

Academic Year: ( 2024 / 2025 )

Review date: 26-04-2024

Department assigned to the subject: Business Administration Department

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 Develop your knowledge 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 world 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.

Class 3: Global Corporate Social Responsibility & Sustainability

Class 4: Exit & Re-entering Strategies

Class 5: International Digital Firms

## LEARNING ACTIVITIES AND METHODOLOGY

### ACTIVITIES

Lecture  
practical classes  
tutoring  
teamworks  
Individual student work

### 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

Use Artificial Intelligence:

Use of NLG or Generative AI models in text: No, except in cases explicitly required by the teacher, or in the event that the student wants to explicitly demonstrate the capabilities of the technology, in which

case, they must openly reference its use and specifically the specific technology used.  
Use of non-linguistic Generative AI models (images, video or others): Yes

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40
60 % Final Exam	
40 % Continuous Evaluation	

#### 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