

## PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4110	2/2024

**DISCIPLINA:** Mensuração, Recursos e Capacidades em Cadeias Produtivas

**Linha de Pesquisa:** Marketing e Cadeias Produtivas

**PROFESSOR:** José Paulo de Souza

### EMENTA:

Estudo da escolha dos arranjos institucionais, no campo das organizações e estratégia, ao se considerar a Teoria dos Custos de Mensuração e os recursos e as capacidades, na abordagem da *Resource Based View*, bem como sua influência nas relações intra e Inter organizacionais em cadeias produtivas.

### CONTEÚDO PROGRAMÁTICO:

#### 1. Limites das organizações

1.1 Papel das instituições na estrutura das organizações e em sua dinâmica operacional e competitiva;

1.2 Teorias de eficiência e os limites organizacionais;

1.3 Fronteiras horizontais e verticais no estudo das cadeias produtivas: ECT e ECM.

#### 2. Os Custos de Mensuração e o Direito de propriedade

2.1 Estruturas de governança e organizações: os pressupostos da Teoria dos Custos de Mensuração (TCM);

2.2 Direitos de propriedade sobre os recursos e a organização horizontal e vertical.

#### 3 Visão Baseada em Recursos (RBV)

3.2 Os pressupostos da RBV e seu contexto de eficiência:

3.3 Críticas à RBV.

4. Arranjos institucionais: complementaridade entre a Economia dos Custos de Transação, TCM e RBV

### CRITÉRIO DE AVALIAÇÃO:

1. Seminário: 30%

2. *Position paper*: 20%

3. Artigo final: 50%

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