

Course Unit	International Products and Markets		Field of study	-	
Classification	Postgraduate Degree in AgroBusiness		School	School of Technology and Management	
Academic Year	2022/2023	Year of study	1	Level	2-1
Type	Semestral	Semester	1	ECTS credits	2.0
Workload (hours)			54	Contact hours	
			T	-	TP
			PL	-	TC
			S	-	E
			OT	-	O
			Code		
			5063-749-1109-00-22		

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) Alcina Maria Almeida Rodrigues Nunes

Learning outcomes and competences

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

1. Understand the context of international trade policy
2. Develop the necessary skills for the success of processes and strategies of internationalisation of the economy with a particular focus on Portuguese companies operating in the agri-food sector
3. Familiarise students with the methodologies and instruments needed to evaluate and compare destination markets for international trade in the agri-food sector
4. Introduce the tools that enable the design and critical analysis of the choice of target markets for the internationalisation of products and companies in the agri-food sector

Prerequisites

Not applicable

Course contents

International trade policy. Strategies of internationalization in the Agri-food sector. Relevant/emerging products and markets.

Course contents (extended version)

1. International trade policy
 - Classical theories: the mercantilist approach and the absolute and comparative advantages theories
 - New approaches to international trade
 - International trade policies and instruments
 - Dynamics of global trade: the World Trade Organization (WTO)
2. Internationalisation strategies in the agri-food sector
 - Strategies for entering the international market
 - Investment support
3. Relevant/emerging products and markets
 - Products
 - Markets
 - Export

Recommended reading

1. Africano, A. P., Castro, F. B., Fonseca, M., Afonso, Ó., Forte, R., & Alves, R. H. (2018). Comércio Internacional - Teorias, Políticas e Casos Práticos. Almedina.
2. Amador, J. (2017). Portugal e o Comércio Internacional. Fundação Francisco Manuel dos Santos.
3. Marques, A. (2023). Comércio Internacional e Crescimento a Longo Prazo (O Contexto Mundial - Notas sobre Portugal). Almedina.
4. Noronha, T. (2016). Setor Agroalimentar em Portugal: Conjunturas e Abordagens Recentes. Edições Sílabo.

Teaching and learning methods

The course is organized in order to provide the necessary tools for the perception of the attractiveness of the international market. Therefore, the main concepts of theoretical nature will be presented, using audiovisual media, and stimulating the application and discussion of concepts by students to real cases and data concerning the Portuguese economy, in particular, the agro-food sector.

Assessment methods

- Alternativa única - (Regular, Student Worker) (Final, Supplementary, Special)
- Final Written Exam - 100%

Language of instruction

Portuguese

Electronic validation

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23-06-2023	23-06-2023	23-06-2023