

## Summer School Lisbon Syllabus

**Subject:**

**INTERNATIONAL BUSINESS**

**Lecturers:**

**Luís Martins**

Invited Professor of Marketing Management, Operational Marketing and International Business Analysis at ISCTE Business School. Orientation of several master's works in the areas of Marketing, Strategy, Internationalization, HR and Social Responsibility.

Exercise of functions in the areas of sales and marketing in the mass consumption sector in national and multinational companies with leading positions.

**Course Structure:**

**Course Title:** INTERNATIONAL BUSINESS

**Department:** Marketing, Operations and General Management

**Target:** Bachelor and Master students

**Pre-requisites:** None

**Objectives:**

These are challenging times for international business. Barriers to trade and FDI are on the rise. However, the benefits for corporations.

In this course, the students must learn how to identify the main opportunities and risks brought by foreign markets entry, both in the framework of decision making and search for research topics in this field.

**Programme:**

1. Globalization (diplomatic, political and security view).
2. Transaction costs and International Business. Types of MNEs.
3. The environment and specificity of international business.
4. Internationalization strategies: configuration versus coordination. Control and coordination in International Business.
5. Entry modes –design of entry strategies: exporting, licensing, cooperation and strategic alliances.
6. Evaluation of innovation and internationalization in SMEs. Born globals
7. Foreign direct investment: international joint ventures, acquisitions, greenfield investments. Feasibility study. The importance of location.
8. Host country evaluation, Industry structure analysis, Company resources and capabilities as sources of competitive advantage.
9. The internationalization plan: key tool for doing business abroad.
10. New trends in IB. New versus traditional MNEs. Retreat versus adaptation.

**Assessment:**

The evaluation is based on the following components and respective weights:

- Tests – 75%
- Class participation – 25%

**Teaching Method:**

The course is based on an overview of the main theoretical foundations of international business and of globalization trends, coupled with illustrations and examples of successful internalization strategies. To contribute to the acquisition of these skills, the following learning methodologies will be used:

1. Expository, including the presentation of theoretical references, studies and business situations
2. Participative, requiring a regular contribution to the class topics.
3. Active, including the autonomous study and group interaction for the discussion of course topics.

**Reading:**

The students will be provided at the beginning of the Summer School with a **Course Reading Packet** consisting of articles, various texts and case studies.

**References:**

- BARTLETT, C. and GHOSHAL, S. (2000) "Transnational Management", Addison Wesley.
- BERGELK, P.A.G.V. (2009). ECONOMIC DIPLOMACY AND THE GEOGRAPHY OF INTERNATIONAL TRADE. EE EDITIONS -EDWARD ELGAR PUBLISHING LIMITED, UK.
- BUCKLEY, P. AND M. CASSON (1998) "ANALYZING FOREIGN MARKET ENTRY STRATEGIES: EXTENDING THE INTERNALIZATION APPROACH", JOURNAL OF INTERNATIONAL BUSINESS STUDIES, VOL. 29, NO. 3, PP. 539-61.
- GHEMAWAT, P. 2001. DISTANCE STILL MATTERS. THE HARD REALITY OF GLOBAL EXPANSION. HARVARD BUSINESS REVIEW, 79(8): 137.
- GUILLEÁÑ M. AND E. GARCÍAÁA-CANAL (2009) "THE AMERICAN MODEL OF THE MULTINATIONAL FIRM AND THE "NEW" MULTINATIONALS FROM EMERGING ECONOMIES", ACADEMY OF MANAGEMENT PERSPECTIVES, PP. 23-35.
- HEIJMANS, N.O. (2011). CONCEPTUALIZING ECONOMIC DIPLOMACY: THE CROSSROADS OF INTERNATIONAL RELATIONS, ECONOMICS, IPE AND DIPLOMATIC STUDIES, THE HAGUE JOURNAL OF DIPLOMACY, VOL.6, NO.1, PP.7-36.