UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Business Strategy

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Business Management

3. Cycle

1st

4. Course Unit

Business Strategy (24129)

5. Scientific Area

6. Curricular Year

3rd

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 important role in the business world will also be invited.

18. Course Unit Program

1. introduction
2. Strategic analysis
3. Strategic analysis models
4. Financial determinants of strategy
5. Development and value
6. Company bankruptcy and restructuring
7. Corporate governance
8. Internationalisation strategies
9. Portugal's competitiveness

19. Assessment Methods

Students will be assessed in three stages;
Completion and submission of a business plan and two continuous assessment tests.
The relative weight in the assessment will be in accordance with the knowledge assessment regulations.
The documents supporting the assessment will be deposited on the Moodle platform.

20. Didactic Resources

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

21. Sustainability Objectives

Quality education objectives will be pursued, and efforts will be made to contribute to reducing inequalities, gender equality and improving the performance of industries, innovation and infrastructures. The other pillars of the sustainability goals will be taken into account.

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		

Author(s):	Stadler, Christian et all		
Title:	Open Strategy: Mastering Disruption from Outside the C-Suite		
Edition:	1st edition	Year:	2021
Local:	USA		
Publisher:	MIT Press		

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

24. Complementary Bibliography

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

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

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ESTRATÉGIA EMPRESARIAL': Academic Year 2024/2025
Autor / Author	Prof. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO
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