UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Strategy

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Human Resource Management

3. Cycle

1st

4. Course Unit

Strategy (11313)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Provide students with the ability to analyse and formulate a strategy, draw up a strategic plan and apply strategic analysis models. The course also aims to reinforce students' competencies at the first levels of management.

15. Specific Objectives

Characterising the state of the art in the field of business strategy.
To create research skills in order to encourage students to develop solutions.
To instil in students the notion of the company as a system in constant interaction with its surroundings, a determining factor in its strategic positioning.
To bridge the gap between the theoretical aspects taught and their realisation/reflection in company life, in accordance with the student's motivations.

16. Skills to be acquired

The aim is for students to acquire competences in terms of:
1. research into the subjects covered in class in order to acquire theoretical knowledge in the area of business strategy;
2. Strengthening the systemic and integrated vision of organisations, fostering their interest in issues related to the strategic orientation of organisations;
3. Applying their knowledge to real-life business cases, creatively promoting solutions to diagnoses they have made.

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17. Teaching Methodology

Classes will be held on a "theoretical or practical" basis, with each class coexisting theoretical aspects and practical examples/cases. Some personalities with an essential role in the business world will also be invited.

18. Course Unit Program

1. introduction
2. Strategic analysis
3. Strategic analysis models
4. Development and value
5. Financial determinants of strategy
6. Fundamental models of decision-making processes
7. Corporate governance
8. Internationalisation strategies
9. Portugal's competitiveness

19. Assessment Methods

Student assessment will involve three assessment moments:
Resolution of three cases in class and two continuous assessment tests.
The relative weighting in the assessment will be as follows: case resolution (4/10), tests (3/10) each.
Supporting documents for teaching and assessment will be deposited on the Moodle platform.

20. Didactic Resources

Slides, films and broadcasts of international conferences.
Supporting texts and face-to-face conferences.

21. Sustainability Objectives

The objectives of quality education will be pursued, and efforts will be made to contribute to reducing inequalities, promoting gender equality, and enhancing industrial performance, innovation, and infrastructure. Thus, SDGs 4, 5, 8, and 9, related to quality education, gender equality, the development of entrepreneurship, and sustainable organisational innovation, will be pursued.

22. Keywords

Strategy, strategic planning, strategic analysis models, performance.

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23. Main Bibliography

Author(s): ANTÃO, Mário A. G.
Title: Estratégia Empresarial - Conceitos, processos e modelo
Edition: 2ª Year: 2006
Local: Lisboa
Publisher: Universidade Lusiada
ISBN Code:

Author(s): Johnson, Gerry; Scholes, Kevan; Whittington, Richard
Title: Exploring Strategy: Text and Cases
Edition: 12 th Year: 2020
Local: UK
Publisher: Pearson Education Limited
ISBN Code:

Author(s): Freire, Adriano
Title: Estratégia
Edition: 1ª Year: 2004
Local: Lisboa
Publisher: verbo
ISBN Code:

24. Complementary Bibliography

Author(s): DÉTRIE, J.P., SANTI, M., DUSSAUGE, P., NEYRAUT, J.L. et al
Title: STRATEGOR - Politique Générale Déntreprise
Edition: 10ª Year: 2004
Local: Paris
Publisher: InterÉditions, Paris, (versão portuguesa Dom Quixote)
ISBN Code:

Author(s): Joan Magretta
Title: Understanding Michael Porter: The Essential Guide to Competition and Strategy
Edition: 1ª Year: 2011
Local:
Publisher: Harvard Business Review
ISBN Code:

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ESTRATÉGIA': Academic Year 2025/2026
Autor / Author	Prof. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO
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