



Dissertation Seminar Strategy Case Studies

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **Nuno Cardeal**

Max. Number of Students: **8**

Seminar Description/Objectives:

In the seminar “Strategy Case Studies” students are expected to write a case study (focus on strategy topics), to be used as a pedagogical tool, about one firm. The structure of the thesis will be as follows: introduction; case study; theoretical background (short literature review); teaching notes; and conclusions/limitations.

There will be two options when attending the seminar:

- a) You can select one firm of your choice
- b) You can select one firm operating in the Portuguese Fashion Industry from a database that we have built with companies that are interested in participating in this project.

Either way the methodology to be used is the same.

Option B results from a Joint Venture Católica-Lisbon has with IAPMEI (www.iapmei.pt). The aim of this partnership is to make a set of case studies of some selected industries to better understand how firms have succeeded in the past and to try to identify the main challenges for the future. We started this project last year and already have some material that we want to use in a case-studies book that we’re thinking of publishing in a near future, as soon as we have a set of enough good case studies (obviously if you come up with a good thesis, your work is a serious candidate to be part of the book). In addition, the best theses in this topic will have the opportunity to be presented in a workshop/conference about success stories on the Portuguese Fashion Industry.

Bibliography / Recommended Textbook(s) / Additional Readings:

Articles:

- Linder, Jane (1994), Writing Cases: Tips and Pointers, HBSP 9-391-026
- Shapiro, Benson (1986), Hints for Case Writing, HBSP 9-587-052
- Roberts, M (2001), Developing a Teaching Case. HBSP 9-901-055

Additional readings:

- Some theses I’ll send you.



Biography:

Nuno Cardeal has a PhD in Strategy - Business Management (ISCTE). Graduated in Mechanical Engineering by Instituto Superior Técnico, he made the MBA with a specialization in International Management at CATÓLICA-LISBON. Since 1997, Nuno Cardeal is Professor at CATÓLICA-LISBON. Since 1995, he is Partner of Grupo Eurodefinição, a group of consulting and training companies. As a consultant, he has worked with clients from diverse business sectors. Nuno Cardeal lived about two years in São Paulo, Brazil, where he was CEO in a manufacturing company. Lives currently in Spain.

Contact(s) and Office Hours:

By appointment (nucard@ucp.pt).

Schedule:

SESSION #1 (Group meeting, 15/09/2017: 08.00-10.00)

- Introduction to the “Writing Strategy Case Studies” topic.
- Main objectives of writing a Teaching Case.
- How to write a case-study
- How to write the theoretical chapter
- Relevance of the teaching notes

SESSION #2 (Individual meeting – second half of October – to be scheduled individually with each student)

- To evaluate field work
- **Introduction to ASSIGNMENT 1 – Case first version (delivery date: 3 days prior to next meeting)**

SESSION #3 (Group meeting, 10/11/2017: 8.00-10.00)

- Case first version feedback
- **Introduction to ASSIGNMENT 2: “Theoretical chapter and teaching notes first draft” (delivery date: 3 days prior to next meeting)**

SESSION #4 (Group meeting, 24/11/2017: 8.00-10.00)

- Assignment 2 feedback
- **Introduction to ASSIGNMENT 3: “Complete thesis first draft (delivery date: 3 days prior to next meeting)**



SESSION #5 (Individual meeting)

- To be scheduled individually with each student.

Note: Students that miss more than 2 sessions may be excluded from the seminar.

Deadlines:

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