

# Business Seminar

## Course Introduction

PRACTICAL CLASS #1  
DIOGO CURTO ANTUNES





# Moodle Key: bs2425f

## 1229-Business Seminar-2425\_S2

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Turn editing on

### General







## BUSINESS SEMINAR



News forum

### Activities

-  Assignments
-  Forums
-  Quizzes
-  Resources

### Quickmail



# Agenda

1. Who am I?
2. Who are you?
3. Class Dynamics
4. Assessment
5. Group Formation and Allocation
6. Q&A



# Who am I?

DIOGO CURTO ANTUNES,  
**TEACHING ASSISTANT**

## Contact Details

[diogo.antunes@novasbe.pt](mailto:diogo.antunes@novasbe.pt)

Office hours by appointment (but usually available after class)



# Who are you?

BUSINESS SEMINAR CLASS 2024/25 – SPRING SEMESTER

- What is your **name**?
- **Where are you from?**
- What is your **home school**/ academic year?
- What are your **expectations** for this course?
- Do you want to share a **fun fact**?





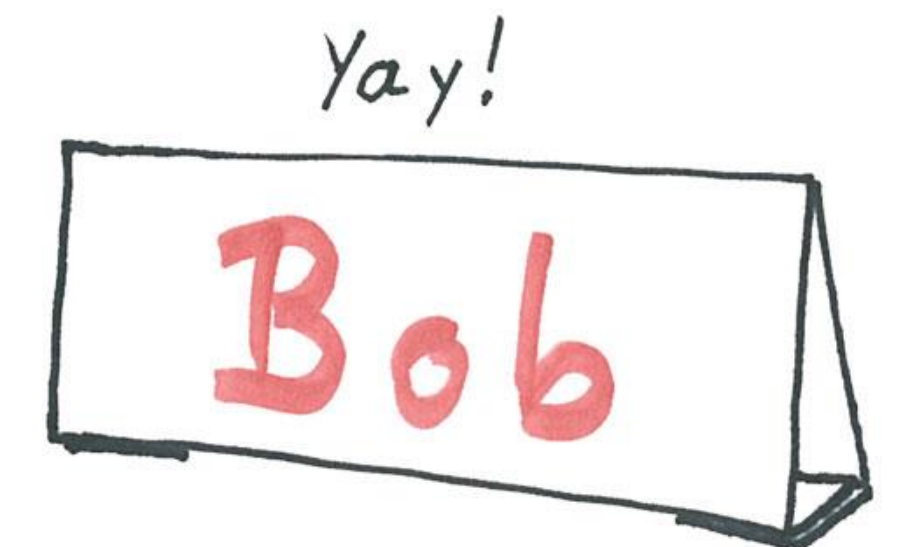
# Class Dynamics

## HOW TO EXCEL AT BUSINESS SEMINAR

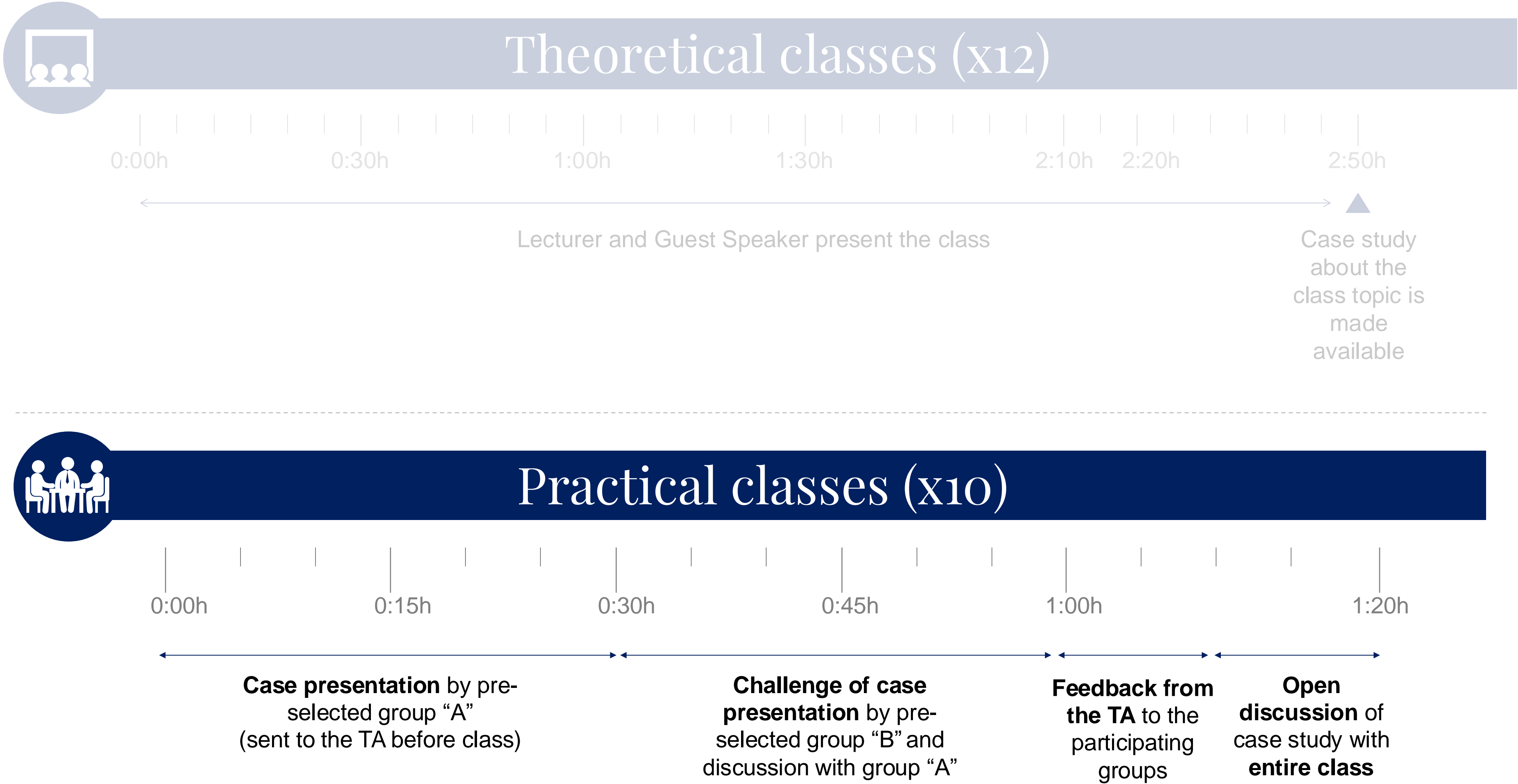
- Prepare before the classes
  - Read the cases
  - Prepare the presentations and discussions
- Be an active part of the classes (**participate!**)
  - Display a name tent

