

## Summer School Lisbon Syllabus

### Subject:

**Globalization and International Business**

### Lecturers:

#### **Prof. Marcio Amaral-Baptista**

Guest Professor at ISCTE-IUL, Board Advisor at INDEG-IUL ISCTE Executive Education and Researcher at BRU-IUL. Managing partner of Go To Market Consultoria. Former CEO of Xerox/MHW Ltda., director of Xerox Brazil and consultant with Booz Allen Hamilton.

D.Sc. in Management, Pontifical Catholic University of Rio de Janeiro.

Research interests: Strategy, corporate governance and international business.

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#### **Prof. Roberta Aguzzoli**

Professor in Management and Organizations at ISCTE Business School.

PhD in human resource management at University College Dublin, Ireland.

Research interests: International and comparative employment policies and practices and human resource practices in multinational companies, mainly from developing economies.

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### Course Structure:

<b>Course Title:</b> Globalization and International Business
<b>Department:</b> Management
<b>Target:</b> Bachelor and Master students
<b>Pre-requisites:</b> None
<b>Objectives:</b>  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.
<b>Programme:</b>  <ol style="list-style-type: none"><li>1. Introduction – Globalization, economic development and FDI trends.</li><li>2. Transaction costs and International Business. Types of MNEs.</li><li>3. The environment and specificity of international business.</li><li>4. Internationalization strategies: configuration versus coordination. Control and coordination in International Business.</li><li>5. A strategic approach to internationalization: Macro-environmental scanning, Host country evaluation,</li></ol>

<p>Industry structure analysis, Company resources and capabilities as sources of competitive advantage.</p> <ol style="list-style-type: none"> <li>6. Entry modes – design of entry strategies: exporting, licensing, cooperation and strategic alliances.</li> <li>7. Foreign direct investment: international joint-ventures, acquisitions, greenfield investments.</li> <li>8. Economic diplomacy and internationalization.</li> <li>9. Evaluation of innovation and internationalization in SMEs.</li> <li>10. The internationalization plan: key tool for doing business abroad.</li> </ol>					
<p><b>Assessment:</b></p> <table> <tr> <td>- Tests</td><td>75%</td></tr> <tr> <td>- Class Participation</td><td>25%</td></tr> </table>		- Tests	75%	- Class Participation	25%
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<p><b>Teaching Method:</b></p> <p>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.</p> <p>To contribute to the acquisition of these skills, the following learning methodologies will be used:</p> <ol style="list-style-type: none"> <li>1. Expository, including the presentation of theoretical references, studies and business situations</li> <li>2. Participative, requiring a regular contribution to the class topics</li> <li>3. Active, including the autonomous study and group interaction for the discussion of course topics.</li> </ol>					
<p><b>References:</b></p> <p>BARTLETT, C. and GHOSHAL, S. (2000) "Transnational Management", Addison Wesley.</p> <p>BERGEILK, P.A.G.V. (2009). ECONOMIC DIPLOMACY AND THE GEOGRAPHY OF INTERNATIONAL TRADE. EE EDITIONS - EDWARD ELGAR PUBLISHING LIMITED, UK.</p> <p>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.</p> <p>GHEMAWAT, P. 2001. DISTANCE STILL MATTERS. THE HARD REALITY OF GLOBAL EXPANSION. HARVARD BUSINESS REVIEW, 79(8): 137.</p> <p>GUILLÉN M. AND E. GARCÍA-CANAL (2009) "THE AMERICAN MODEL OF THE MULTINATIONAL FIRM AND THE "NEW" MULTINATIONALS FROM EMERGING ECONOMIES", ACADEMY OF MANAGEMENT PERSPECTIVES, PP. 23-35.</p> <p>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.</p> <p>HENNART J.F. (1991) "CONTROL IN MNES: THE ROLE AND PRICE OF HIERARCHY", MANAGEMENT INTERNATIONAL REVIEW, PP. 71-96.</p> <p>HILL, C.W.L., AND JAIN, A.K. (2007).INTERNATIONAL BUSINESS: COMPETING IN THE GLOBAL MARKETPLACE. WWW.ISE.VIRGINIA.EDU</p> <p>HITT, M. A.; IRELAND, R. D.; HOSKISSON, R. E. STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION. MASON: SOUTH-WESTERN, 2011.</p> <p>MALHOTRA, R., AND HININGS, C.R. (2010). AN ORGANIZATIONAL MODEL FOR UNDERSTANDING INTERNATIONALIZATION PROCESSES, JOURNAL OF INTERNATIONAL BUSINESS STUDIES, VOL.41, PP.330-349.</p> <p>DE LA TORRE, J., J. ESPERANÇA AND J. MARTINEZ (2011) ORGANIZATIONAL RESPONSES TO REGIONAL INTEGRATION AMONG MNES IN LATIN AMERICA, MANAGEMENT INTERNATIONAL REVIEW: VOLUME 51, ISSUE 2 (2011), PAGE 241.</p> <p>PORTER, M. (1986) "CHANGING PATTERNS OF INTERNATIONAL COMPETITION", CALIFORNIA BUSINESS REVIEW, VOL. 28, PP. 9-40.</p> <p>ROCHA, J.D.P. (2012). SCIENCE4YOU: EXPANDING THE INTERNATIONALIZATION PLAN IN SPAIN. PUBLISHED MA DISSERTATION. UNL, PORTUGAL (<a href="http://hdl.handle.net/10362/9562">HTTP://HDL.HANDLE.NET/10362/9562</a>).</p> <p>ROOT, FRANKLIN S. (1998) ENTRY STRATEGIES FOR INTERNATIONAL MARKETS, JOSSEY BASS WILEY, SAN FRANCISCO.</p>					

WELCH, L.L., BENITO, G.R., AND PETERSON, BENT (2007). FOREIGN OPERATION METHODS. CHELTENHAM, EDWARD ELGAR, UK.