Study Plan

School: School of Social Sciences
Degree: Bachelor
Course: Management (cód. 203)

1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES02282L	Financial Accounting I	Management	6	Semester	156
GES02311L	Introduction to Management	Management	6	Semester	156
MAT02312L	Mathematics Applied to Economics and Management I	Mathematics	6	Semester	156
LLT02313L	Academic Writing Skills	Languages and Literature	3	Semester	78
ECN02314L	Principles of Microeconomics	Economy	6	Semester	156
INF02315L	Topics in Numeric Tools	Informatics	3	Semester	78

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES02316L	Financial Accounting II	Management	6	Semester	156
MAT02317L	Mathematics Applied to Economics and Management II	Mathematics	6	Semester	156
ECN02318L	Fundamental Notions of Law	Juridical Sciences	6	Semester	156
ECN02319L	Principles of Macroeconomics	Economy	6	Semester	156

Mandatory alternatives

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC02320L	Introduction to Social Sciences	Sociology	6	Semester	156
FIL02321L	Critical Thinking and Argumentation	Philosophy	6	Semester	156

2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES02322L	Financial and Actuarial Calculus	Management	3	Semester	78
GES02323L	Management Accounting I	Management	6	Semester	156
GES02310L	Entrepreneurship and Innovation	Management	6	Semester	156
MAT02324L	Statistics Applied to Management I	Mathematics	6	Semester	156
GES02325L	Marketing I	Management	3	Semester	78
GES00128L	Decision Models	Management	6	Semester	156

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2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES00010L	Decision and Negotiation Analysis	Management	6	Semester	156
GES02326L	Financial Analysis	Management	3	Semester	78
GES02327L	Management Accounting II	Management	6	Semester	156
GES02328L	Organizational Culture and Ethics	Management	3	Semester	78
MAT02329L	Statistics Applied to Management II	Mathematics	6	Semester	156
GES02330L	Marketing II	Management	6	Semester	156

3rd Year - 5th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES02331L	Strategy	Management	6	Semester	156
GES02332L	Operation Management	Management	6	Semester	156
GES02333L	Financial Management	Management	6	Semester	156
GES02334L	Human Resources Management	Management	6	Semester	156

Group of Options

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN02337L	International Economics	Economy	6	Semester	156
GES02338L	Taxation	Management	6	Semester	156
GES02339L	Information Management for Decision Support	Management	6	Semester	156
GES02340L	e-business and web marketing	Management	6	Semester	156

3rd Year - 6th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES00009L	Real Investments	Management	6	Semester	156
GES02335L	Business Project	Management	6	Semester	156
GES02336L	Management Information Systems	Management	3	Semester	78

3rd Year - 6th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options					

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES02341L	Public Administration and Administrative Processes	Management	6	Semester	156
GES02342L	Financial Auditing	Management	6	Semester	156
GES02343L	Business Control	Management	3	Semester	78
ECN02344L	Financial Economics	Economy	6	Semester	156
GES02345L	Consumer studies	Management	6	Semester	156
GES02346L	Quality and Environment Management	Management	6	Semester	156
GES02347L	Information Technology management	Management	3	Semester	78
GES02348L	Conflit management and Negotiation	Management	3	Semester	78
GES02349L	International Management	Management	6	Semester	156

Conditions for obtaining the Degree:

*** TRANSLATE ME: Gestão

Para obtenção do grau de licenciado em Gestão é necessário obter aprovação a 159 ECTS em unidades de curriculares obrigatórias e 21 ECTS em unidades curriculares optativas distribuídas da seguinte forma:

1º Ano

1º Semestre:

