

**PLANO DE ENSINO**

<b>CARGA HORÁRIA</b>	<b>CRÉDITOS</b>	<b>CÓDIGO</b>	<b>SEM./ANO</b>
60 H/A	04	DAD4068	2/2017

**DISCIPLINA: ESTRATÉGIA E INSTITUCIONALIZAÇÃO**

**PROFESSOR: JOÃO MARCELO CRUBELLATE**

**EMENTA:**

Análise comparativa de vertentes do pensamento estratégico. Conceitos básicos de estratégia. Origens e análise da estratégia. Estudo das escolas de estratégia e sua formação. Instituições, institucionalização e suas implicações para a estratégia.

**CONTEÚDO PROGRAMÁTICO:**

1. O conceito de estratégia e as escolas de pensamento estratégico.
2. Conteúdo e processo estratégicos. Estratégia em Ação.
3. Estratégia, Organizações, Ambiente Organizacional.
4. Fundamentos da teoria institucional em estratégia e organizações.
5. Estratégia e instituições – perspectivas de escolha estratégica
6. Estratégia e instituições – perspectivas da contingência.
7. Estratégia e instituições – perspectivas de recursividade.

**Critério de Avaliação**

- ✓ Participação nos debates em sala de aula, em torno dos temas propostos para a disciplina (30% da nota).
- ✓ Apresentações individuais ou grupais em sala de aula de textos indicados pelo professor (será considerada, na avaliação das apresentações, a precisão e profundidade de entendimento dos textos) (30% da nota).
- ✓ Elaboração e entrega de artigo científico – em modalidade ensaio teórico ou artigo teórico-empírico – a respeito de tema pertinente à disciplina, de autoria individual ou grupal, em formato a ser definido pelo professor, em concordância com a turma (40% da nota).

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