



Project in International Business

Code: ERAGT064 Acronym: PIB

Scientific Area: Economy

Occurrence: 2025/26 - 1S

Web page: <https://moodle.ipsantarem.pt/course/view.php?id=1518>

Teaching Area: *Economia*

Courses

Acronym	Nº de Estudantes	Plano de Estudos	Academic Year	Credits	Horas Contacto	Total Hours
ERSGT	8	Curso Erasmus	1º	6	0	0

Hours Actually Taught

ERA-1-D

Theoretical and Practical: 15,00

Teaching - Weekly Hours

Theoretical and Practical: 0,00

Teaching - Responsibilities

Type	Teacher	Classes	Hours	Teacher	Responsabilidade
Theoretical and Practical	Totals	1	0,00	Pedro Miguel Domingos Duarte de Oliveira [ESG-ESD]	Responsável
	Pedro Miguel Domingos Duarte de Oliveira [ESG-ESD]		0,00		

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

This course is designed to introduce junior students to the basics of international business project. Students will learn about the different aspects of international business, including cultural differences, global trade, and international marketing. The course will also cover the challenges and opportunities of doing business in different countries.

By the end of the course, students will be able to:

Understand the basics of international business project

Identify cultural differences and their impact on international business

Analyze global trade and its impact on international business

Develop an international marketing plan

Understand the challenges and opportunities of doing business in different countries.

Syllabus

The course will cover the following topics:

1. Introduction to International Business Project
2. Cultural Differences and International Business
3. Global Trade and International Business
4. International Marketing
5. Challenges and Opportunities of Doing Business in Different Countries

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

The syllabus covers the topics necessary to achieve the Learning Objectives.

For example, the Learning Objective "Develop an international marketing plan" is supported by the Course Outline topic "International Marketing."

The Learning Objective "Understand the challenges and opportunities of doing business in different countries" is supported by the Course Outline topic "Challenges and Opportunities of Doing Business in Different Countries."

The Course Outline also includes a group project and an individual reflection paper, which are aligned with the Learning Objectives

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

The methodologies for teaching such short course of International Business Project for junior students will be:

Lectures: for introduction of the topics and concepts related to international business project providing an overview of the topics and explaining the key concepts and theories.

Case Studies: real-world examples of the challenges and opportunities of doing business in different countries.

Group Projects: to provide the students with an opportunity to work collaboratively and to apply the concepts and theories learned in the course.

Individual Reflection Papers: for developing the students' skills in analyzing the challenges and opportunities of doing business in a specific country, an opportunity to reflect on their learning and to apply the concepts and theories learned in the course.

Assessment

Attendance and participation in class discussions (10%)

Group/individual project on developing an international marketing plan (65%)

Individual reflection paper on the challenges and opportunities of doing business in a specific country (25%).

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

These methodologies are coherent with the Learning Objectives of the course:

Lectures will support the Learning Objective "Understand the basics of international business project."

Case studies can be used to support the Learning Objective "Identify cultural differences and their impact on international business" and "Understand the challenges and opportunities of doing business in different countries."

Group projects can be used to support the Learning Objective "Develop an international marketing plan."

Individual reflection papers can be used to support the Learning Objective "Understand the challenges and opportunities of doing business in different countries."

Bibliography (Mandatory resources)

Dau, L.A., Morck, R., & Yeung, B. (2021). Business groups and the study of international business: A Coasean synthesis and extension. *Journal of International Business Studies*, 52, 161 - 211.

Morais, F. & Ferreira, J. (2020). SME internationalisation process: Key issues and contributions, existing gaps and the future research agenda. *European Management Journal*, Volume 38, Issue 1, 62-77. ISSN 0263-2373, <https://doi.org/10.1016/j.emj.2019.08.001>

Hou, Y. (2017). The Nonverbal Language in Cross-Cultural Communication and Its Application in International Business Negotiation. *Cross-cultural Communication*, 13, 34-37.

Harvard Law School (2012). Program on Negotiation: Cross-cultural communication skills for international business executives. Massachusetts, Harvard University.

Observations

All the literature needed will be provided at the Moodle.