

Dissertation Seminar Strategy Case Studies

Academic Year: **2017/2018**

Semester: **2nd**

Instructor(s): **Nuno Cardeal**

Max. Number of Students: **8**

Seminar Description/Objectives:

In the seminar “Strategy Case Studies” students are expected to write a case study (focus on strategy topics), to be used as a pedagogical tool, about one firm/organization/industry **(a)** (to be chosen by the candidate – some restrictions might apply). The structure of the thesis will be as follows:

- i) introduction;
- ii) Case study;
- iii) Theoretical background (short literature review);
- iv) Teaching notes;
- v) Conclusions/limitations.

(a) Candidate can choose to develop one case study about, for instance, one trade association, one sectorial association, one particular industry, and so on (creative ideas are welcome!).

Bibliography / Recommended Textbook(s) / Additional Readings:

Articles:

- Linder, Jane (1994), Writing Cases: Tips and Pointers, HBSP 9-391-026
- Shapiro, Benson (1986), Hints for Case Writing, HBSP 9-587-052
- Roberts, M (2001), Developing a Teaching Case. HBSP 9-901-055

Additional readings:

- Some theses I'll send you.

Biography:

Nuno Cardeal has a PhD in Strategy - Business Management (ISCTE). Graduated in Mechanical Engineering by Instituto Superior Técnico, he made the MBA with a specialization in International Management at CATÓLICA-LISBON. Since 1997, Nuno Cardeal is Professor at CATÓLICA-LISBON. Since 1995, he is Partner of Grupo Eurodefinição, a group of consulting and training companies. As a consultant, he has worked with clients from diverse business sectors. Nuno Cardeal lived about two years in São Paulo, Brazil, where he was CEO in a manufacturing company. Lives currently in Spain.

Contact(s) and Office Hours:

By appointment (nucard@ucp.pt).

Schedule:

SESSION #1 (Group meeting, 19/02/2018: 08.00-09.30)

- Introduction to the “Writing Strategy Case Studies” topic.
- Main objectives of writing a Teaching Case.
- How to write a case-study
- How to write the theoretical chapter
- Relevance of the teaching notes

SESSION #2 (Individual meeting – second half of March – to be scheduled individually with each student)

- To evaluate field work
- **Introduction to ASSIGNMENT 1 – Case first version (delivery date: 3 days prior to next meeting)**

SESSION #3 (Group meeting, 13/04/2018: 8.00-09.30)

- Case first version feedback
- **Introduction to ASSIGNMENT 2: “Theoretical chapter and teaching notes first draft” (delivery date: 3 days prior to next meeting)**

SESSION #4 (Group meeting, 20/04/2018: 8.00-09.30)

- Assignment 2 feedback
- **Introduction to ASSIGNMENT 3: “Complete thesis first draft (delivery date: 3 days prior to next meeting)**

SESSION #5 (Individual meeting)

- To be scheduled individually with each student.

Note: Students that miss more than 2 sessions may be excluded from the seminar.

Deadlines:

The full list of dates and deadlines can be consulted [here](#).