Study Plan

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

1st Year - 1st Semester

<table>
<thead>
<tr>
<th>Component code</th>
<th>Name</th>
<th>Scientific Area Field</th>
<th>ECTS</th>
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<tbody>
<tr>
<td>GES2282L</td>
<td>Financial Accounting I</td>
<td>Management</td>
<td>6</td>
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<td>GES2311L</td>
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<td>INF2315L</td>
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1st Year - 2nd Semester

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Mandatory alternatives

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2nd Year - 3rd Semester

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### 3rd Year - 5th Semester

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### Group of Options

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### 3rd Year - 6th Semester

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Conditions for obtaining the Degree:

Para obtenção do grau de licenciado em Gestão é necessário obter aprovação a 159 ECTS em unidades curriculares obrigatórias e 21 ECTS em unidades curriculares opção 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 Opativa Grupo I num total de 6 ECTS

6º Semestre
3 UC Obrigatórias num total de 15 ECTS
UC Opativas Grupo II num total de 15 ECTS

Program Contents

Back
Financial Accounting I (GES2282L)

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Introduction to Management (GES2311L)

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Mathematics Applied to Economics and Management I (MAT2312L)

Back
Academic Writing Skills (LLT2313L)

Back
Principles of Microeconomics (ECN2314L)
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
Introduction
- Steps in the problem solving process
- Steps in model building process
- Using Excel to model and solve problems
- Sensitivity analysis and Excel tools for sensitivity analysis

Linear Programming models
- Elements of an optimization model
- Linear programming: graphical solution
- Graphical sensitivity analysis
- The logic behind the Simplex algorithm
- Formalization, solution using Solver and interpretation of the results
- Sensitivity analysis using Solvertable
- Applications of linear programming to Marketing, Finance an Operations Management
- Linear programming with integer and binary variables

Project Management
- The project management objectives
- Planning, programming and controlling projects
- Programming projects with deterministic activity durations
- Programming projects with stochastic activity durations
- Cost – Duration tradeoff
- Software for project management

Waiting lines models
- The structure of the waiting line system
- Single channel, single phase model
- Multiple channel, single phase model
- Waiting and service costs
- Improving the waiting line system
- Other waiting line models

Simulation models
- Risk analysis: scenario analysis versus simulation
- Building a simulation model, verification and validation
- Simulation using Excel and @Risk
- Examples of simulation models (project management and waiting lines simulation models)
Decision and Negotiation Analysis (GES0010L)

1. Introduction
1.1 The different approaches to decision making
1.2 Decision sciences

2. Individual decision making under uncertainty
2.1 The elements of a decision problem
2.2 Structuring decisions
2.3 Choice criteria without probabilities
2.4 Expected monetary value
2.5 Expected utility theory
2.6 Methods for preferences extraction
2.7 Analysis of sequential decision problems
2.8 Behavioral aspects in decision making
2.9 Software for decision analysis under uncertainty (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
3.4 Software for multiple objectives decisions

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
5.3 Bilateral negotiation with several issues

Financial Analysis (GES2326L)

Management Accounting II (GES2327L)
Organizational Culture and Ethics (GES2328L)
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 (MAT2329L)

Marketing II (GES2330L)

Strategy (GES2331L)

Operation Management (GES2332L)
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
Process design and technology 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 (GES2333L)

Human Resources Management (GES2334L)
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 (ECN2337L)
1. Introduction
2. Theories of International Trade
   2.1. The forerunners: the vision of Mercantilists and Physiocrats
   2.2. Classical Theory of Trade: Comparative Advantage with Different Technology
   2.3. Neoclassical Theory of Trade: Comparative Advantage with different Factorial Endowments
   2.4. The New Theories of International Trade
3. The Political Economy of International Trade
   3.1. Trade Policy instruments and their impacts on trade flows
   3.2. The traditional arguments of protectionism in the context of globalization
   3.3. Modern strategic trade policy approaches
   3.4. The International Trade System: dynamics of the institutional framework
4. International Factor Movements
   4.1. The economics of international mobility of factors
   4.2. Theories of Foreign Direct Investment
   4.3. Determinants and impacts of Foreign Direct Investment
   4.4. Multinational companies in the context of Globalization
   4.5. Determinants and impacts of international labor migration

Taxation (GES2338L)

Information Management for Decision Support (GES2339L)
1. Basic concepts: information and decision
2. Information Management
3. Information systems
4. Decision theory and models
5. Organizational Information Systems.
e-business and web marketing (GES2340L)
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.

Real Investments (GES0009L)
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 (GES2335L)

Management Information Systems (GES2336L)

Public Administration and Administrative Processes (GES2341L)

Financial Auditing (GES2342L)
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 (GES2343L)
1. Introduction;
2. Organizational piloting;
3. Decentralization and responsibility;
4. Internal transactions;
5. Performance evaluation and reporting;
Financial Economics (ECN2344L)
The Intermediaries, Financial Markets and Products.
The Portuguese Financial System.
Interest Rate Theory: Parity and Term Structure.

Consumer studies (GES2345L)

Quality and Environment Management (GES2346L)
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 (GES2347L)

Conflit management and Negotiation (GES2348L)
Back

International Management (GES2349L)

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