International Management

Academic Year: (2019 / 2020) **Review date: 29-04-2020**

Department assigned to the subject:

Coordinating teacher: DIAS DOS REIS, SAMIRA

Type: Electives ECTS Credits : 2.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Strategy

OBJECTIVES

1 Increase your understanding on when and how venturing overseas may be a wise strategy.
2 Understand the strategic, organizational and sustainability challenges faced by global managers
3 Enhance your ability to apply the concepts to real word situations and present it

DESCRIPTION OF CONTENTS: PROGRAMME

This course addresses key issues in developing global strategies and managing in the global environment. The course draws on frameworks and findings from diverse disciplines to addresses key issues in managing in the international environment. Through a combination of case discussion, presentations, readings and lectures, the course is designed to develop your ability to formulate and implement global strategies as well as immerse you in the challenges faced by managers expanding into overseas markets in response to (or in anticipation of) increased global competition.

Class 1: International Expansion Strategies

Class 2: Timing & Entry Mode. Emerging Markets

Class 3: Global Corporate Social Responsibility & Sustainability

Class 4: Exit & Re-entering Strategies

Class 5: International Management in the long run

LEARNING ACTIVITIES AND METHODOLOGY

ACTIVITIES
Lecture
practical classes
tutoring
teamworks

TEACHING METHODS
Lessons will be taught with support of computer and audiovisual media
The main materials to be discussed in class are:
Newspaper articles, reports, manuals and academic papers. There are also case study discussions, and extra exercises to be discussed individually or in group

ASSESSMENT SYSTEM

60 % Final Exam
40 % Assignments

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Ghemawat, Pankaj. Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter, Boston, MA: Harvard Business School Press, 2007
- Helen Deresky International Management - Managing Across Borders and Cultures, Prentice Hall, 2013

ADDITIONAL BIBLIOGRAPHY

- Pankaj Ghemawat World 3.0: Global Prosperity and How to Achieve It, Harvard Business Review Press, 2011