



### Estratégia, Cluster e Arranjos Empresariais

<b>Nível:</b>	Doutorado/ Mestrado	<b>Créditos:</b>	03
<b>Área de Concentração:</b>	Gestão, Organizações e Ambientes	<b>Natureza:</b>	Eletiva
<b>Linha de Pesquisa:</b>	Relações Interorganizacionais e Ambientes	<b>Carga Horária</b>	45
<b>Professor:</b>	Paulo César de Sousa Batista	<b>Número:</b>	18598
<b>Início da Disciplina</b>	17/08/2015	<b>Sigla:</b>	ESTRC

#### EMENTA

Fontes da vantagem competitiva: Organização industrial, VBR, Capacidades Dinâmicas e Processos de mercado. Conceitos, origens e tipologias das estratégias. Escolas de pensamento estratégico. Formação, implementação e avaliação da estratégia. Teoria e estudos de casos sobre estratégias: diferenciação, liderança de custos, enfoque, estratégia de produto-mercado, integração vertical, diversificação, internacionalização, desenvolvimento empresarial. Aglomerados e clusters. O Modelo de Diamante de Porter. Alianças, parcerias e redes empresariais: conceitos, tipos e estudos de casos. Estratégias e micro, pequenas e médias empresas. O Modelo de Mile e Snow. Micro, pequenas e médias empresas no contexto do desenvolvimento local.

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