

P306A

Group 1

- Miranda Liévano - 69790
- Estefanía Tobo – 69608
- Juliana Varon – 69814
- Julieta Peluffo – 69578

Group 2

- Ariba Hussain – 69609
- Colomba Sarroca – 69593
- Ricardo David – 56902
- Shahad Kames – 43194
- Dinis Costa – 68659

Group 3

- Mark Kurucz – 69652
- Hao Zeng – 69358
- Carolina Muniz – 69401
- Marcelo Gomes – 69744
- Antonio Araujo – 69742

Group 4

- Matilde Abrantes – 52064
- Pedro Empis – 13842
- Tiago Santos – 51781

Group 5

- Maria Luiza – 52746
- Giovanni Quinze – 69807
- Berkay Yilmaz – 69771

Group 6

- Mafalda Rodrigues – 56631
- Rita Dias – 57063
- Hannah Janz – 69402
- Méline Rocquelin – 66864

Group 7

- Allison Stowe – 69762
- Sydney Brakebill – 69759
- Daan Hendrix – 69705
- Evita Kavsek – 69764
- Catarina Ferreira – 56697

Group 8

P306A

Group 1

- PRESENTATION: Apple
- CHALLENGE: Netflix

Group 2

- PRESENTATION: The Washington Post
- CHALLENGE: Heineken

Group 3

- PRESENTATION: Kodak
- CHALLENGE: Apple

Group 4

Please send and email to
diogo.antunes@novasbe.pt

Group 5

- PRESENTATION: IKEA
- CHALLENGE: The Washington Post

Group 6

- PRESENTATION: Netflix
- CHALLENGE: Kodak

Group 7

- PRESENTATION: Heineken
- CHALLENGE: IKEA

Group 8

- PRESENTATION: N/A
- CHALLENGE: N/A

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