

Course Unit	Internship and Thesis	Field of study	Management
Bachelor in	International Business Management	School	School of Technology and Management
Academic Year	2020/2021	Year of study	3
Type	Semestral	Semester	2
Level	1-3	ECTS credits	27.0
Code	8487-711-3201-00-20		
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) 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. 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

## Electronic validation

Alcina Maria Almeida Rodrigues Nunes	António Borges Fernandes	Paulo Alexandre Vara Alves
06-03-2021	08-03-2021	14-03-2021