

## ***Dissertation Seminar*** **NEW BUSINESS OPPORTUNITIES**

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

*Semester:* **2nd**

*Instructor(s):* **RUTE XAVIER**

*Max. Number of Students:* **6**

### *Seminar Description:*

This seminar aims to help students developing their own new concrete business idea. It is mandatory students have a concrete idea for a business venture and it is supposed they are advanced in their thinking development before starting the seminar. It is expectable along the seminar period to develop deliverables like a business plan, a new marketing strategy or a new entry mode strategy for this new business opportunity. This deliverable should be the input to develop their research and develop their master thesis. Students are advised to do this dissertation as a full-time job.

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### *Seminar Content:*

In each session, students will be given a list of tasks that need to be fulfilled until next session. All sessions are mandatory. Due-dates are non-negotiable. In sign-up for this workshop, each participant commits to meet the proposed deadlines.

#### **Session 1**

- Topic's presentation to the advisor;
- Course Methodology.

Task 1 (delivery date: session 2) – Dissertation problem statement and research questions/  
Introduction draft.

#### **Session 2**

- Task 1 discussion:
  - Peer-review;
  - Instructor's feed-back;
- Introduction to literature review;
- Dissertation body.

Task 2 (delivery date: session 3) – 5/10 pages report with a first draft of literature review.

#### **Session 3**

- Task 2 discussion:

- Peer-review;
- Instructor's feed-back;
- Methodology and Data Analysis.

Task 3 (delivery date: session 4) – Presentation of first outline of the master thesis, including a description of the research question, the methodology to be used and data analysis.

#### **Session 4**

- Task 3 discussion:
  - Peer-review;
  - Instructor's feed-back;
- Individual sessions scheduling;
- Delivery procedures.

Task 4 (delivery date: individual session) – Presentation of preliminary results.

The following sessions will be individual.

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

To be defined during the course.

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#### Biography:

Rute Xavier was a consultant in Accenture since 1996. She has been managing projects mostly in Financial Services, Telecommunications and Information Technology.

She lectures Project Management and Strategic Management Consulting Project in MSc Programs and Consulting Project Lab in The Lisbon MBA.

She is Master in Finance by Católica Lisbon School of Business and Economics and she has a degree in Economics by Nova School of Business & Economics.

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#### Contact(s) and Office Hours:

By appointment (rute.xavier@ucp.pt)

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#### Schedule:

Session 1 (5th February 2017, 11:00-12:30)

Session 2 (5th March 2017, 11:00-12:30)

Session 3 (19th March 2017, 11:00-12:30)  
Session 4 (7th May 2017, 11:00-12:30)

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Deadlines:

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