



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Elective III - INTERNATIONALIZATION OF THE PORTUGUESE ECONOMY

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

ECONOMICS

3. Cycle

1st

4. Course Unit

Elective III - INTERNATIONALIZATION OF THE PORTUGUESE ECONOMY (03359)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor RICARDO MANUEL DE MAGALHAES PINHEIRO ALVES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To understand the organization and development of Portuguese companies within the internationalization of their businesses in multiple markets.

15. Specific Objectives

To provide tools and examples to help students understand the challenges of international business and to gain sensibility to the importance of having more Portuguese companies present in foreign markets. The domestic market is of a small size and a limiting factor for the growth of Portuguese companies. Their internationalization is a necessary condition for their rapid development.

16. Skills to be acquired

Competences related to concepts and models explaining the behaviour and strategy of international businesses;
Ability to understand the market challenges resulting from internationalization;
Critical understanding of the contemporary functioning of the economy at the international level, and the role of states and other economic actors.

17. Teaching Methodology

Lectures. Practical and tutorial classes. Expositions by the students



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18. Course Unit Program

- 1 - The company and the opening of markets
- 2 - Factors of competitiveness of companies in an open market
 - 2.1 - Human resources
 - 2.2 - Capital / investment
 - 2.3 - Development of products and services
 - 2.4 - Competition and market regulation
- 3 - Pathways to internationalization and complementarity with exports
- 4 - Theory of foreign investment and multinational companies. Value chains
- 5 - State and institutions

19. Assessment Methods

Continuous assessment based on two written mid-term tests, which are compulsory (for students who wish to benefit from this regime), as well as any short assignments that may be requested.

20. Didactic Resources

Textbooks and support documentation suggested by the Professor, including data and slides prepared for specific points of the program.

21. Sustainability Objectives

To understand the importance of the rational use of resources by companies given their scarcity and the relevance of exploring their reuse.

22. Keywords

Internationalization
Portuguese Economy
Companies
Value chains
Competitiveness factors.



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23. Main Bibliography

Author(s): Grazia Ietto-Gillies
Title: Transnational Corporations and International Production
Edition: 3 Year: 2019
Local: Cheltenham
Publisher: Edward Elgar Publishing

Author(s): Daron Acemoglu, James A. Robinson
Title: Porque Falham as Nações
Edition: 1 Year: 2013
Local: Lisboa
Publisher: Temas & Debates

Author(s): Jean Tirole
Title: Economia do Bem Comum
Edition: 1 Year: 2018
Local: Lisboa
Publisher: Guerra e Paz

24. Complementary Bibliography

Author(s): António Rebelo de Sousa
Title: Da Economia
Edition: 1 Year: 2017
Local: Lisboa
Publisher: Diário de Bordo

Author(s): Philippe Aghion, Céline Antonin, Simon Bunel
Title: O poder da destruição criadora
Edition: 1 Year: 2021
Local: Lisboa
Publisher: Temas e Debates



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'OPÇÃO 3 - INTERNACIONALIZAÇÃO DA ECONOMIA PORTUGUESA': Academic Year 2023/2024
Autor / Author	Prof. Doutor RICARDO MANUEL DE MAGALHAES PINHEIRO ALVES
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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