



Universidade Presbiteriana

Mackenzie

CCSA - Centro de Ciências Sociais e Aplicadas

Programa de Pós-Graduação em Economia e Mercados

Course Syllabus

Department/Faculty Applied Social Science Center
Graduate Program Economics and Markets –Professional Master's
Degree <input type="checkbox"/> Academic Master's <input type="checkbox"/> Doctorate (PhD) <input checked="" type="checkbox"/> Professional Master's
Course Name International Economic Strategy
Professor(s) Prof. Dr. Joaquim Carlos Racy
Office hours 48 hours
Course Overview <p>Study of the process of Globalization: theoretical and real aspects. Analysis of the development of the globalized economic system. Discussion about the company's role in economic internationalization. Presentation of theories and discussion about internationalization strategies. Research on international institutions and the internationalization process. Discussion about the Brazilian experience in this context.</p>
Topics outline <p>Theoretical perspectives for the analysis of the international reality The International Political Economy Evolution of the international economic reality Analysis of the current international economic reality The role of companies in today's international economic reality Internationalization process: strategies The international insertion of Brazil The Brazilian experience of internationalization</p>
Letter Grade Assignment <p>Grade A (Excellent) Grade B (Good) Grade C (Satisfactory) Grade D (Unsatisfactory)</p>



Texts, Materials, and supplies

Bibliography:

Basic:

DUNNING, J. Multinational Enterprises and the Global Economy. New York: Reading, 1993.

HENLEY, John S.; STOPFORD, John; STRANGE, Susan. Rival States, Rival Firms. Cambridge: Cambridge University Press, 1991.

PENG, Mike. Estratégia Global. São Paulo: Thomson Learning, 2008.

Complementary:

FLEURY, Afonso; FLEURY, Maria Tereza L. Brazilian Multinationals. Competences dor Internationalization. Cambridge: Cambridge University Press, 2011

GONÇALVES, R. Economia Política Internacional. Rio de Janeiro: Campus, 2005.

HYMER, Stephen. Empresas multinacionais: a internacionalização do capital. Rio de Janeiro: Graal, 1983.

MARCOVITCH, Jacques (Org.). Cooperação internacional: estratégia e gestão. São Paulo: EDUSP, 1994.

STRANGE, Susan. The retreat of the state. The diffusion of power in the world economy. Cambridge: Cambridge University Press, 1996.