ESTRATÉGIA: CONCEITOS E TIPOLOGIAS

Ementa: Estratégia: conceitos e tipologia. Estratégias genéricas e funcionais. Fatores de influência na decisão estratégica. Processo de elaboração: empreendedor, incremental, emergente e planejamento racional. Competitividade. Modelos de mensuração de competitividade. Redes de empresas. Custos de transação (contratos e oportunismo). Relações entre empresas. Cooperação entre empresas. Distritos industriais. Aglomerações territoriais (cluster).

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