HR management and compensation  
Financing operations and investments  
Strategic control of subsidiaries

## **PORTUGAL AND PORTUGUESE SPEAKING COUNTRIES**

The Portuguese market  
Portuguese speaking countries' markets  
Socio-cultural characteristics  
Challenges and opportunities in the Lusophony

Course content (B):

### **Hands on experience**

Visits to companies (the real laboratory of business theory)

### **Interaction with experts**

External guest speakers from the corporate world will be invited on certain sessions to share their experience

### **Debate topics**

A selection of topics with current or future relevant impact on business, will be discussed with students



***Supporting bibliography:***

DANIELS, John D., Lee H. RADEBAUGH and Daniel P. SULLIVAN  
"International Business - Environments and Operations"  
Pearson Prentice Hall, New Jersey, NJ  
2015, 15<sup>th</sup> edition

ARAÚJO, João & FIGUEIREDO, José Tenório De  
Strategy for the Portuguese - speaking market - eBook  
One vision, one strategy, one execution  
Lisboa, Universidade Católica Editora, 2014

JEANNET, Jean-Pierre  
Managing with a Global Mindset  
Financial Times/Prentice Hall, 2000

DOZ, Yves & HAMEL, Gary  
"Alliance Advantage - The art of creating value through partnering"  
HBS Press, 1998

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"The Economics of European Integration"  
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EL-AGRAA, A.M.  
"The European Union: Economics and Policies"  
Cambridge University Press, 9th edition, 2011

DE GRAUWE, P.  
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Oxford University Press, 9th edition, 2012

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"The EU explained: Economic and monetary union and the euro"  
European Commission, Directorate-General for Communication, November 2014

Institute for Management Development  
"IMD World Competitiveness Yearbook", 2000-2016 Editions  
IMD, 2000-2016.

World Economic Forum  
"The Global Competitiveness Report", 2004/05-2016/17 Editions  
World Economic Forum, Geneva, Switzerland, 2005-2016.

World Bank  
"Doing Business", 2004-2017 Editions  
World Bank, 2003-2016.

***Additional relevant information sources:***

<https://ec.europa.eu>

<http://ec.europa.eu/eurostat>

<https://www.ecb.europa.eu/home/html/index.en.html>