6 UC Obrigatórias num total de 30 ECTS

2º Semestre

4 UC Obrigatórias num total de 24 ECTS

1 UC Propedêutica alternativa num total de 6 ECTS

2º Ano

3º Semestre

6 UC Obrigatórias num total de 30 ECTS

4º Semestre

6 UC Obrigatórias num total de 30 ECTS

3º Ano

5º Semestre

4 UC Obrigatórias num total de 24 ECTS

1 UC Optativa Grupo I num total de 6 ECTS

6º Semestre

3 UC Obrigatórias num total de 15 ECTS

UC Optativas Grupo II num total de 15 ECTS

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Program Contents

Financial Accounting I (GES02282L)
1. Introduction
2. Fundamental Concepts
3. Current transactions
4. Inventories and biological assets
5. Non-current transactions
6. Financial reporting

Introduction to Management (GES02311L)

Mathematics Applied to Economics and Management I (MAT02312L)

Academic Writing Skills (LLT02313L)

Principles of Microeconomics (ECN02314L)

1. Introduction
1.1 Economics as a science
1.2 The economic problem: scarcity and choice
1.3 Society's technological possibilities
1.4 Review of mathematical tools and graphical analysis
1.5 The economic circuit

2. Model of Supply and Demand - Introduction
2.1 Market
2.2 Demand curve
2.3 Supply curve
2.4 Joint analysis of supply and demand
2.5 Government intervention in the market
2.6 Consumer surplus and producer surplus

3. Consumer behaviour
3.1 Utility and preferences
3.2 Static equilibrium of the consumer
3.3 Changes in income and prices: impact on consumer choices

4 Firm's production and organization
4.1 Basic concepts
4.2 Production
4.3 Costs
4.4 Firm's decision: optimal combination of factors

5. Markets
5.1 Perfect Competition
5.2 Monopoly

Topics in Numeric Tools (INF02315L)
1. Fundamentals of spreadsheet environment
1.1. Main features
1.2. Main areas of application
1.3. Spreadsheet organization
1.4. Data integration
1.5. Using application's help system
2. Worksheet organization
2.1. Worksheet, cell and range name management
2.2. Insert, move, copy, and delete cells, rows and columns
2.3. Cell and range reference
2.4. Range definition
3. Formulas and Functions
3.1. Operators and conditions
3.2. Formulas classes
3.3. Worksheet functions
3.4. Natural language formulas
3.5. Functions types
4. Charts
4.1. Creation
4.2. Formatting and modifying charts
4.3. Work with embedded charts
5. Business intelligence and PivotTables
5.1. Data analysis
5.2. Create, modify and format pivot table report

Financial Accounting II (GES02316L)

Mathematics Applied to Economics and Management II (MAT02317L)
1. Integral Calculus in R (indefinite integral, techniques of integration, Riemann integral, geometric interpretation, integration techniques).
2. Comparative-Static analysis with several variables (implicit dependence, differential, point elasticity, total differentials, total derivatives, implicit function theorem, application to the comparative-static analysis).
3. Optimization - one choice variable (objective functions, choice variables, extreme values, stationary points, characterization of extreme values, convexity, concavity, profit and tax revenue maximization, derivatives of various orders, Taylor polynomials).
4. Optimization - several choice variables (second order partial derivatives, extreme values of a function of two variables, quadratic forms, objective functions with more than two variables, economic example: multiproduct firm).
5. Optimization with constraints (constraints, Lagrange multipliers, bordered Hessian, homogeneity, Cobb-Douglas and CES functions).

Fundamental Notions of Law (ECN02318L)

Principles of Macroeconomics (ECN02319L)

Introduction to Social Sciences (SOC02320L)
I: The problem of knowledge and social sciences
1. Preliminary questions of Social sciences
2. The meaning of social: social facts and objectivity in social sciences
3. Classification of social sciences and interdisciplinarity: borders, complementarities and interceptions
II. Basic concepts of social analysis
4. The identification of the social: analysis, understanding and explanation
5. Social relations: solidarity and sociability
6. The individual and collective: social interaction and group phenomena
7. Other methodological considerations about observation and social facts analysis
III: Contemporary problems of social sciences
8. Dilemmas, problems and trends
9. Exemplifications of the applicability of the social sciences

