



Ljubljana Summer School
“Take the Best from East & West”
 4 – 22 July 2022

International Business Development in a Post Pandemic World

Bachelor course (ECTS: 6)

10.00 – 12.30

PEREIRA Renato

ISCTE Business School, Portugal

Course objectives and learning outcomes:

This course aims at equipping students with an up to date perspective of international business development in the aftermath of Covid-19 global pandemic. At the end of this course, students will be able to outline, within this new reality, an international strategy and the corresponding business model for a specific business venture in a given international scope, as well as they will understand the funding options and the assessment metrics for a business development strategy.

Prerequisites for attending the course:

None.

Course syllabus/Daily topics:

PROGRAMME DAY	ACTIVITY/TOPIC/SESSION
Monday, 4 July	LSS Welcome session (no lectures)
Tuesday, 5 July	Business landscape status quo throughout the world (Europe, China, India, North America, and emerging markets in Africa, Asia and Latin America)
Wednesday, 6 July	Pandemic overall effects and change opportunities (What have been the key impacts of Covid-19 to business activity? What industries have been more affected? What businesses have been more resilient? What companies have been adjusting better and faster?)
Thursday, 7 July	Developing technologies and emerging business applications (Gartner hype cycle for emerging technologies; How AI is enabling business development in IT, biotech, and energy; IoT based business applications)
Friday, 8 July	Shaping new business models for new realities (What is a business model? How to use the business model Canvas; What business model typologies can be identified?)



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Monday, 11 July	Conceiving a strategy for an international business development (Deciding the international scope; Opportunity spotting; Market selection; Competitive analysis; Strategic positioning and approach)
Tuesday, 12 July	Designing the right business model for an international business development (Techniques to design a new business model; How to create the right culture; How to assemble the right team)
Wednesday, 13 July	Financing the international business development strategy (New and emerging funding opportunities from across the world; Recognizing and selecting the right funding sources)
Thursday, 14 July	Assessing and evaluating the outcomes of an international business development strategy (Selecting the best metrics; Managing expectations; Preparing the next step in international business development)
Monday, 18 July	Team practical work and tutorial support
Tuesday, 19 July	Team practical work and tutorial support
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination / Project presentations
Friday, 22 July	Meeting hours with students & LSS Farewell session

Teaching methods and tools/software used:

This course is action-oriented and thus is based on constant discussion with and between students. The instructor will expose the key concepts, necessary information, and relevant data and throughout permanent interaction with the group and practical application of the techniques and tools, the mind-set and problem-solving skills for addressing international business development challenges will be apprehended and consolidated.

Course materials/List of readings:

Students will be beforehand provided with all the supporting materials for this course, including PowerPoint presentations, web links to relevant sources of information, and list of references for further exploring each topic.



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Examination methods and evaluation criteria (weighted categories):

Individual participation in and contribution to class discussions – 30%

Individual written essay (2,500 words) – 20%

Team project presentation and discussion – 50%

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

Short course leader(s) biography:

Renato Pereira, PhD in Management Sciences by Université Paris Dauphine, is Professor of General Management (specifically, International Management, and Entrepreneurship & Innovation) at Iscte Business School, Lisbon, Portugal. He has a long and extensive international experience, having taught in Angola, Brazil, France, India, Mozambique, Peru, Poland, Portugal, Russia, and the United Kingdom. His paper *Resilient employees are creative employees when the workplace forces them to be*, published in co-authorship, was awarded with the Tudor Rickards and Susan Moger Creativity and Innovation Management Best Paper Award, reported to the year 2019.