

Business Seminar – Theoretical and Practical Classes Course Contents and Policies

Spring Semester - 2025

**Structure and Dynamics, February 6th, 2025 Filipa Breia da Fonseca –
filipabreiafonseca@novasbe.pt**

Welcome to Business Seminar

While we wait.....
Moodle enrollment key: bs2425f



BUSINESS SEMINAR

OUR TEAM...

Filipa Breia da Fonseca

Diogo Curto Antunes

Theoretical Classes

Filipa Breia da Fonseca



PhD in Management Nova School of Business and Economics (2018)

Visiting PhD student at the University of Oxford, UK (2017)

Master and MBA in Management, Universidade Católica Portuguesa and ESADE Barcelona

Adjunct Professor and researcher in Management at Nova School of Business and Economics.

Scientific Coordinator of the Postgraduate Program in Healthcare Management, Nova EX EDU

Conducted several national, international and health consulting projects, with the European Union, the Foundation for Science and Technology, Professional Orders and the Pharmaceutical Industry.

She has been an associate member of the Health Economics and Management Knowledge Center at Nova School of Business and Economics since 2015.

Awards:

Merit Award of the 2018/2019 Fundação Amélia de Mello - Best PhD Dissertation in the Management Program.

filipabreiafonseca@novasbe.pt

