

Disciplina:

ADM2466 - Tópicos Especiais em Estratégia (Grand Challenges and Strategy Decision Making)

Ementa:

This course addresses firm's strategic responses to the changes on the environment. We start discussing the bases of behavioral strategy, bounded rationality, the cognitive and affective aspects that influence the decision-making. Then we move to the analysis of contemporary social, environmental, economic and technological changes and their impacts on business as usual and how organizations must develop capabilities to respond and adapt successfully. The course will bring integrated analyses of dynamic capabilities and managerial capabilities applied to contexts of environmental uncertainty and turbulence. Classes will include discussions of academic articles and case studies to provide deeper understanding of the theoretical frameworks and the applied situations.

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