

STRATEGIC MANAGEMENT

Degree(s)	: Management
Type	: Compulsory course unit
Curricular year/semester	: 3rd year / 2nd Semester
ECTS / hours per week	: 6 ECTS / 4.0 Hours
Workload per Week	: 2Theoretical X 1Hour + 1Practical x 2Hours
Teacher responsible	: Professor Luís Filipe Nunes Coimbra Nazaré

OBJECTIVES

- To reflect upon the importance of the concepts of strategic management at the top level.
- To develop methodologies and technical instruments for the strategic management of small medium and big corporations.

PROGRAM

- Strategic Management: concept and limits;
- Inputs and strategic analysis;
- Dynamics and the formulation of corporate strategies;
- Strategic Implementation.

BIBLIOGRAPHY

Recommended Bibliography:

- Ireland, Hoskisson, Hitt, The Management of Strategy (10th Ed, 9th Ed, 8th Ed)? Concepts and Cases, SouthWestern - Cengage Learning, 2013, 2012, 2011

Optional Bibliography:

- De Wit, Meyer, Strategy? Process, Content, Context (4th Ed.) , Southwestern, 2010
- Wheelen, Hunger, Strategic Management and Business Policy (11th Ed.), Pearson, 2008
- Robalo Santos, Gestão Estratégica? Conceitos, modelos e instrumentos, Escolar, 2008