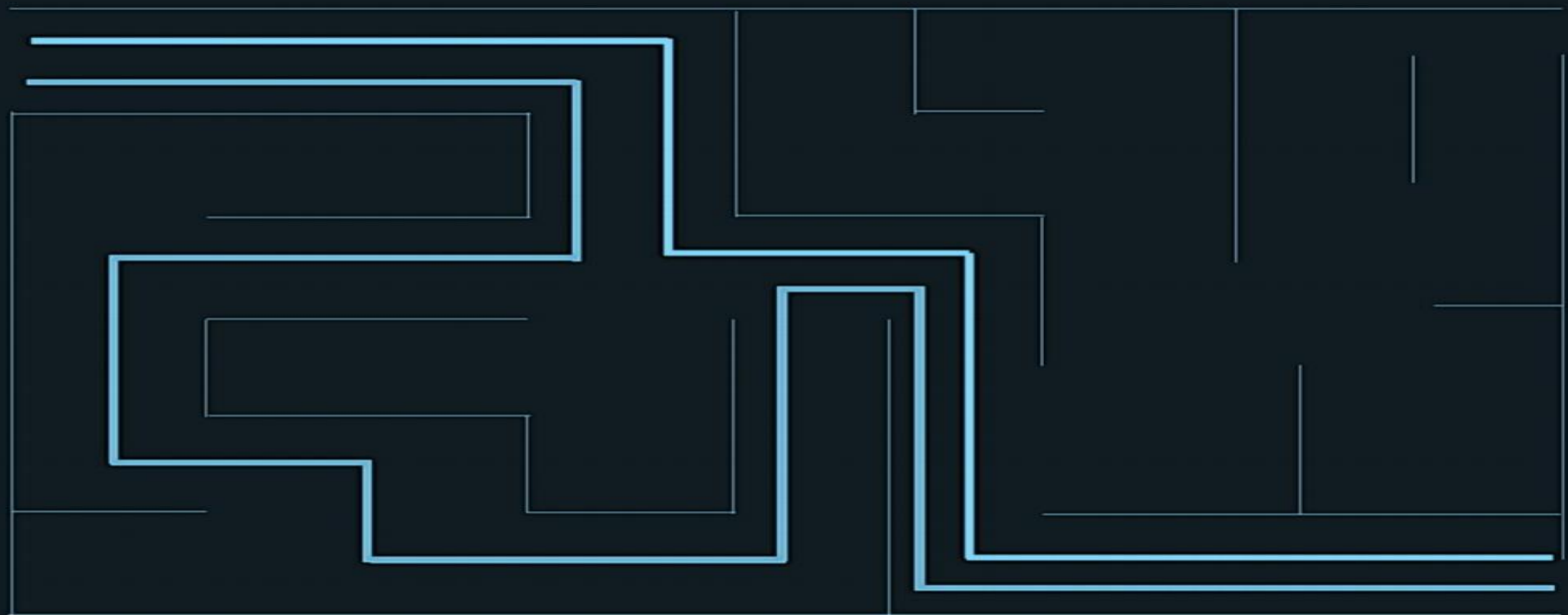


Diogo António Curto Antunes
diogo.antunes@novasbe.pt

Diogo Curto Antunes holds a BSc in Management from Nova School of Business & Economics, with an Exchange Semester at the University of Southern California. He is currently pursuing an MSc in Finance and the CEMS MSc in International Management at Nova SBE and at the Rotterdam School of Management, Erasmus University. For his MSc thesis, he is researching Sustainability Management in collaboration with B Lab Global. His other topics of interest include Strategy, Marketing, and Sports Management.

Diogo gained professional experience as a Business Consulting Intern at Deloitte and an Intelligence Intern at the Portuguese Football Association (FPF). He most recently worked as a Strategic Consultant at the NBA Basketball School Portugal.

In academia, Diogo also served as a Research Assistant at Nova SBE and a Teaching Assistant at the Rotterdam School of Management.

 Others

 You



1.Course Goals

- Practical, risk-free view of business
- **Teamwork and presentation skills**
- Key concepts on relevant business topics



2.My Approach

- **Share mistakes**
- What has worked for me
- What I have learned from others

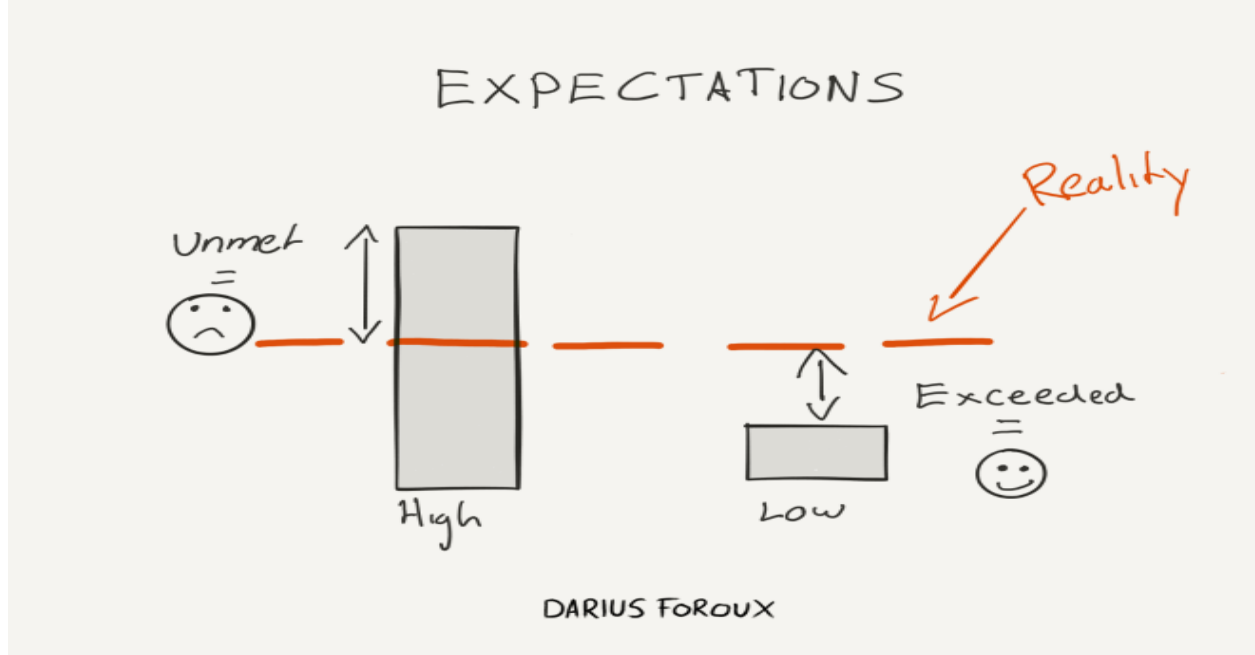


3.What We Expect From You....

