

Escola Superior de Gestão e Tecnologia

Curricular Unit File

Academic Year	2023 / 2024
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Course Unit	INTERNATIONALIZATION SEMINARS
Scientific Area	ECONOMICS
Study Cycle	ERASMUS COURSE

Academic Year	Semester	ECTS	T	TP	PL	OT	S	E
	2	3		30h				
T – Theoretical, TP – Theoretical and Practical, PL – Practical and Laboratory OT – Tutorial, S – Seminar, E – Curricular Training								

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Objectives of the curricular unit and competences to be developed

This curricular unit aims to provide students with a stronger knowledge of business implementation abroad through lessons and research on foreign markets and foreign direct investment.

Syllabus

1. Basics of international business: globalized supply chain and internationalization issues.
2. Definition of innovation activities and innovation
3. Innovation types
4. Business capabilities for innovation
5. Open innovation and ecosystem of entrepreneurship
6. Firms' performance in doing business in global markets

Teaching methodologies (including evaluation)

It will be used both exposing classes by the teacher as well as presentation of topics by the students. There will be seminars dynamized by guest lecturers, aiming to bring a perspective from foreigner scholars and consultants to promote an open-minded and broader view to students from different latitudes.

About evaluation students shall be asked to feature and make oral presentations of two essays on a group basis (80%) and an individual test (20%) about syllabus topics.

Bibliography

- European Commission (2021). European Innovation Scoreboard 2021. Luxembourg: Publications Office of the European Union.
- OECD, European Union (2018): guidelines for collecting, reporting and using data on innovation.
- World Bank (2020). Doing Business 2020: Comparing business regulation in 190 economies. Washington, D.C.: International Bank for Reconstruction and Development/The World Bank.
- World Economic Forum (2020). The Global Competitiveness Report 2020. Switzerland: WEF.