UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Business Strategy

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Business Strategy (V1028)

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. Doutora CHEROUK AMR ABDELHAKIM YASSIN

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To enable students to analyze and formulate a business strategy, as well as its implementation, evaluation and control.

15. Specific Objectives

Promote students' interest in the most used models for developing a business strategy and its application in different contexts, based on an analysis of the organizational environment.

16. Skills to be acquired

It is expected that at the end of the curricular unit, students will be able to:
- Investigate surrounding and determining factors in defining business strategy
- Identify which business development model best applies to each organization;
- Implement strategic actions and monitor their evolution, identifying corrections or improvements in relation to the defined goals.

17. Teaching Methodology

Theoretical-practical, with theoretical expositions and practical work.

18. Course Unit Program

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1. Introduction to strategic management
2. Objectives and strategy
3. Analysis of the surrounding environment
4. Company analysis
5. Business strategy
6. Organization strategy
7. Strategy implementation
8. Strategy evaluation and control
9. Ethics, social responsibility and sustainability

19. Assessment Methods

2 Continuous Assessment Tests + Practical Activities + Class attendance + Final Assessment

20. Didactic Resources

Recommended bibliography, case studies, practical exercises and different content multimedia.

21. Sustainability Objectives

SDG 4: Quality Education: Develops management/strategy literacy, enabling strategic analysis, formulation, and evaluation.
SDG 8: Decent Work and Economic Growth: Promotes skills for organizational competitiveness and productivity, with an impact on sustainable growth.
SDG 9: Industry, Innovation, and Infrastructure: Stimulates innovation and the design of business models/processes aligned with efficient infrastructure.

22. Keywords

Strategy
Organization
Management

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23. Main Bibliography

Author(s): J. David Hunger and Thomas L. Wheelen
Title: ESSENTIALS OF STRATEGIC MANAGEMENT
Edition: 5th Year: 2018
Local: USA
Publisher: Pearson
ISBN Code:

Author(s): Anthony A. Henry
Title: Understanding strategic management.
Edition: 4th Year: 2021
Local: UK
Publisher: Oxford University Press.
ISBN Code: 9780198858933

Author(s): Morden, T.
Title: Principles of strategic management
Edition: 2016 Year:
Local:
Publisher: Routledge.
ISBN Code:

24. Complementary Bibliography

Author(s): Ansoff, H. I., Kipley, D., Lewis, A. O., Helm-Stevens, R., & Ansoff, R
Title: Implanting strategic management
Edition: Year: 2018
Local:
Publisher: Springer.
ISBN Code:

Author(s): Charles W.L. Hill, Gareth R. Jones, Melissa A. Schilling
Title: Strategic management: theory.
Edition: 11th ed Year: 2015
Local: Stamford, CT
Publisher: Cengage Learning
ISBN Code: 9781285184494

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Título / Title	Course Unit Program 'ESTRATÉGIA EMPRESARIAL': Academic Year 2025/2026
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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