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| **CURSO:** | **Mestrado em Administração** |
| **DISCIPLINA:** | Estratégia Empresarial e Negociação |
| **CARGA HORÁRIA:** | 30 horas |
| **DOCENTE:** |  |
| **EMENTA:** | |
| Desenvolvimento histórico do planejamento e da gestão estratégica. Principais escolas do pensamento estratégico. O desenvolvimento das tecnologias de informação e comunicação e as implicações para o ambiente organizacional. Estratégias Corporativas. | |
| **BIBLIOGRAFIA:** | |
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