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Enjoy your semester!



# Class Dynamics – Theoretical and Practical Classes





# Class Dynamics – Theoretical and Practical Classes



1	Presentation	February 6	Presentation and Groups Constitution	February , 10,11
2	Problem Solving and Issue Trees	February 13	St. Anford College (Case Study)	February 17,18
3	Strategy – AstraZéneca	February 20	Apple (Strategy)	February 24, 25
4	Marketing - PLACARD.PT	February 27	Netflix (Marketing and Pricing)	March 3, 4
5	Organization - SONAE	March 6	P&G – Gillette Acquisition (Organization)	March 10, 11
6	Transformation – Siemens	March 13	Kodak (Transformation)	March 17, 18
7	NO CLASS	March 20	NO CLASS	March 24,25
8	Digital and IA - MICROSOFT	March 27	The Washington Post (Digital and IT)	March 31, April 1
9	Sustainability - MCKINSEY	April 3	IKEA (Sustainability)	April 7, 8
10	Operations Management - KAIZEN	April 10	Heineken (Operations Management)	April 14, 15
11	Entrepreneurship -	April 24	HealthCo (Entrepreneurship)	April 28, 29
12	Career Management – Champalimaud – André Valente	May 5	EXAM: 4 June 2025 – 11h30m   RESIT EXAM: 26 June	



# Class Dynamics – Case Publication Dates

Case	Presentation & challenge date	Case publication date
Apple	February 24th/25th	February 13th
Netflix	March 3rd/4th	February 20th
P&G - Gillette	March 10th/11th	February 27th
Kodak	March 17th/18th	March 6th
The Washington Post	March 31s/April 1st	March 20th
IKEA	April 7th/8th	March 27th
Heineken	April 14th/15th	April 3rd
HealthCo	April 28th/29th	April 17th

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# Class Dynamics – Assessment

THEORETICAL	<div><div>Exam</div><div>55%</div></div>	<div><div>Participation in theoretical classes</div><div>2,5%</div></div> <div><i>Rewarded with 0, 10, 12 15 or 20 and non-negotiable</i></div>	*
PRACTICAL	<div><div>Case study presentation</div><div>25%</div></div>	<div><div>Case study challenge</div><div>15%</div></div>	<div><div>Participation in practical classes</div><div>2,5%</div></div> <div><i>Rewarded with 0, 10, 12 15 or 20 and non-negotiable</i></div>



# Other practical aspects to consider

You should submit your presentation **until midnight before the day of your presentation**, through moodle.

**You don't need to submit your challenge questions** – I will be taking note of them.

The **presentation will be the only document you deliver in this course**, besides the exam.

You should have an **engaging and interesting presentation**, while guaranteeing that **the document has all the relevant information and can serve as a standalone deliverable** (i.e. it is complete and can be understood even without the oral presentation).





# Group Formation

DO YOU ALREADY HAVE A GROUP?  
PLEASE SIT TOGETHER WITH THEM!

We should have a total of 8 groups, of 3-5 members, exclusively with members from this class!

The Groups will be posted on Moodle.



# Any questions?

THANK YOU! SEE YOU NEXT WEEK!



