

PLANO DE ENSINO

ANO E SEMESTRE				
2019/2				
PROFESSOR				
Antônio Artur de Souza				
DISCIPLINA				
Seminário em Finanças: Foundations of Strategic Management				
CÓDIGO	CRÉDITOS	CARGA HORÁRIA	HORÁRIO	DIA DA SEMANA
CAD 954	02	30 horas/aula	13:30 às 17:15	Terça-feira
AUTORIZA OFERTA DE MATRÍCULA NA MODALIDADE DISCIPLINA ISOLADA?				
(x) Sim () Não				
VAGAS				
15 vagas				
AUTORIZA OFERTA DE MATRÍCULA DE GRADUANDO NA MODALIDADE DISCIPLINA ELETIVA?				
() Sim () Não				
VAGAS				
A DISCIPLINA É MINISTRADA EM IDIOMA ESTRANGEIRO: CASO SIM, QUAL IDIOMA?				
() Não (x) Sim Qual: Inglês				

EMENTA

The strategic vision of management and the concept of competitiveness. The basic concepts of strategic management, such as vision, mission, and company values. Internal and external diagnosis. Scenario building and the link between a company and its environment. From the formulation to the evaluation of strategies. Basic strategic options (specialisation, diversification, and integration) and generic competitive strategies.

PROGRAMA

1. The strategic vision of management and concept of competitiveness.
2. The basic concepts of strategic management. The industrial organization model of above-average returns. The resource-based model of above-average returns.
3. External diagnosis. Industry environment analysis. Competitor analysis.
4. Internal diagnosis: the internal environment analysis. Resources, capabilities, and core competences.
5. Scenario building and the link between a company and its environment. Business Strategy.

6. From the formulation to the evaluation of strategies.
7. Basic strategic options (specialisation, diversification, and integration) and generic competitive strategies.
8. Strategic actions and strategy implementation: Corporate governance.

BIBLIOGRAFIA

HITT, M.A.; IRELAND, R.D.; HOSKISSON, R.E. Strategic Management: Competitiveness & Globalization. South-Western Cengage Learning, 2009.

DAVID, F.R. Strategic Management: Concepts and Cases. Prentice Hall, 2007.

HILL, C.W.L.; JONES, G.R. Strategic Management Theory: An Integrated Approach. South-Western Cengage, 2008.

GINTER, Peter M.; DUNCAN, W. Jack; SWAYNE, Linda E. The strategic management of health care organizations. John Wiley & Sons, 2018.

TEXTOS E DOCUMENTOS DISPONÍVEIS NA WEB

SISTEMA DE AVALIAÇÃO

Class Participation and seminars (30%)
Weekly topic short papers (30%)
Final essay (40%)

INFORMAÇÕES ADICIONAIS