UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
BUSINESS STRATEGY

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

BUSINESS MANAGEMENT

3. Cycle

2nd

4. Course Unit

BUSINESS STRATEGY (70206)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	15,00
Tutorial Guidance:	20,00

9. ECTS Credits

7,50

10. Scientific Area Coordinator

11. Regent

Prof. Doutor MÁRIO ALEXANDRE GUERREIRO ANTÃO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Topics relevant to the present day will be covered with depth corresponding to the master's level of teaching.
In the case of pre-employment or already employed students, the application of knowledge will be considered one of the course's key valences.

15. Specific Objectives

The specific objectives include knowledge of new trends in strategic thinking, articulating the perspective of strategic analysis on a macro level with the micro level, approaching current techniques and articulating them with the basic techniques learned in previous training phases.

16. Skills to be acquired

The aim of this curricular unit is to provide students with various competences, including:
1. Deepen their knowledge of strategy
2. Adjusting the various theories to the national, European and global reality
3. Apply their knowledge to real situations using simulations based on case studies

17. Teaching Methodology

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The teaching methodology involves a theoretical and a practical component.
The theoretical component requires prior preparation of the topics by the students, followed by explanation by the lecturer and discussion in class.
As for the practical component, it will involve the students' prior preparation of cases distributed by the lecturer and their subsequent discussion in class. The main lines of development of the scientific articles written by the students will also be discussed.

18. Course Unit Program

1. Structuring variables of the world's economic and social development
2. Competitiveness of Portugal - M. Porter Report for Portugal
3. Value of the field of activity and competitive position
4. Business development
5. Competitive advantage
6. Strategic management policies and techniques
7. Bankruptcy and business recovery strategies
8. Financial strategies in the current context
9. Scenario building in strategic planning
10. Evaluation and selection of alternatives in strategic planning
11. Decision trees applied to the strategic decision-making process

19. Assessment Methods

The assessment process will comply with the Lusíada University knowledge assessment regulations.
Continuous assessment will involve students attending at least 70 percent of classes, participating in the resolution of cases previously prepared by the students and discussed in class, which will be assessed by the lecturer. Each student will also write an article on a topic within the program.
An assessment test will be held at the end of the term.

20. Didactic Resources

In class, slides (power-point) and cases that typify real national and international situations will be used.

The works mentioned in the bibliography are available in the library, as well as other complementary works.

The media library provides the various articles referred to throughout the term, as well as a large number of other articles that will enable students to prepare themselves to a high standard.

21. Sustainability Objectives

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

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22. Keywords

Strategy
Planning
Competitive position
Bankruptcy
Competitiveness
Decision making

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23. Main Bibliography

Author(s):	Grant, R. M. (2021).		
Title:	Contemporary Strategy Analysis . Wiley.		
Edition:	(10th ed.)	Year:	2021
Local:	New York, EUA		
Publisher:	John wiley & sons inc		
ISBN Code:			

Author(s):	W. Chan Kim and Renée Mauborgne		
Title:	Blue Ocean Strategy, Expanded Edition		
Edition:	1ª Edição	Year:	2015
Local:	United States of America		
Publisher:	Harvard Business University Press		
ISBN Code:			

Author(s):	Antão, Mário		
Title:	Estratégia empresarial		
Edition:	2ª edição	Year:	2006
Local:	Lisboa		
Publisher:	Universidade Lusíada Editora		
ISBN Code:			

24. Complementary Bibliography

Author(s):	João Albino; Pimentel et al		
Title:	Strategor: La référence en stratégie, de la start-up à la multinationale		
Edition:	9ª Edição	Year:	2024
Local:	Paris		
Publisher:	Dunot		
ISBN Code:			

Author(s):	Diversos		
Title:	New Strategy Cases (2024-2025)		
Edition:		Year:	2025
Local:	New York		
Publisher:	Ivey Publishing		
ISBN Code:			

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