Dissertation Seminar – BUSINESS STRATEGY CASE STUDIES

Academic Year: 2015/2016  Instructor: JOÃO SIMÃO PIRES
Semester: February – May 2016  Max. number of students: 8

Seminar Description

This seminar aims at helping students write their thesis based on the development of a teaching case on business strategy.

The emphasis of this seminar will be on, adopting senior manager’s standpoint, identifying key strategic issues for a given firm, framing and informing choice and addressing implementation issues associated with timely action.

Under instructor supervision, students will be guided through a series of regular workshops which will serve as milestones for intermediate output development and the incorporation of feedback.

Note: the possibility of long-distance student supervision is not contemplated in this seminar.

Seminar Content

Each student will be responsible for finding a Portuguese-based company for his or her own thesis.

It is highly recommended that students start immediately the search for a suitable company.

Although the final result of this workshop is an individual thesis, students are expected to follow and comment the work of fellow seminar mates.

The seminar includes both group and individual sessions. Attendance to both is mandatory and students need to be present in all sessions.

In each session students will be informed of the tasks that need to be completed for the following session.

Seminar Objectives

Students will be encouraged to explore situations in which Portuguese based companies have faced operational problems and dilemmas resulting from strategic decisions.

The writing of the case is to be completed by a literature review of the relevant topics and the development of a teaching note that can be of a pedagogical use in an academic setting.

The University may decide to propose for publication high-quality cases completed throughout this workshop.
Recommended Readings:


Additional Textbooks and Readings:

- Ferreira, Manuel e Serra, Fernando (2009), Casos de Estudo – Usar, Escrever e Estudar, Lidel.
- Corey, E. Raymond (1998), Writing Case and Teaching Notes, HBSP 9-399-077.
- Roberts, Michael (2001), Developing a Teaching Case, HBSP 9-901-055.
- Shapiro, Benson (1986), Hints for Case Writing, HBSP 9-587-052.

Contact(s) and Office Hours

Instructor Bio: [Linked-in profile](#)
Contact: joaosimaopires@gmail.com
Note: The instructor is not a full-time lecturer and therefore does not hold regular office hours. Individual appointments may be booked upon request on an ad-hoc basis.

Schedule

With the exception of the first session on Friday, February 5th, all other group sessions will take place on Mondays, typically on a fortnightly basis. All sessions will be held in the afternoon period, from 17:00 to 20:00.

The tentative schedule of group sessions for the semester is:

- Session # 1 – Kick off – 5 February, Friday – Room tbc
- Session # 2 – Analysis of research proposals – 15 February, Monday - Room tbc
- Session # 3 – Analysis of industry overview and interview guide – 29 February, Monday - Room tbc
- Session # 4 – Discussion of case 1st draft – 21 March, Monday - Room tbc
- Session # 5 – Discussion of case 2nd draft – 4 April, Monday - Room tbc
• Session # 6 – Discussion of literature review, case analysis and teaching note – 2 May, Monday - Room tbc
• Session # 7 – Review of final submission to Academic Advisor – 16 May, Monday - Room tbc

During the first session on February 5th, this proposed schedule for the remainder of the semester will be discussed and fine-tuned incorporating student feedback and preferences.*

* Note: It is recommended that students on that day attend the Research Methodologies Workshop, lectured by Professor Rita Vale, which is scheduled to take place between 14:00 and 17:00.

### Deadlines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommended Delivery Date to Student Affairs</td>
<td>30/5/2016</td>
</tr>
<tr>
<td>FINAL Deadline for Delivery to Student Affairs</td>
<td>6/6/2016</td>
</tr>
<tr>
<td>Deadline to complete Study Plan (to defend in July)</td>
<td>10/6/2016</td>
</tr>
<tr>
<td>Dissertation Defense Period</td>
<td>18/7/2016 to 29/7/2016</td>
</tr>
<tr>
<td>Late Submission Deadline</td>
<td>31/8/2016</td>
</tr>
<tr>
<td>Deadline to complete Study Plan (to defend in October)</td>
<td>5/9/2016</td>
</tr>
<tr>
<td>Dissertation Defense Period</td>
<td>17/10/2016 to 28/10/2016</td>
</tr>
</tbody>
</table>