



Principles of Management

ISEG

FALL 2019

Contacts

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 - ▶ Office 214 ML
 - ▶ Office hours, Thursday 14:00

Evaluation

- ▶ Continuous evaluation path
 - ▶ Class participation: 15%
 - ▶ Final report: 25%
 - ▶ Final exam (09/01/2020 at 12:00): 60% (min. grade: 8.00)
- ▶ Resit Exam path
 - ▶ Resit exam (04/02/2020) at 09:00): 100%

Agenda

- ▶ A management report: Inditex 2018
- ▶ Reminder for group creation: 5/6 members per group
 - ▶ Each group will present **two** case studies in class, and the final group report about a specific company
 - ▶ Case presentations will take 15 mins (plus Q&A) and start on the week of Mon. Oct. 7
 - ▶ Final presentations will take 20 mins (plus Q&A) start on the week of Mon. Nov. 18

Case studies

- ▶ Class 3
 - ▶ 4.3.1 Case 1-B: Managerial Skills of Athletic Coaches (p. 30)
 - ▶ 4.3.2 Case 1-A: Big Hopes at Olive Garden, Red Lobster and LongHorn Steakhouse (p. 110)
- ▶ Class 4
 - ▶ 5.2.1 Case 1-B: The Management Trainee Blues (p. 111)
 - ▶ 5.1.2 Case 2-A Ambitious Volkswagen (p. 113)
- ▶ Class 5
 - ▶ 6.2.1 Case 2-B: Flippant Jessica (p. 115)
 - ▶ 6.2.2 Case 3.3: Is it Fair that Anyone Owns the Right to Asthmahelp.com (p. 117)

Case studies (cont.)

- ▶ Class 6
 - ▶ 7.2.1 Case 4-B: What Should Dell Do Next? (p.221).
 - ▶ 7.2.2 Case 5-B What to Do with All These False Emergency Patients, (p. 224).
- ▶ Class 7
 - ▶ 8.1.1 Case 6-A Retro is our future (p. 226).
 - ▶ 8.1.2 Just-In-Time Worries at the University of Utah Hospital (p. 227).
- ▶ Class 8
 - ▶ 9.1.1 Case 7-A. The Sub-Shop Blues (p. 343)
 - ▶ 9.1.2 Case 8-A Redesigning PepsiCo (p. 345).

Final report



What company? What does it do?



Functional areas of the company



How did it perform in each area in 2018?



How is the outlook for 2019s performance?



How could the company be better managed?