

FUC - Ficha de Unidade Curricular

Curricular Unit's File

Code	L0510
Name (PT)	Estratégia Empresarial
Name (EN)	Strategic Management
Regime	Semestral
Level	1.º Ciclo
Teaching language	Português , Inglês
School	Escola de Gestão (EG)
Departament	DMOG
Scientific area	Gestão Geral (GG)
Responsible academic staff	Nelson José dos Santos António
Pre-requisites	None.
Objectives	Present and develop the concepts, methodologies and tools needed for an effective participation in the strategic management process.
Learning outcomes	<ol style="list-style-type: none"> 1. Understand strategic situation analysis including environmental and industrial analysis, stakeholders and their influences on organizations and internal analysis 2. Use rational approaches associated with the identification and selection of strategic alternatives to include core competencies and resource based strategy, scale and non-scale strategies. 3. Assess the issues and practices of implementing chosen strategies 4. To develop a critical Thinking. 5. To have autonomy to plan their own learning processes in order to deep their knowledge in this area of study.
Syllabus	<p>I. Basic Concepts</p> <ol style="list-style-type: none"> 1. From Positioning to Movement 2. Processes of Strategic Formulation. Meanings of Strategy <p>II. Strategy Formulation</p> <ol style="list-style-type: none"> 1. Vision and Mission 2. Environment Analysis <ol style="list-style-type: none"> 2.1. Global Environment 2.2. Industry Environment 3. Firm Analysis <ol style="list-style-type: none"> 3.1. Resources, Capacities and Competencies, Identification. 3.2. Resources and Capacities Evaluation 3.3. Resources and competencies development policies 3.4. Comparative analysis 4. Strategy definition and Choice <p>III. Strategy Implementation</p> <ol style="list-style-type: none"> 1.1. Short Term Objectives, Functional Tactics, compensation systems and empowerment. 1.2. Restructure and reengineering 1.3. Leadership 1.4. Organisational Culture <p>IV. Corporate Governance: Main Theories</p> <ol style="list-style-type: none"> 1.1. The Anglo-Saxon Model 1.2. The German-Japanese Model 1.3. Organisational Ethics 1.4. Social Responsibility <p>V. Company Globalization</p> <ol style="list-style-type: none"> 1. Design of a Global Strategy <p>VI. Strategic Control</p> <ol style="list-style-type: none"> 1. Strategic Control 2. BSC

Assessment	<p>Option 1(On-going system)</p> <p>-50%:End of term Test (AW=30+3 hrs) -35%:Average of theoretical topics & cases presentations with reports (AW=30 hrs) -15%:Group papers summary + participation in class (AW=8+24=32 hrs) Approval: Weighted average 10(0-20 scale), minimum of 8(0-20) in all the three components</p> <p>Option 2(End of term exam) Approval: 10(0-20)</p>
Teaching methodology	<p>1.The teaching methodology includes lectures, cases discussion and examples presentation (AW = 10 + 16 + 6 hrs). 2.The students are motivated to participate on the discussions (AW = 30 hrs). 3.Self-study (preparation for the end-of-term exam) (AW = 30 hrs).</p>
Demonstration of the syllabus coherence with the curricular unit's objectives	<p>The table below shows the coherence between the Learning Outcomes (LO) and the Course Contents (CC):</p> <p>LO1 - CC II LO2 - CC II e V LO3 - CC II, IV e VI LO4 - CC I up to VI</p>
Demonstration of the coherence between the teaching methodologies and the learning outcomes	<p>The Teaching Methodologies (TM) that are used allow students to get the knowledge and the skills described in the Learning Outcomes (LO) .</p> <p>Namely: TM 1 - LO 1, LO 2, LO 3, LO 4 e LO 5 TM 2 - LO 1, LO 2, LO 3, LO 4 e LO 5 TM 3 - LO 1, LO 2, LO 3, LO 4 e LO 5</p>
Main Bibliography	<p>Os alunos abrangidos pelo "Regulamento Interno para Estudantes com Estatutos Especiais" deverão contactar o docente da UC, ou o Coordenador da mesma, na 1ª semana de aulas de cada semestre, com vista ao enquadramento dos processos de aprendizagem e avaliação na UC.</p>
Complementary Bibliography	<p>Students covered by the "Internal regulation for Students with Special Statutes" should contact the Curricular Unit professor or coordinator during the first week of classes of each semester to allow for framing of learning processes and evaluation of the curricular unit.</p>