

Course unit title: BUSINESS STRATEGY

Course unit code: 3-2-38

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 3st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: Luís Pessoa

Objectives

The goal of Business Strategy (included in the Scientific Area of Economics and Management), in a Marketing Management course, is to make the students able to acquire a comprehensive and integrated view of the different subjects they were given throughout the course, and to be able to establish in practice (executing the strategy of a real company) the connection between the various disciplines taught in the course and the Strategy discipline. It also allows the students to be able to understand and apply Strategy Management and not only the different components of Operational Management.

Learning outcomes of the course unit

- Understand and apply the Strategic Reflection process and create/formulate the strategy of a real company and respective action plans for its implementation;
- Use, differentiate, connect and compare the different components (process, concept, capacities and method) of the used methodology;
- Analyze, synthesize, evaluate and apply in practice the critical reflection process, based on the strategic reflection process;
- Use, separate and connect the critical reflection capacities, as well as the respective reflection techniques and methods;
- Interpret, analyze and use the different strategic key-concepts and connect them in the different categories that comprise the global strategy;
- Use, interpret and connect the different sub-components of the work method;
- Analyze, synthesize and evaluate the information data collected on the company and related surroundings;
- Identify and evaluate the different strategic alternatives and select the most feasible one, listing and comparing with a set of coherent criteria
- List, compare and select a set of action plans, evaluate the consequences and implications of their implementation and prepare their practical execution.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

1. Strategic Management
2. Strategy Debate
3. Strategy's Construction and Establishment
4. Preparation and Implementation of the Strategy
5. Assignment

Recommended Reading

- "La Vision Stratégique en Action" – B. Tregoe – Ed. Organization (1989)
- "Penser Stratégie" – M. Robert e M. Devaux – Ed. Dunod (1994)
- "Competing for the Future" – G. Hamel e C. K. Prahalad – H.S.B.P. (1994)
- "Como fazer estratégias Inovadoras. Teoria e Prática" – Luis Pessoa (2008) – (no prelo) Editora RH
- "Estratégia Empresarial" – H. I. Hansoff – Ed. Campus (1977)
- "The Mind of Strategist" – K. Omaha – Ed. McGraw-Hill (1982)
- "Grandeur et Décadence de la Planification Stratégique" – H. Mintzberg– Ed. Dunod (1994)
- "Estratégia Competitiva" – M. Porter – Ed. Campus. (1980)
- "Vantagem Competitiva" – M. Porter – Ed. Campus. (1985)
- "Strategor – Política Global da Empresa" – Vários – D. Quixote (1993)
- "The Fifth Discipline" – P. Senge – Ed. Quality Mark (1997)
- "A Quinta Disciplina – Caderno de Campo" – P. Senge – Ed. Quality Mark (1997)
- "La Connaissance Créatrice" – I. Nonaka e H. Takeuchi – Ed. De Boock (1995)
- "Savoir pour Agir" – C. Argyris – Ed. Inter Editions (1995)
- "La Dynamique Stratégique de l'Entreprise" – M. Giget – Ed. Dunod (1998)
- "Le Guide du "KnowledgeManagement"" – J. Y. Prax – Ed. Dunod (2000)
- "Le Management Stratégique des Compétences" – B. Quélin e J. L. Arrègle – Ed. Spécialité H.E.C. (2000)

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese