

## INTERNATIONAL BUSINESS MANAGEMENT

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Code: 15857

Main Scientific Area: Business management

Lecturer: Daniel Teixeira dos Santos

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

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### **Objectives**

- Understand and interpret the functioning of international markets and their environment.
- Analyze information related to international business management in order to implement internationalization strategies.
- Understand the importance and impact of cultural issues in international business and know how to adopt the approach and negotiation strategy best suited to the different cultural specificities of each country.

### **Learning Outcomes**

This curricular unit intends to transmit to students profound knowledge of the new trends, concepts and tools for the international business manager, namely to allow them to express the same knowledge in practice.

It is hoped, therefore to promote competencies that will allow students as professionals to make the best decisions in internationalization processes or even lead an export department.

### **Course Contents**

1. Introduction to international business
  - 1.1 International business fundamentals
  - 1.2 Globalization
  - 1.3 International trade
    - Classic Theories of International Trade
    - Main international organizations
    - European Union and international trade
    - The relationship between international trade and logistics

## 2. Internationalization

2.1 The concept of internationalization

2.2 Internationalization Theories

2.3 Main motivations for internationalization

2.4 Modes of entry into external markets

2.5 Main difficulties in internationalization

2.6 International strategy

2.7 How to participate in an international fair

2.8 Prepare a trip to a foreign market

2.9 Receive an international customer

## 3. Influence of cultural differences in international negotiation

3.1 Culture and business

3.2 The cultural iceberg

3.3 Management and religion

3.4 Verbal / non-verbal language

## 3.5 Main characteristics required of the international manager

## 4. The current challenges for international management

4.1 The new challenges of the European Union

4.2 The impact of terrorism

4.3 Migration flows

4.4 Impact of a pandemic on the international environment

4.5 The dilemma of internationalized companies facing a war: "Business vs Social Values".

4.6 Lack of intercultural competence

4.7 How to prepare the expatriation and repatriation

## **Recommended Bibliography**

Aaker, D. A., Moorman, C. (2017). Strategic market management (11th ed.). Wiley

Bell, E., Bryman, A., Harley, B. (2018). Business Research Methods (5th Edition). Oxford University Press

Crawshaw, J., Budhwar, P., Davis, A. (2020). Human resources management: strategic and international perspective. SAGE Publications, Inc.

Daniels, J.D.; Raderough, L.H.; Sullivan, D. (2018) International Business: Environments and Operations (16th ed.). New Jersey: Pearson Education, Inc.

Ferrel, O. C., Fraedrich, J., Ferrel, L. (2018). Business ethics: ethical decision making and cases (12th Edition). Cengage Learning

Hill, C. W. L. (2017), International business: competing in the global market place, 11th Edition, McGraw Hill.

Hofstede, G. (2010) Culture and Organizations, Software of the Mind: Intercultural Cooperation and its Importance for Survival. (3rd ed.). New York; London: McGraw-Hill.

Peng, M. e Meyer, K. (2011), International Business, Cengage Learning, Londres.

Rees, G., Smith, P. (2021). Strategic human resource management: An international perspective (3rd ed.). SAGE Publications, Inc.

Rushton, A. , Croucher, P. , Baker, P. (2017) ; The Handbook of Logistics and Distribution Management (6th Edition); Kogan Page Ltd.

Walker, D. , Walker, T. , Walker, D. (2003). Doing Business Internationally. 2nd Ed. McGraw-Hill

## **Learning and Teaching Methods**

The contents are organized in a way adapted to the reality of today, aiming in the first chapter to analyze and understand the general aspects that influence the day to day of the international business.

The second chapter aims to enable students to learn about management tools that will allow them to start internationalization processes and realize the importance of international operations.

The third chapter aims to allow students to understand the importance of culture in the management of international business and the influence it can have on professional relations and business strategy in the foreign market.

Finally, in the fourth chapter, students will be given the new challenges for managing international business in the coming years, in an increasingly competitive and changing global world.

## **Assessment Methods**

- Active participation in class, commitment and interest (10%)
- Two group works with presentation (20%+20%)
- Final test that covers all the subjects taught during the semester (50%)

Minimum grade of 8 values for all evaluation components

During the exam period and special period, the exam is the only assessment element, with a weighting of 100%