

Strategy, Organizations and Leadership

Academic Year: 2013/2014

Semester: 2nd

Instructor(s): Nuno Magalhães Guedes

Course Description:

Main topics of the course include:

- The job of the general manager
- The concept of business strategy
- Transforming strategic concepts into action
- Structural and organizational constraints
- Managing the organizational culture
- Managers and leaders
- Motivation and change management
- Personal leadership

Course Content:

The course will include lecture classes, case discussions, class exercises, and analysis of videos.

Active oral class participation and written individual work will be required.

The course is taught in English.

Course Objectives:

This course intends to help students to integrate the basic concepts of strategy formulation, organizational architecture and personal leadership, with a strong emphasis on the need for companies and managers to have these three dimensions aligned in order to successfully reach their goals.

Students will be encouraged to explore business situations related to implementation issues of strategic concepts, where organizational leaders have faced operational problems and dilemmas resulting from strategic decisions.

Grading:

The methodology for evaluating the students' performance will be based on:

- Oral participation in class discussions (35%)
 - One individual written case analysis (20%)
 - Mid-term written test (20%)
 - Final written test (25%)
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Bibliography:

Cases and additional readings will be available through the class website or reprographics.

Biography:

MBA, Harvard Business School and BA degree from Fundação Getúlio Vargas, São Paulo. At CLSBE of UCP, lecturer of the *Strategy, Organizations and Leadership* course and *Business Ethics* course. Responsible for the *Dissertation Workshop – Business Strategy Case Studies* for MSc thesis. Lecturer on Leadership at Instituto Nacional de Administração.

Manager of companies on the communication and consumer goods markets.

Contact(s) and Office hours:

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Class schedule: Tuesday and Friday, 14:00 – 15.30