Critical Thinking and Argumentation (FIL02321L)

Financial and Actuarial Calculus (GES02322L)

Management Accounting I (GES02323L)

Entrepreneurship and Innovation (GES02310L)
Module 1 – Introduction to Entrepreneurship and Innovation
a. Definitions and concepts of Entrepreneurship
b. Profile and characteristics of entrepreneurs
c. Social entrepreneurship and intrapreneurship
d. What is innovation? Types of innovation
d. Dynamics of innovation

Module 2 – Conception and Structuring business ideas
a. Process and techniques of generating ideas
b. Design Thinking tool
c. Evaluation of business ideas
d. The process of creating a business idea and firm
e. Simulation games- from ideas to business formation

Statistics Applied to Management I (MAT02324L)

Marketing I (GES02325L)

Decision Models (GES00128L)
1 - Introduction
2 - Linear Programming Model
3 – Transportation and Transshipment Models
4 – Integer Programming Model
5 – Project Management
6 – Queueing Models
7 – Simulation Models

Decision and Negotiation Analysis (GES00010L)
1. Introduction
2. Individual decision making under uncertainty
2.1. The elements of a decision problem
2.2. Representation of decision problems
2.3. Choice criteria without probabilities
2.4. Expected monetary value criterion
2.5. Expected utility theory
2.6. Methods for preferences extraction
2.7. Analysis of sequential decision problems
2.8. Software for decision analysis (Precision Tree)
3. Individual decision making with multiple objectives
3.1. Objectives and attributes
3.2. Efficient alternatives and tradeoffs among objectives
3.3. Utility function and selection of the best alternative
4. Decisions in the presence of strategic interdependency
4.1. Strategic and extensive form representation of a game
4.2. Static games with complete information
4.3. Dynamic games with complete information
4.4. Applications of game theory to management and economics
5. Negotiation Analysis
5.1. Characteristics of negotiation analysis
5.2. Bilateral negotiation with one issue and several issues

Financial Analysis (GES02326L)

Management Accounting II (GES02327L)

Organizational Culture and Ethics (GES02328L)
Module 1. Delimitation and Clarification of the Concept of Organizational Culture
Module 2. Manifestations and Functions of Organizational Culture
Module 3. The relations of the cultural system with other behavioral variables: Structure, Leadership, Motivation, Participation and Organizational Communication
Module 4. From management by values to management by ethical culture - the foundation for the establishment of organizational ethical climates
Module 5. Delimitation and evolution of key concepts: Ethics, Morals, Ethics, Sustainable Development, Social Responsibility, Business Ethics
Module 6. Performance and analysis of a set of ethical theories
Module 7. Ethics and Professional Conduct
Module 8. The role of ethical codes of conduct and the creation of a management by the ethical culture and responsible leadership model
Module 9. Models of ethical decision - Application of a framework for resolving ethical dilemmas

Statistics Applied to Management II (MAT02329L)

Marketing II (GES02330L)

Strategy (GES02331L)

Operation Management (GES02332L)
Part 1 - Introduction to Operations Management

What is operations management?
Operations Strategy
Demand forecasting methods

Part 2 - Design, analysis and improvement of the operating system

Quality management and statistical quality control
Product/service design
Processs design and tecnhology choice

Part 3- Operations system management

Supply chain management
Independent demand stocks management
Aggregated production planning
Resources planning: MRP, CRP and ERP
Lean production systems
Production Scheduling
Theory of constraints

Financial Management (GES02333L)

Human Resources Management (GES02334L)
Module 1 - Organizational Behavior and Human Resource Management: definition and areas of confluence of the two areas
Module 2 - Trends in organizational models
Module 3 - Human Resource Management (HRM) as a subsystem of the management system: the phases of the evolution of HRM policies and the main dimensions of HRM
Module 4 - Strategic Planning of Human Resources and Career Management
Module 5 - Recruitment, Selection and Integration
Module 6 - Management and evaluation of performance
Module 7 - Reward Systems
Module 8 - Health Systems and Safety at Work
Module 9 - Systems Training and Human Resource Development
Module 10 - Human Resource Management Information Systems (HRMIS)

