



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Business Strategy

Academic Year 2026/2027

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



UNIVERSIDADE LUSÍADA
LISBOA

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.



UNIVERSIDADE LUSÍADA
LISBOA

18. Course Unit Program

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

The current Supplementary Regulations for the Assessment of Knowledge and Skills will be applied. Continuous assessment necessarily includes oral presentations distributed throughout the academic year and a final written assessment, and may also include individual or group work, as well as other assessment elements, under the terms and with the weightings defined by regulation and in the respective Continuous Assessment Plan.

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



UNIVERSIDADE LUSÍADA
LISBOA

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



UNIVERSIDADE LUSÍADA
LISBOA

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ESTRATÉGIA EMPRESARIAL': Academic Year 2026/2027
Autor / Author	Prof. Doutora CHEROUK AMR ABDELHAKIM YASSIN
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0
(c) Universidade Lusíada, 2026	