

Dissertation Seminar
Business Strategy Case Studies

Academic Year: **2017/2018**

Semester: **1st**

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.

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)

Contact(s) and Office Hours:

Contact: nuno.guedes@clsbe.lisboa.ucp.pt

Schedule:

Session # 1 (Group meeting, 7th September, 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, 15th September, 9:30-11:00)

- Conceptual framework on strategic issues

Session # 3 (Group meeting, 22th September, 9:30-11:00)

- Conceptual framework on strategic issues (cont)

Session # 4 (Group meeting, 29th September, 9:30-11:00)

- Presentation of research proposals
- Discussion on proposals relevance
- Feedback from workshop mates and from the instructor

Session # 5 (Group meeting, 6th October, 9:30-11:00)

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

Session # 6 (Group meeting, 27th October, 9:30-11:00)

- Final version presentation
- Final version discussion

Session # 7 (Group meeting, 3th November, 9:30-11:00)

- Presentation of first draft of the literature review
- Peer-review evaluation
- Instructor’s feedback
- How to develop a teaching note

Session # 8 (Group meeting, 17th November, 9:30-11:00)

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



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

- Case and teaching note discussion with the instructor

Session # 10 (Individual meeting, date and time to be scheduled)

- Comments on final version

Deadlines:

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