Course Unit	Internship and Thesis			Field of study	Management								
Bachelor in	International Business Management			School	School of Technology and Management								
Academic Year	2021/2022	Year of study	3	Level	1-3	ECTS credits	27.0						
Type	Semestral	Semester	2	Code	8487-711-3201-00-21								
Workload (hours)	729	Contact hours	T -	TP -	PL -	TC -	S -	E 360	OT 120	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): Nuno Filipe Lopes Moutinho

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Apply and consolidate theoretical knowledge acquired in the various scientific areas of the course, through its application in a real business context;
2. Demonstrate ability to solve international business management problems and make decisions in a real business environment;
3. Develop and consolidate skills and competences of self-learning and teamwork demonstrating adaptability and a sense of professional responsibility;
4. Demonstrate ability and competences of integration and relationship with professionals of different nationalities and branches of speciality;
5. Discuss critically and sustainably business management problems and present, in a written and oral form, duly substantiated feasible solution proposals;
6. Present, theoretically and empirically, in a consistent and scientifically-based practical solution to theoretical problems in the area of international business management;
7. Select relevant information and generate and manage scientific and business databases in order to prepare a course's final report in the area of international business management.

Prerequisites

Before the course unit the learner is expected to be able to:
1. Apply the knowledge acquired in the area of international business management;
2. Master English language for business.

Course contents

Integration of the student into the activity of the host company, with participation in different levels and functional areas, in an international business management context. Development of a final course report (thesis) according to the objectives and work plan defined for the internship in a real business environment.

Course contents (extended version)

1. Integration of the student into the business activity of the host company, namely through:
   - Definition of internationalization factors and penetration patterns in international markets
   - Definition of market entry and exit strategies (marketing and international strategy)
   - Definition of international business implementation policies and strategies
   - Market research
   - Corporate performance evaluation of international companies and definition of the financial strategy
   - Management control, introduction of innovation and of production and distribution strategies
   - Management of human resources and multinational work teams
   - Analysis of the economic, legal, social and political context of international markets
   - Generation, creation and implementation of ideas for international business development
2. Presentation, written and oral, of a course's final report of course containing:
   - Substantiated discussion of a theoretical problem in the area of international business management
   - Presentation of a possible empirical solution to the theoretical problem under discussion

Recommended reading

1. Horn, R. (2012). Researching and Writing Dissertations: a Complete Guide for Business and Management Students (2nd ed.). Chartered Institute of Personnel and Development.
2. Mackevic, V. (2016). How to Write First-Class Business Essays and Dissertations. Hallow Books and Mackevic.
3. O'Gorman, K., & MacIntosh, R. (2015). Research Methods for Business and Management: A Guide to Writing Your Dissertation (2nd ed.). Goodfellow Publishers Limited.
4. Rayner, S., & White, B. (2014). Dissertation Skills: For Business and Management Students (2nd ed). Cengage Learning.
5. Bibliografia específica será utilizada por cada aluno face ao seu estágio e tema do relatório final / Specific bibliography will be used by each student regarding their internship and thesis' theme.

Teaching and learning methods

Performance of an (unpaid) curricular internship in a real business environment. Each student will have an academic and a company supervisor whose function is to assist the student in the elaboration, development, and pursuit of a previously stipulated work plan. The academic supervisor will be responsible for guiding the student in the development of the final course report (thesis) through TO.

Assessment methods

- Single alternative - (Regular, Student Worker) (Final, Supplementary, Special)
  - Reports and Guides - 50% (Internship report and firm's evaluation)
  - Reports and Guides - 40% (Thesis)
  - Work Discussion - 10% (Public presentation and discussion of the internship report and thesis)

Language of instruction

English

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Electronic validation

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06-03-2022	11-03-2022	18-03-2022

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