



Lisbon School
of Economics
& Management
Universidade de Lisboa

PRINCIPLES OF MANAGEMENT

PRACTICAL CLASSES

2025/2026

Agenda

- Mission and Values
 - Examples
- Generative AI
 - Practical Approach
 - Exercises
- Group assignment
 - Group mission and values

MISSION & VALUES

Mission and Values

Organizations:

Mcdonalds - <https://corporate.mcdonalds.com/corpmcd/our-company/who-we-are/our-values.html>

Ericsson - <https://www.ericsson.com/en/about-us/our-purpose>

Paypal - <https://about.pypl.com/who-we-are/mission-vision-values/default.aspx>

Mission, Vision and Values

Universities:

ISEG - <https://www.iseg.ulisboa.pt/en/about/mission-vision/>

NOVA SBE - <https://www.novasbe.unl.pt/en/about-us/our-mission>

ISCTE - <https://www.iscte-iul.pt/conteudos/iscte/about-us/542/mission-and-vision>

GENERATIVE AI

Generative AI

Why and for What?

- Support Study & Research
 - Summarize documents;
 - Drafting paper structure;
 - Review writing;
 - ...
- Personalized Learning
 - Ask assistant to act as a tutor;
 - Ask for definitions in simple terms;
 - ...
- Act as a classmate
 - Share challenges and discuss solutions;
 - ...

Generative AI Tools



ChatGPT

<https://chatgpt.com/>



Copilot

<https://copilot.microsoft.com/>

The Gemini logo, which features the word "Gemini" in a blue and purple gradient font, with a small purple four-pointed star above the letter "i".

<https://gemini.google.com/app>

Generative AI

Exercise 1

You are part of a team which is setting up a new telecommunications company. Your first challenge is to define the mission & values for this new player in the market.

1. With the support of a GenAI tool define the mission & values for this new company.
 - Example of a possible prompt: "Given the existing competitors in the telecommunication market and their missions and values if I want to be a new player in that market what could be my values and mission to signal a different identity?"
2. Analyse the result and decide on what and how to improve the first solution based on their critical assessment of that solution.
 - for example: the solution probably implied a very costly operation, etc.). Some iteration using the same or other AI tools could be interesting.
3. Present the outcome & explain the process followed to achieve that result

Generative AI

Exercise 1

15:00

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Generative AI

Exercise 2

You are part of a team which is setting up a new telecommunications company. Your second challenge is to prepare a short press release to announce the launch of the new company

1. With the support of a GenAI tool define the structure for the press release.
2. Write in our own words a short press release.
3. Ask the GenAI tool to revise your press release to ensure it is proper written for traditional media.
4. Ask again the GenAI tool to revise your press release, now to ensure it is properly written for digital media.

Generative AI

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