

Course Unit	Implementation of Business in Lusophone Countries		Field of study	Management and Administration	
Bachelor in	Portuguese Language and Portuguese Speaking Countries - Portuguese as Mother Tongue		School	School of Education	
Academic Year	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	2	ECTS credits	5.0
Code	9992-544-2202-00-23				
Workload (hours)	135	Contact hours	T -	TP 45	PL -
			TC -	S -	E -
			OT 9	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Orlando Miguel Pina Gonçalves Martins Gama

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the growing economic importance of the CPLP economies and its potential for development and economic growth
2. Identify and compare political, economic, social, technological and legal features that characterize and influence business activity in the CPLP
3. Identify business opportunities and realize the potential problems associated with the implementation of such business
4. Implement diversified businesses in economic sectors with the greatest potential in each of the CPLP economies
5. Develop strategies for internationalization of companies within the CPLP economies and promote good and strong relationships among companies in the Portuguese-speaking world
6. Contribute to the development, growth and operation of Portuguese-speaking economies in a world economic system increasingly globalized

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable

#### Course contents

- The Portuguese-speaking world: economic, social and political perspectives - Implementation of business in CPLP: comparative perspective - Treatment, analysis and presentation of statistical information on the implementation of business in CPLP

#### Course contents (extended version)

1. The Portuguese-speaking world: economic, social and political perspectives
  - The CPLP – Community of Portuguese Speaking Countries
  - Language and population
  - Geography and exclusive economic zone
  - Gross Domestic Product (GDP), exports and imports: absolute and relative values
  - Political Profiles
  - Human Development, competitiveness, corruption and institutions
2. Implementation of business in CPLP: comparative perspective
  - Rankings
  - Requirements for implementing an enterprise
  - Conditions for obtaining credit
  - Protection of investment (domestic and foreign)
  - Payment of taxes
  - International trade: exports and imports
  - Enforcing contracts
  - Insolvency
  - Institutional reforms
3. Treatment, analysis and presentation of statistical information on CPLP's implementation of business
  - Selection of sources of statistical information
  - Treatment and analysis of statistical information

#### Recommended reading

1. Campbell, D. , & Campbell, C. (2015). Legal Aspects of Doing Business in Africa (2nd ed. ). Juris Publishing.
2. Cavusgil, S. T. , Ghauri, P. N. , & Akcal, A. A. (2021). Doing Business in Emerging Markets (2nd ed. ). Sage Publications.
3. Lopes, C. , & Kararach, G. (2022). Mudança Estrutural em África. Tinta da China.
4. Mendes, Z. (2013). Exportando para os Países Africanos de Língua Portuguesa. Almedina.
5. Reto, L. (2012). Potencial Económico da Língua Portuguesa. Texto Editores.

#### Teaching and learning methods

- In class will be used expositive methods complemented by active learning techniques, which intend to appeal to the students' participation in the process, through case studies and exercise solving techniques - At home will be done the promotion of solving oriented exercises, preparing and reading selected texts and doing research on topics related to the course contents

#### Assessment methods

1. Continuous Assessment - (Regular, Student Worker) (Final)
  - Practical Work - 60%
  - Intermediate Written Test - 40%
2. Exam - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

Portuguese

## Electronic validation

Orlando Miguel Pina Gonçalves Martins Gama	Paula da Felicidade Ferreira Martins	Alexandra Filipa Soares Rodrigues	Carlos Manuel Costa Teixeira
13-02-2024	17-02-2024	18-02-2024	18-02-2024