

***Dissertation Seminar  
Business Strategy Case Studies***

*Academic Year:* **2017/2018**

*Semester:* **2nd**

*Instructor(s):* Nuno Magalhães Guedes

*Max. Number of Students:* **9**

*Seminar Description:*

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 workshop mates. The workshop 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:*

This workshop aims to help students to write their thesis around the development of a teaching case on business strategy. The emphasis of this workshop will be on implementation issues of strategic concepts. 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.

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*Bibliography / Recommended Textbook(s) / Additional Readings:*

Corey, E. Raymond (1998), *Writing Cases and Teaching Notes*, HBSP 9-399-077

Linder, Jane (1994), *Writing Cases: Tips and Pointers*, HBSP 9-391-026

Roberts, Michael (2001), *Developing a Teaching Case*, HBSP 9-901-055

Shapiro, Benson (1986), *Hints for Case Writing*, HBSP 9-587-052

Additional Textbooks:

Ferreira, Manuel e Serra, Fernando (2009), *Casos de Estudo – Usar, Escrever e Estudar*, Lidel

Fisher, Collin (2007), *Researching and Writing a Dissertation for Business Students*, UK: Prentice Hall (second edition)

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Contact(s) and Office Hours:

Contact: [nuno.guedes@clsbe.lisboa.ucp.pt](mailto:nuno.guedes@clsbe.lisboa.ucp.pt)

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Schedule:

**Session # 1 (Group meeting, 5th February, 9:30-11:00)**

- Introduction to the “Writing Business Strategy Case Studies” topic
- Main purposes of writing a teaching case
- How to write a teaching case

**Session # 2 (Group meeting, 9th February, 9:30-11:00)**

- Getting started
- Importance of first paragraph
- Conceptual framework on strategic issues

**Session # 3 (Group meeting, 16th February, 9:30-11:00)**

- Presentation of research proposals
- Discussion on proposals relevance
- Conceptual framework on strategic issues (cont)

**Session # 4 (Group meeting, 2nd March, 9:30-11:00)**

- Conceptual framework on strategic issues (cont)

**Session # 5 (Group meeting, 16th March, 9:30-11:00)**

- Presentation of first draft of the case
- Peer-review evaluation
- Instructor’s feedback

**Session # 6 (Group meeting, 23th March, 9:30-11:00)**

- Presentation of proposals on literature review topics

**Session # 7 (Group meeting, 6th April, 9:30-11:00)**

- How to develop a teaching note
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**Session # 8 (Group meeting, 20th April, 9:30-11:00)**

- How to develop a power point for the defense presentation
- Public presentation tips

**Session # 9 (Individual meeting, date and time to be scheduled)**

- Case, literature review and teaching note discussion with the instructor
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**Session # 10 (Individual meeting, date and time to be scheduled)**

Comments on the final version

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Deadlines:

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