

P310A

Group 1

- Gaspard 69674
- Ana Sofia 62366
- Simao 56961
- Simon 69702

Group 2

- Kavita 69763
- Selest 69732
- Athena 69760
- Bernardo Oliveira 69740

Group 3

- Daniel 66861
- Isabela Ann Nangle 66862
- Oliver 66857
- João Oliveira 56948

Group 4

- Miguel Cardão (69778)
- Pedro Mallet (69779)
- Phillipe Uébe (69750)
- Anie Magalhães (69741)

Group 5

- Matilde Quintana 56952
- Maria Teresa Loureiro 56590
- Hui Wen Wendy 69731
- Leonor Aguiar 56848

Group 6

- Pedro Catalão 52047
- Ana Beatriz Silva 52072
- Francisco Costa 56765

Group 7

- Malena (69626)
- Isabela (69780)
- Jezelei (69730)
- Emma S. Dörflinger (69407)

Group 8

- Beatriz Graça Martins 52096
- Diogo Aidos 51519 - NA
- Fanelle Chan 69729
- Manuel Gomez 69419
- Emilie Duggal 69581

P310A

Group 1

- PRESENTATION: Heineken
- CHALLENGE: P&G

Group 2

- PRESENTATION: Apple
- CHALLENGE: The Wash. Post

Group 3

- PRESENTATION: The Wash. Post
- CHALLENGE: Apple

Group 4

- PRESENTATION: Kodak
- CHALLENGE: IKEA

Group 5

- PRESENTATION: Netflix
- CHALLENGE: HealthCo

Group 6

- PRESENTATION: IKEA
- CHALLENGE: Kodak

Group 7

- PRESENTATION: P&G
- CHALLENGE: Netflix

Group 8

- PRESENTATION: HealthCo
- CHALLENGE: Heineken

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 |