



GOVERNANCE STRUCTURE IN BUSINESS

CODE: **ENST10643**

CREDIT HOURS: **40 HOURS**

PROFESSOR: **ADILSON ADERITO DA SILVA**

OBJECTIVES

General

Enable the student to understand how governance structure contributes to integrate the management of technology and innovation with the development of markets, grounded by the theory of transaction costs.

Specific:

- Understand the assumptions and dimensions that supports the theory of transaction costs;
- Identify the main sources of transaction costs in the business models adopted of organizations;
- Enable students in the selection of the most appropriate governance mechanisms and efficient to manage and coordinate production and technological resources in organizations, can reduce transaction costs following the market dynamics and the features of business organizations.

FOCUS AND APPROACH

The discipline focuses on Improving efficiency in the development and coordination of productive and technological resources, through the choice and adoption of governance structures appropriate to the characteristics of the business in which organizations operate, from the perspective of the Economic Transaction Cost (ETC).

The aim is, in a practical way, to identify the main sources of transaction costs in the development and coordination of productive and technological resources in organizations, in order to generate insights to solve business problems and take advantage of market opportunities by reducing these costs through the choice of efficient governance mechanisms.



The contents of the course are interactively developed in the classroom through exchange of knowledge and practical experiences of students in companies with different cultures and branches of activity.

CONTENT

1. Relevance of business governance for the integration of technology and innovation with markets;
2. The nature of the firm and transaction costs;
3. Transaction Costs Theory: behavioral assumptions and analytical transactions dimensions.
4. Commitment and trust in inter-organizational transactions: the complementary approaches of Economic Transaction Costs theory;
5. Efficient mechanisms of governance: governance continuum (market, hierarchy and hybrid structures);
6. Micro analytics model for efficient governance choice;
7. Strategic alliances: alliances modes, search mechanisms, selection framework and partners relationship;
8. Market dynamics and technological base business models: technological innovation, orchestration and business platforms.
9. Transaction Costs in the sharing economy.

TEACHING-LEARNING STRATEGY

The teaching-learning process consists of previous readings, classroom discussions, and practical application of knowledge through the development and preparation of proposals for taking advantage of opportunities or solving problem, to reducing transaction costs in the organizations observed.

The proposals are developed in groups of students through external observation activities in organizations to enable greater richness and productivity in discussions through the mutual exchange of learning. They will comprise the description of the context and reality investigated; identification and diagnosis of transaction costs;



analysis and adaptation of governance structures to the business reality and; elaboration of the proposal to solve the problem/use of the opportunity related to the identified transaction cost

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