

Conteúdo Programático, Bibliografia (indicação opcional) e Sistematização da Prova Prática (quando houver)

Edital UFRJ nº 875, de 19 de setembro de 2025

Haverá Prova Prática: () Sim (x) Não

Unidade**Código da
Opção de Vaga**

MC-010

**Departamento ou
Programa /
Setorização Definitiva**

COPPEAD / Programa de Pós-Graduação em Administração / Organizações, Estratégia e Sistemas

**Conteúdo
Programático**

1. Fundamentos da Estratégia
2. Vantagem Competitiva e Posicionamento Estratégico
3. Estratégia Baseada em Recursos e Capacidades Dinâmicas
4. Estratégia e Inovação
5. Estratégia em Ecossistemas de Negócios e Plataformas Digitais
6. Adaptação de Incumbentes
7. Modelos de Negócios
8. Estratégia e Sustentabilidade / ESG
9. Estratégia e Liderança
10. Estratégia e Inteligência Artificial

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