

## **Nome da disciplina**

Estratégia

## **Carga horária:**

32h (2 cr)

## **Linha de pesquisa**

Estratégia, Empreendedorismo e Inovação

## **Ementa**

Estratégia: conceitos, evolução e interfaces com a gestão. As escolas do pensamento estratégico. Evolução das abordagens teóricas utilizadas nos estudos da administração estratégica a partir de dois contínuos: (1) ênfase do estudo no ambiente interno ou externo da firma; (2) ênfase do estudo no nível macro ou micro do objeto de análise. Tópicos emergentes em administração estratégica.

## **Bibliografia**

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