- **Ask questions**
- Share your thoughts & doubts with the speakers



Goals



What this course is not...

- TED talk
- Linear
- One way

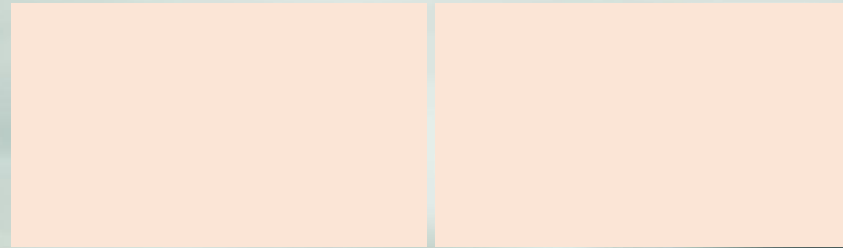
How is the Course Organized?

Objective

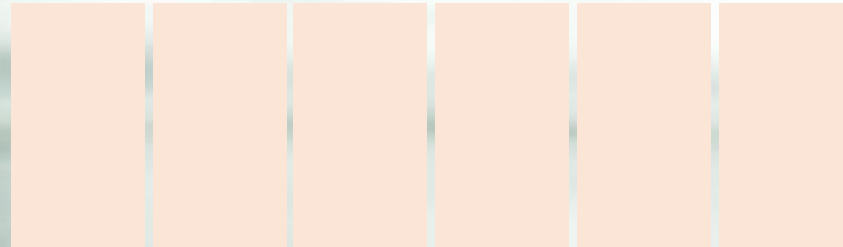
To provide a
business-side
overview of
management
today



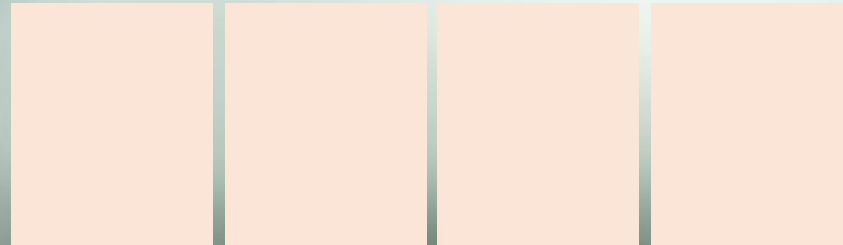
Structural topics



Functional topics



Hot topics



**1. Industry
perspective**



**2. Consulting
perspective**

What we want to achieve with each topic

Objective

To provide a business-side overview of management today

A. Structural Topics

Provide you with tools to apply throughout your academic and professional career
Example: problem solving, strategy, marketing, organization, ...

B. Functional Topics

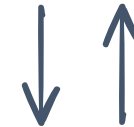
Give you a taste of what are the key concepts and themes for each topic and have a hands-on discussion around them
Example: Operations Management,

C. Hot Topics

Discuss what are some of the new trends and ideas in business today
Example: Transformation, Digital and IA



Industry
perspective



Consulting
perspective

Business Seminar Theoretical & Practical Classes



Theoretical Class Dynamic

Content

Core content presentation by lecture
Filipa Breia da Fonseca

Wrap-up & Discussion

Speaker Presentation / Different Topics every week

Wrap-up
Questions to the speaker

Speaker Interaction

- **Prepare the question that will be discussed**
- **Speak-up and interact with guest speakers**
- **Class slides will be shared on moodle after the content sharing is concluded to encourage active participation**

Practical Classes

Summary of Business Seminar Student Deliverables

Example:

Presentation of a
case study

(x1)



Group

Challenge of a
case study

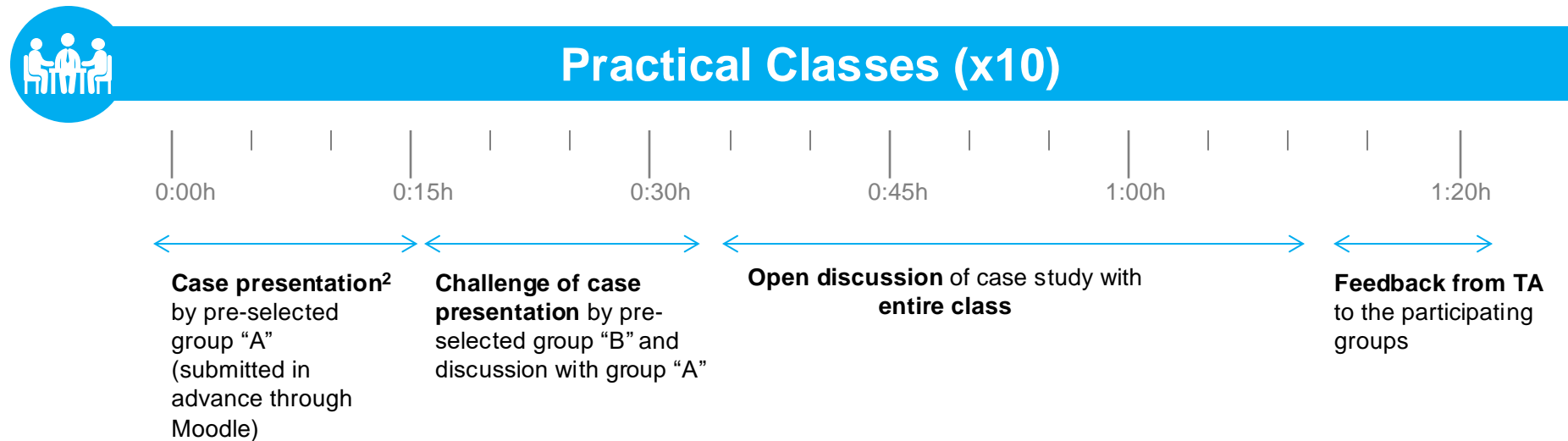
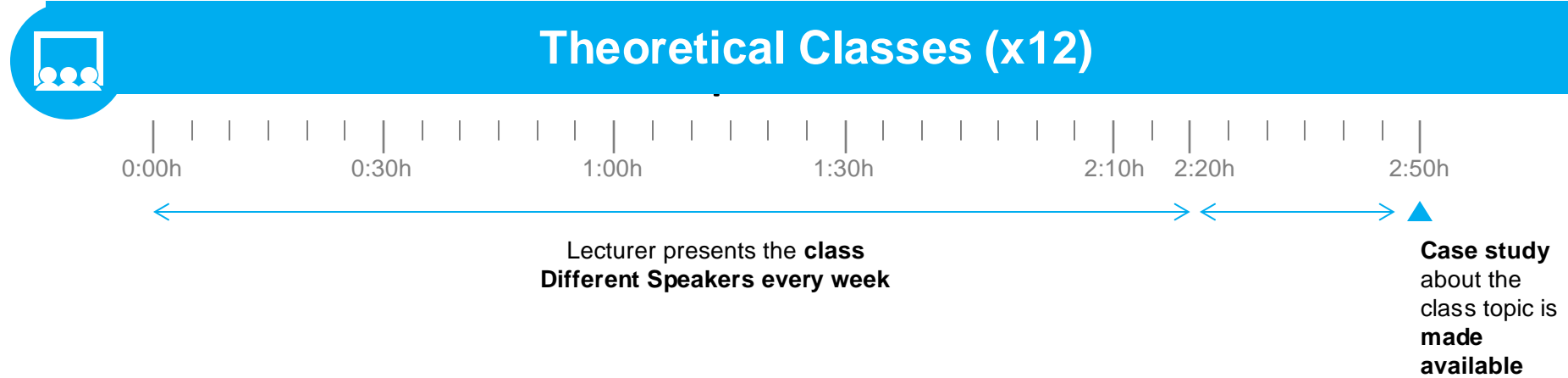
(x1)



Group

**Presentation and challenging to be made
of 2 different case studies**

Business Seminar is composed of both



² The first case study will be presented by the TA

**WHAT
DO
YOU
EXPECT**



Business Seminar Course Grading

1.Regular Exam

55%

1.1.Resit Exam

100%

Active participation in theoretical classes can be rewarded with up to **2,5% (0-10-12-15-20)***

*to be updated with a new feature
(Thank You Letters)

2. Case Study Presentation

25%

40% group grade
+ 2,5% participation


3. Case Study Challenge

15%

Active participation beyond presentation and challenge session will be rewarded with + 2,5% (0 – 10 - 12 - 15- 20)

Evaluation Criteria – Practical Classes

Evaluation

 Group ^{1,2}	Case-Studies Preparation	Case Presentation 1) Content (theoretical content application, answer the case questions sharply, arguments & conclusions, brings new information) 2) Structure & Format (storyboard, clarity of ideas, slides quality) 3) Oral presentation (oral skills, engagement & interaction) 4) Creativity (wow factor)	25%
		Presentation Challenge 1) Quality of questions raised (other points of view or new info) 2) Relevance of questions raised (appropriate questions and points of view) 3) Contribution to the debate, new ideas, case exploration/questioning/challenging	15%
		Participation	2,5%

Business Seminar – Main Topics

Theoretical Classes

1. Structure and Dynamics
2. Problem Solving | Issue Trees
3. Strategy
4. Marketing
5. Organization
6. Transformation
7. Operations Management
8. Digital and IA
9. Sustainability
10. Entrepreneurship
11. Career Management
12. Exam preparation

Beachfront Future-front



3.STRATEGY – *Hugo Martinho, Medical Director*



We are a global, science-led, patient-focused pharmaceutical company. We are dedicated to transforming the future of healthcare by unlocking the power of what science can do for people, society and the planet.

Our strategy

We are a global, science-led, patient-focused pharmaceutical company seeking to unlock the power of what science can do. Our strategy is consistent but dynamic...

Theoretical Classes – Speakers



4. Marketing – Mafalda J. Monteiro – Digital Brand Senior Manager



Sporting Clube de Portugal is one of the 'big three' of Portuguese sports clubs, but is well ahead of the rest of the pack in terms of honours won and is by far the most successful national sports club: boasting more than 14 thousand titles, 37 European Cups, 109 Olympic athletes (8 medals) and a series of national, European and world records that still stand today.

Theoretical Classes – Speakers



Filipa Breia da Fonseca

5.Organization – SONAE

Human Resources Department Director



Sonae is a multinational corporation managing a wide portfolio of companies, creating value across several geographic areas, with a solid culture and highly-developed ability to innovate and execute its actions, taking the benefits of progress to an ever-increasing number of people.

Theoretical Classes – Speakers



6. Transformation - Siemens Healthineers –

“We pioneer breakthroughs in healthcare. For everyone. Everywhere. Sustainably.”

Manuel Eliseu, from Siemens Healthineers, is going to come and share his experience and perspectives.

Manuel has more than 8 years of work experience in the area of health, having worked on different markets and functions. Currently, he is responsible for the consulting area at Siemens Healthineers in Portugal, while also having responsibilities in business development.

Before this, Miguel was a Solution Developer Manager in the European, Middle Eastern and African markets, and worked on innovative projects in Spain, Italy, Switzerland, Slovakia, Rwanda and the UAE.

Theoretical Classes – Speakers



7.KAIZEN INSTITUTE– Operations Management Rui Tenreiro or Francisco Vasconcelos Wester Europe Partner

Over 30 years ago, Masaaki Imai, the father of KAIZEN™, became a pioneer in spreading the KAIZEN™ philosophy globally. With the goal of helping companies implement this methodology, he founded KAIZEN™ Institute. Today, KAIZEN™ is recognized around the world as a key strategic pillar of businesses. Dive into the KAIZEN™ mindset and learn more about this philosophy.



Theoretical Classes – Speakers



Filipa Breia da Fonseca

11. Career Management – Champalimaud Foundation – André Valente

André Valente graduated in Natural Sciences from the University of Cambridge, UK, in 2001.

He completed his PhD in Biology and Medicine at the Gulbenkian Programme, having studied Neurobiology of Learning Behaviours with Florian Engert at Harvard University.

He joined the Champalimaud Foundation to launch the António Champalimaud Vision Award in 2006.

In 2015, he moved to Lisbon, where he worked on the launch of the Ethics Committee of the newly created Champalimaud Clinical Centre and on programmes related to Vision, such as the UM Cure 2020 Consortium.

Theoretical Classes – Speakers



What's Stopping You from Reinventing Your Career?

Business Seminar Classes Dynamic – Fall 2024

Theoretical Classes

1	Presentation	February 6
2	Problem Solving and Issue Trees	February 13
3	Strategy – AstraZéneca	February 20
4	Marketing - PLACARD.PT	February 27
5	Organization - SONAE	March 6
6	Transformation – Siemens	March 13
7	NO CLASS	March 20
8	Digital and IA - MICROSOFT	March 27
9	Sustainability - MCKINSEY	April 3
10	Operations Management - KAIZEN	April 10
11	Entrepreneurship – 2 entrepreneurs	April 24
12	Career Management – Champalimaud – André Valente	May 5

Corresponding Practical Classes

Presentation and Groups Constitution	February , 10,11
St. Anford College (Case Study)	February 17,18
Apple (Strategy)	February 24, 25
Netflix (Marketing and Pricing)	March 3, 4
P&G – Gillette Acquisition (Organization)	March 10, 11
Kodak (Transformation)	March 17, 18
NO CLASS	March 24,25
The Washington Post (Digital and IT)	March 31, April 1
IKEA (Sustainability)	April 7, 8
Heineken (Operations Management)	April 14, 15
HealthCo (Entrepreneurship)	April 28, 29
EXAM: 4 June 2025 – 11h30m RESIT EXAM: 26 June	

Case Studies Presentation & Best Practices Discussion

“What is a Case Study?”



Case Studies – Concept and goals

The HBS case study is a **teaching vehicle** that presents students with a **critical management** issue and serves as a **springboard** to lively classroom debate in which participants **present and defend** their analysis and prescriptions



Case studies presentation and discussion **BEST PRACTICES**

Case-study Presentation

1. Provide **case context** and company background
2. **Answer the case study questions**
3. Look for data and information to support and **validate your arguments**
4. **Innovate** in the format of your presentation (e.g. quiz, videos, roleplay, interviews...)
5. **Engage the audience & be enthusiastic** about the case and the topic presenting
6. Think about the **routes of problems**
7. Think about what your **theoretical class** have taught you to think and **learn about** each topic
8. Anticipate questions!
9. What is **your opinion**? You don't have to agree with everything and defend the company

Case Studies Presentation BEST PRACTICES

Case-study Presentation

1. “The golden rule is to have one claim or idea per slide”
2. Do remember to practice
“The easiest way to figure out if your slides really work”
3. Have a conclusion. “At the end of your presentation, it is important to emphasize what was just discussed ”

Case studies Discussion BEST PRACTICES

Case-study
Discussion

Challenge...

- Start by summarizing what you liked in your colleague's presentation
- Don't be aggressive
- Don't be pushy
- Raise/add interesting and challenging questions
- Explore arguments and points of view
- Explore the rationale presented
- Ask smart questions
- Study the case and research

DON'T

1. Don't settle for visual clichés

“go beyond the first idea that comes to your mind”

2. Don't get bogged down by charts and graphs

What do I want the audience to take away from my infographic?

Why is it important for them to know this?

How does it tie into my overall story or message?

3. Turn Criticism into opportunities to improve your work;

Don't React Impulsively



Next Steps:

Theoretical Classes

Filipa Breia da Fonseca filipabreiafonseca@novasbe.pt

Practical Classes

diogo.antunes@novasbe.pt

Important Dates: Exam – 4 June 2025

Resit Exam – 26 June 2025



Next Steps:

- Register on Moodle
- Groups will be defined by Diogo
- Use email for general questions

Theoretical Classes

Filipa Breia da Fonseca filipabreiafonseca@novasbe.pt

Practical Classes

Diogo Antunes
diogo.antunes@novasbe.pt

Office Hours: Not fixed. Please send an email and schedule an appointment