	SUBJECT DESCRIPTION	MODELO PED.013.02
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<i>Course</i>	Marketing Graduation			<i>Academic year</i>	2021/2022		
<i>Subject</i>	Analysis and Strategic Management			ECTS	6		
<i>Type of course</i>	Compulsory						
<i>Year</i>	2nd	<i>Semester</i>	1st	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	168	<i>Contact</i>	75
<i>Coordinator</i>	PhD Amândio Baia						

Planned SD

1. LEARNING OBJECTIVES

At the end, students should:

- Understand the dynamics of company/context.
- Develop conceptual, technical and human capacities.
- Identify and justify company strategic options.

2. PROGRAMME

Chapter 1 - Strategy: concepts and evolution.

Chapter 2 - Strategic plan: methodologies for analysis.

Chapter 3 - Strategy formulation: aims and strategies.

Chapter 4 - Business development: concepts, acquisitions and mergers, assessment and options.

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit, developed through the syllabus, aims to foster the overall education of the future professional in management and marketing. Students will become aware of the need to know how to be and how to behave as well as to know how to do, both operationally and instrumentally. In the end, the student should be able to work productively in the application of the principles of business/organizational management.

4. MAIN BIBLIOGRAPHY

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5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The methodology for this curricular unit is based on principles of theoretical and practical training, specifically lecture, group work, debate, individual research and case studies (face-to-face, synchronous and asynchronous classes by Colibri-zoom).

Students select their assessment from the following:

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Continuous assessment: One written test (50%), a Team work (45%) and mandatory attendance at scheduled tutorial orientation meetings (5%)

Exam - Students who have not opted for continuous assessment or who haven't gotten the note at least 10 (ten) values.

NOTE - the teaching methodologies and student's assessment, not provided for the use of e-learning, were implemented through the use of the Colibri platform, the Sigarra and Moodle platforms, also using other technological tools whenever necessary to promote the involvement of students and their interaction in the development of tasks and jobs.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

To reach the proposed objectives, the methodology for this curricular unit is based on principles of theoretical and practical training. The methods and teaching techniques for class sessions include using the affirmative method through technical lectures and demonstration, the group interaction method with role play, with the teacher's responsibility focused on reinforcing learning and the coordination of the practical tasks related to discussing case studies.

7. ATTENDANCE

Students who opt for continuous assessment are required to participate in the mandatory minimum attendance of 2/3 lectured, with the exception of students with a legal regime of exception, however, they must comply with the same deadlines and other obligations.