International Economics (ECN02337L)
- The International Economy in the context of the global economy: characterization of the Globalization process in view of the international mobility of products, services and production factors.
- Trends and determinants of the globalization of production: temporal dynamics of trade and factors of production movements in the international context.
- Classical and neoclassical theories of international trade: Comparative Advantage in models with technological and factorial differences
- Modern theories of international trade, in the context of imperfect competition
Ter Porter's model of nations' competitive advantages
- Introductory approach to economic geography models based on Krugman's approach
- The economics of Trade Policy and the institutional framework of international trade
- The economics of international factor mobility: Foreign Direct Investment and international migration

Taxation (GES02338L)

Information Management for Decision Support (GES02339L)
1. Basic concepts: information and decision
2. Information Management
3. Information systems
4. Desicion theory and models
5. Organizational Information Systems.

e-business and web marketing (GES02340L)
1. Introduction to e-business and electronic markets.
2. E-business models.
3. Strategy and implementation of the e-business.
4. Marketing and communication on the Internet.
5. New developments on the Web.

Real Investments (GES00009L)
Module 1 - General Aspects of Investment Projects
Module 2 - Specific Aspects of the Conception and Analysis of Investments Projects
Module 3 – Economic Evaluation, Social and Environmental of Investments Projects
Module 4 - Investment Projects Analysis in the Optical of the EVA
Module 5 - Evaluation of Investments in the Optical of the Real Options

Business Project (GES02335L)

Management Information Systems (GES02336L)

Public Administration and Administrative Processes (GES02341L)

Financial Auditing (GES02342L)
1. Introduction
2. Auditing systems
3. The internal control
4. Fundamentals of financial auditing
5. Objectives and auditing procedures
6. Audit conclusion and report

Business Control (GES02343L)
1. Introduction;
2. Organizational piloting;
3. Decentralization and responsibility;
4. Internal transactions;
5. Performance evaluation and reporting;
6. Monitoring and action systems: the tableau de bord and the balanced scorecard.

Financial Economics (ECN02344L)
The Intermediaries, Financial Markets and Products.
The Portuguese Financial System.
Interest Rate Theory: Parity and Term Structure.
Financial Investments and Risk: Default Risk and Financial Asset's Portfolio Management.
The Financial Instruments of Financial Risk's Management.

Consumer studies (GES02345L)

Quality and Environment Management (GES02346L)
Module 1 - Quality Management:
1. The Concept and its Evolution
1.1. The global approach of the concept "Quality"
1.2. The evolution of the concept and the main "gurus"
2. Total Quality Management and continuous improvement
2.1. Behavioral variables of Total Quality Management
2.2. Philosophy and methods of continuous improvement
3. The Quality Management System (QMS)
3.1. Implementation of QMS
3.2. Documentation of QMS
3.3. Process approach
4. Standardisation, Accreditation and Certification
4.1. The series of ISO 9000 standards
4.2. Process of accreditation and certification of management systems, products/services and People
5. Models and quality tools
5.1. Structured resolution of problems
5.2. Basic quality tools
5.3. Other quality tools: the QFD, FMECA, SPC to 6 sigma
5.4. Quality models

Module 2 - Environmental Management:
1. Interaction between Organizations and Environment: the main environmental problems
2. Environmental Legislation
3. Environmental Management Systems - ISO 14001 NP EN

Information Technology management (GES02347L)

Conflit management and Negotiation (GES02348L)

International Management (GES02349L)

Part 1: Understanding Globalization and international business
* Globalization Forces
* Analysis of the Flow of Goods, Services and Finance

Part 2: The Multinational Firm
* Principles of the Global Corporation
* Forms of International Investment
* The Multinational Firm
* Internationalization Strategy
* Productivity, Risk and Competitiveness
* Global Marketing and Product Development

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