

## Anexo II – Resolução nº 133/2003-CEPE

**UNIVERSIDADE ESTADUAL DO OESTE DO PARANÁ**  
**PRÓ-REITORIA DE PESQUISA E PÓS-GRADUAÇÃO**

**PLANO DE ENSINO - PERÍODO LETIVO/ANO 2023****Programa: MESTRADO PROFISSIONAL EM ADMINISTRAÇÃO****Área de Concentração: COMPETITIVIDADE E SUSTENTABILIDADE****Mestrado (X)                      Doutorado ( )****Centro: CIÊNCIAS SOCIAIS APLICADAS****Campus: CASCAVEL - PARANÁ****CLASS SUBJECT**

Code	Course	Hours		
		TC <sup>1</sup>	PC <sup>2</sup>	Total
	<b>Strategic Planning</b>	<b>30</b>		<b>30h</b>

(1 Theoretical Class; 2 Practical Class)

Professor: Claudio Antonio Rojo, PhD – Associate Professor

**Course key words**

Strategy. Planning. Scenarios. Strategic planning. Mission. Vision. Value. Long-term goal. Short-term goal. Strategic tools. Generic strategies. Cooperation and competition. Strategic alliance. Strategic planning with scenarios simulation. Rojo's model applied step-by-step. Plans against market players' reaction.

**Learning objectives**

By the end of this course, you should be able to make strategic planning by scenarios and apply this process within interdisciplinary teams.

**Content Syllabus**

Strategy  
 Planning  
 Scenarios  
 Scenarios planning  
 Strategic planning  
 Mission  
 Vision  
 Value  
 Long-term goal  
 Short-term goal  
 Strategic tools  
 BCG  
 SWOT  
 BSC  
 GE  
 Generic strategies  
 Cooperation and competition;  
 Strategic alliance;  
 Strategic planning by scenario simulation;  
 Rojo's model applied step-by-step;  
 Plans against market players' reaction.

**Methodology**

Course offered in English with, lectures, scenario simulation and seminars face-to-face classes or online classes, using distance learning apps like Moodle, Meet.google and Microsoft Teams.

**Student's performance evaluation**

The students must develop and present a strategic planning using the scenario simulation model.

## References

Mulyaningsih, M., Danial, R., Komariah, K., Firdausijah, R. T., & Yuniarti, Y. (2023). The effect of strategic planning on competitive advantages of small and medium enterprises. *Management Science Letters*, 11, 411-416.

Vanichchinchai, A. (2023). Links between components of business continuity management: an implementation perspective. *Business Process Management Journal*, 29(2), 339-351.

Papamichael, I., Pappas, G., Siegel, J. E., & Zorpas, A. A. (2022). Unified waste metrics: A gamified tool in next-generation strategic planning. *Science of The Total Environment*, 833, 154835.

Chong, D., & Ali, H. (2022). Literature Review: Competitive Strategy, Competitive Advantages, and Marketing Performance on E-Commerce Shopee Indonesia. *Dinasti International Journal of Digital Business Management*, 3(2), 299-309.

Lafley, A.G. & Martin, Roger L. (2013). *Playing to win: how strategy really works*. Harvard Business Review Press: Boston.

Stern, C.W. & Stalk Jr, G. (2012). *Perspectives on strategy from Boston Consulting Group*. John Wiley & Sons, New York.

## Complementary references

ROJO, Claudio Antonio. *Planejamento Estratégico: modelo para simulação de cenários*. Cascavel: Assoeste, 2006.

Orwell, George (1949). 1984. 60th Anniversary Edition. Penguin Books: London.

Kahneman, Daniel (2011). *Thinking fast and slow*. Farrar, Straus and Giroux: New York.

Goldacre, Ben (2009). *Bad Science*. 4th Estate: London.

Chermack, Thomas J. (2011). *Scenario planning in organizations: how to create use, and assess scenarios*. Barrett-Koehler Publishers: San Francisco.

Hamel, Gary (2001). *Leading the Revolution*. Harvard Business School Press: Boston.

Hoss, Osni (2018). *Intangible assets: qualitative and quantitative evaluation*. DRHS: Cascavel.

Wade, Woody (2012). *Scenario planning: a field guide to the future*. John Wiley & Sons: New Jersey.

Taleb, N. N. (2018). *Skin in the game: Hidden asymmetries in daily life*. Random House.

## Professor

Claudio Antonio Rojo, PhD, Associate | Professor

Data 06/07/2023

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Professor signature

## Colegiado do Programa (aprovação)

Ata n° 05, de 06/07/23.

Coordenador: IVANO RIBEIRO

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Ivano Ribeiro

Coord. do Programa de Pós-Graduação  
em Administração (PPGAdm)  
Portaria n° 2045/2023-GRE

## Conselho de Centro (homologação)

Ata de n° 009, de 19/09/2023

Diretor de Centro:

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Delci Granegia Dal Vesco  
assinatura  
Diretora

Centro de Ciências Sociais Aplicadas  
UNIOESTE - Campus de Cascavel  
Portaria n° 1746/2020-GRE

Encaminhada cópia à Secretaria Acadêmica em: / /

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Nome/assinatura