



Internationalization Seminars

Code: ERAGT053 Acronym: INTS
Scientific Area: Management
Occurrence: 2024/25 - 2S
Web page: <https://moodle.ipsantarem.pt/course/view.php?id=2628>
Teaching Area: [Economia](#)

Courses

Acronym	Nº de Estudantes	Plano de Estudos	Academic Year	Credits	Horas Contacto	Total Hours
ERSGT	6	Curso Erasmus	1º	3,5	0	0

Hours Actually Taught

ERA-1-D

Theoretical and Practical: 14,00

Teaching - Weekly Hours

Theoretical and Practical: 1,00

Teaching - Responsibilities

				Teacher	Responsabilidade
Type	Teacher	Classes	Hours	Pedro Miguel Domingos Duarte de Oliveira [ESG-ESD]	Responsável
Theoretical and Practical	Totals	1	1,00		
	Pedro Miguel Domingos Duarte de Oliveira [ESG-ESD]		1,00		

Learning outcomes and their compatibility with the teaching method (knowledge, skills and competencies to be developed by students)

The curricular unit is designed to equip students with the necessary knowledge and analytical skills to understand and engage in business implementation abroad. The syllabus is structured to align with the learning objectives by combining theoretical foundations, practical insights, and empirical research related to international business expansion.

Syllabus

Fundamental of Internationalization: an overview of international trade theories, globalization dynamics, and market entry strategies.
International Trade and Foreign Direct Investment (FDI): international trade mechanisms, trade agreements, and the regulatory environment.

Empirical Research on Business Internationalization: real-world cases of international business strategies. Strategic and Operational Considerations.

Demonstration of the syllabus coherence with the curricular unit's learning objectives

The syllabus is coherent with the objectives and nature of this curricular unit.

Teaching and learning methodologies specific to the curricular unit articulated with the pedagogical model

The teaching and learning methodologies of this curricular unit follow an interactive and applied approach, combining theoretical knowledge with practical exercises to enhance student engagement and comprehension.

The pedagogical model emphasizes active learning, critical thinking, and empirical research in international business.

Assessment

The final mark in continuous assessment shall be determined through the following way:

Essays (in overall): 80% (this includes presentation in class when requested).

Participation: 20% (this includes to be proactive during classes, giving insights and interesting perspective when asked in class or at the forum and answering to individual quizzes).

For the final exam mark will be determined only by the written test.

Demonstration of the coherence of teaching and evaluation methodologies between the learning objectives of the curricular unit

The teaching methodology aims to balance the development of relational and individual competencies in order to reach better high standards of self-motivation, socialization and learning by interaction within the class.

Bibliography (Mandatory resources)

Christensen, B. J., & Kowalczyk, C. (2017). Introduction to globalization: Strategies and effects. In

Christensen, B. J., & Kowalczyk (Ed.) Globalization: strategies and effects, 1-19. Springer.

Narula, R., & Verbeke, A. (2015). Making internalization theory good for practice. *Journal of World Business*, 50, 912-622.

Surdu, I., Greve, H. & Benito, G. (2020). Back to basics: Behavioral theory and internationalization. *Journal of International Business Studies* 52, 1047-1068.

Wach, K. (2015). Entrepreneurial Orientation and Business Internationalisation Process: The Theoretical Foundations of International Entrepreneurship. *Entrepreneurial Business and Economics Review*, 3(2), 9-24.

Watson IV, G. F., Weaven, S., & Perkins, H. (2018). International market entry strategies: Relational, digital, and hybrid approaches. *Journal of International Marketing*, 26(1).

Observations

All the literature will be disposable at the Moodle