

DISCIPLINA: TEORIA DOS RECURSOS E CAPACIDADES
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EMENTA

Este curso tem o objetivo de aprofundar o conhecimento dos participantes em tópicos avançados de estratégia empresarial, focando especialmente as origens, a evolução e os mais recentes desenvolvimentos da corrente conhecida como Resource Based View (RBV). O curso foi desenhado como um curso de nível intermediário/avançado, tendo em perspectiva alunos de pós-graduação stricto sensu, com clara orientação acadêmica, e é voltado para a construção de habilidades de leitura crítica e análise comparativa de textos.

Espera-se que os estudantes sejam capazes de discutir em profundidade os textos alocados, criticando tanto os argumentos teóricos quanto as evidências empíricas que eles trazem, desenvolvendo uma visão compreensiva das bases da teoria em estratégia empresarial. Conceitos introdutórios não serão revistos. Em caso de eventual necessidade recomenda-se a consulta de livros de caráter introdutório como os livros-texto de Barney, Grant, Hitt, Ireland et al. e Besanko, Dranove et al. (Hitt, Ireland et al., 1999; Barney, 2002; Grant, 2002; Besanko, Dranove et al., 2004).

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