

**PLANO DE ENSINO**

<b>CARGA HORÁRIA</b>	<b>CRÉDITOS</b>	<b>CÓDIGO</b>	<b>SEM./ANO</b>
60 H/A	04	DAD4084	01/2017

**DISCIPLINA:** Estratégias de Internacionalização

**PROFESSORA:** Fabiane Cortez Verdu

**EMENTA:** Estudo das estratégias de internacionalização, da administração de negócios internacionais e da complexidade do ambiente internacional de negócios.

**CONTEÚDO PROGRAMÁTICO:** Administração estratégica em contexto internacional. Globalização. Internacionalização. Investimento Direto no Exterior. Organizações Multinacionais. Modos de entrada em mercados internacionais. Internacionalização das Pequenas e Médias Empresas. Abordagens Econômica e Organizacional da internacionalização. Abordagens de redes. Recursos, capacidades e competências. Cultura e internacionalização. Economias emergentes, países em desenvolvimento e internacionalização. Novas perspectivas de pesquisa em negócios internacionais.

**CRITÉRIO DE AVALIAÇÃO:** Os alunos serão avaliados individualmente por meio da participação em sala de aula e do trabalho final da disciplina.

Participação em sala de aula (peso 1, nota de 0 a 10): entrega de resenha dos artigos de cada aula (1 resenha por artigo, máximo 2 páginas por resenha) e apresentação de seminários.

Trabalho final da disciplina (peso 1, nota de 0 a 10): artigo acadêmico (padrao ANPAD) com no mínimo 8 e no máximo 16 páginas, que deve observar a norma culta da língua portuguesa e as normas técnicas vigentes.

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