



UNIVERSIDADE FEDERAL DO CEARÁ - UFC

Faculdade de Economia, Administração, Atuária e Contabilidade - FEAC

Programa de Pós-Graduação em Administração e Controladoria – PPAC

CÓDIGO: EHP7535

Título: Gestão de Negócios Internacionais

Nível: Mestrado (X) Doutorado (X)

Optativa: (X) Sim () Não

Obrigatória: () Sim (X) Não

Carga Horária: 64

Número de Créditos: 4

EMENTA:

Introdução aos Negócios Internacionais. A Empresa Multinacional na Economia global. Teorias de Negócios Internacionais de Base Econômica. Hymer e o Investimento Direto Estrangeiro. Teorias de Negócios Internacionais de Base Comportamental. Gradualismo, Distância Psíquica (Modelo Uppsala). Outras abordagens em Negócios Internacionais. Abordagens para Países Emergentes.

PROGRAMA DA DISCIPLINA/ATIVIDADE/MÓDULO:

1. Introdução aos Negócios Internacionais
 - 1.1 Perspectivas teóricas sobre Empresas Multinacionais
 - 1.2 A Empresa Multinacional na Economia global
 - 1.3 A Empresa Multinacional dominante
 - 1.4 Integração internacional e coordenação no contexto global
2. Teorias de Negócios Internacionais de Base Econômica
 - 2.1 Hymer e o Investimento Direto Estrangeiro;
 - 2.2 Teoria do Ciclo de Vida do Produto
 - 2.3 Teoria dos Custos de Transação
 - 2.4 Teoria da Internalização
 - 2.5 Paradigma Eclético
3. Teorias de Negócios Internacionais de Base Comportamental
 - 3.1 Gradualismo, Distância Psíquica (Modelo Uppsala)/(U-Model)
 - 3.2 Modelo de Inovação (I-Model)
4. Outras abordagens em Negócios Internacionais

- 4.1 Born Global e Empreendedorismo Internacional
- 4.2 Teoria Multi-stage; Multinationality x Performance
- 4.3 Regional Multinationals
- 4.4 Diferenças entre Coordinating Multinacional (CMNC) e Knowing Multinational (KMNC).
- 4.5 Design organizacional de Empresas Multinacionais
- 4.6 Network das Empresas Multinacionais
- 5. Abordagens para Países Emergentes
- 5.1 Dragon Multinationals
- 5.2 Multilatinas

10. FORMA DE AVALIAÇÃO:

- Participação nas aulas na discussão de casos de ensino.
- Apresentação e discussão de artigos científicos nas aulas.
- Elaboração de artigo científico.

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Bibliografia Complementar

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