

**Disciplina:**

ADM2567 - Estratégia de Empresas

**Ementa:**

A análise estratégica compreende o estudo do ambiente da empresa assim como dos recursos e capacidades das mesmas visando atingir um dado objetivo. A estratégia corporativa expande os limites da empresa e engloba as interações com demais empresas da cadeia vertical e horizontal. Em diferentes contextos, aspectos econômicos, sociais e cognitivos vão moldar a leitura do ambiente e a tomada de decisões dentro das empresas. Na avaliação do sucesso da estratégia é importante a análise do desempenho organizacional e da competitividade das empresas no tempo.

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