

4.6. Balanced Scorecard: possible link between strategy and management planning and control

4.7. Theory of games

5 Elaboration of a strategic framework: advantages, limits and challenges.

DEMONSTRATION OF THE CONTENTS COHERENCE WITH THE COURSE UNIT'S LEARNING OUTCOMES

1. Strategic thinking (goal referred to in 1);
2. Strategic analysis (objective referred to in 2);
3. Strategic formulation (objective referred to in 3);
4. Implementation, evaluation and control of the strategy (objective referred to in 4);
5. Elaboration of a strategic benchmark: advantages, limits and challenges (objective referred to in 5)..

TEACHING METHODOLOGIES

There will be recourse to the expository pedagogical method, interrogative pedagogical method and demonstrative pedagogical method.

In the field of pedagogic techniques, particular emphasis will be given to brainstorming.

There will be regular recourse to case studies.;

DEMONSTRATION OF THE COHERENCE BETWEEN THE TEACHING METHODOLOGIES AND THE LEARNING OUTCOMES

The curricular unit combines pedagogical methods and techniques, in order to ensure the fundamental conditions for the development of analytical thinking.

One of the evidences of this concern was the presentation, in book form, of *con-serve* as a bridge to the discussion of concepts (Borrvalho, C., Pires, C. and Basilio, M. (2016).

in the Lower Alentejo and Alentejo Coastal. Lisbon: Chiado Editora.)

The learning objectives of this course unit can only be achieved if the students ability to deal with diversity, a situation that makes use of case studies a particularly useful tool in this case.

EVALUATION METHODS

Continuous evaluation focuses on the following elements

1. Group work
2. Individual written test.

MAIN BIBLIOGRAPHY

Carvalho, José M. C. e Filipe, J. Cruz (2010). *Manual de Estratégia, Conceitos, Prática e Roteiro*. 3ª Edição. Lisboa. Edições Sílabo.

Freire, A. (2008). *Estratégia – Sucesso em Portugal*. Lisboa. Editorial Verbo.

Lampel, J., Ahlstrand, B. e Mintzberg, H. (2000). *Safári de Estratégia: Um roteiro pela selva do planeamento*. Porto Alegre. Bookman.

Lopes dos Santos, Francisco (2004). *Estratégia: passo-a-passo*. Lisboa. Edições Centro Atlântico.

Mintzberg, H., Quinn, J. B. e Ghoshal, S. (1998). *The Strategy Process: Revised European Edition*. London. Prentice Hall.

Porter, Michael E. (2005). *Estratégia Competitiva: Técnicas para análise de indústrias e da concorrência (2ª Edição)*. São Paulo. Editora Campus.

Ronda-Pupo, G. A. e Guerras-Martin, L. A. (2012). Dynamics of the evolution of the strategy concept 1962–2008: a co-word analysis. *Strategic Management Journal*, 33, pp. 162-188.

Teixeira, Sebastião (2011). *Gestão Estratégica*. Lisboa. Escolar Editora

(Bibliography updated in dez.2017).

Year of implementation: 2019/2020 | Date of approval by the Technical-Scientific Board: