



Study Plan

School: School of Social Sciences
Degree: *** TRANSLATE ME: Pós-Graduação ***
Course: Economics and Management for Business (cód. 554)

1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN07251M	Economics	Economy	6	Semester	156
GES08386M	Organization and Management	Management	6	Semester	156
ECN08387M	Markets and Policies	Economy	6	Semester	156
GES11654O	Methods of Analysis	Management	6	Semester	156
GES10935M	Strategic Management	Management	6	Semester	156

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN08389M	Cost-Benefit Analysis	Economy	6	Semester	156
GES08402M	Advanced Operations Management	Management	6	Semester	156
ECN08404M	Industrial Economics	Economy	6	Semester	156
GES11655M	Firms Valuation	Management	6	Semester	156
GES11656M	International Marketing	Management	6	Semester	156

Conditions for obtaining the Degree:

*** TRANSLATE ME: Para aprovação na componente curricular é necessário a aprovação (através de avaliação ou creditação) das seguintes unidades curriculares: {\}

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1º Semestre: {\}

5 UC obrigatórias num total de 30 Ects {\}

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2º Semestre: {\}

5 UC obrigatórias num total de 30 Ects {\}

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Economics (ECN07251M)



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Organization and Management (GES08386M)

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Markets and Policies (ECN08387M)

1 - Markets, Policy and State 1.1 Market 1.2 Policies 1.3 State 1.4 Government and State versus Market 2 - Perfect Competition 2.1 Competition 2.2 Characteristics of the markets The market equilibrium and the competitive individual demand curve 2.3 Short term profit maximization 2.4 Short term Competitive individual supply curve 2.5 Benefits, losses and termination condition of the competitive firm 2.6 The market supply curve 2.6.1 Short run 2.6.2 Long run 2.7 competitive markets and economic efficiency 3 - Monopoly: concept and characteristics 3.1 Monopoly 3.2 The general characteristics of profit maximization of the monopolist 3.3 Comparison between perfect competition and monopoly 3.4 Price discrimination 4 - Imperfect Market Competition 4.1 The oligopoly 4.1.1 Oligopoly: some models 4.2 Monopolistic Competition 5 - Closed Markets Closed versus Open Markets 5.1 Open market 5.2.1 Big Country - world price 5.2.2 Small country - world price 6 - policies and their Impacts 6.1 Objectives, constraints and instruments 6.2 concepts of the theory of social welfare 6.2.1 The criterion of Pareto 6.2.2 Compensation criterion 6.3 Producer and consumer surplus 6.3.1 Without intervention of government 6.3.2 With intervention from government 6.4 Some examples of policies and instruments 6.5 Impacts of Policies

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Strategic Management (GES10935M)

1 - Introduction;
2 - Conceptual pictures of reference;
3 - Roots and evolutionary logics of the strategy;
4 - The strategic manager;
5 - Schools of strategic approaches: several typologies;
6 - Innovation and strategy;
7 - Strategic classic planning versus strategic modern planning: multiple strategic decisions.

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Cost-Benefit Analysis (ECN08389M)

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Advanced Operations Management (GES08402M)

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Industrial Economics (ECN08404M)

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Firms Valuation (GES11655M)

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International Marketing (GES11656M)