



## Study Plan

**School:** School of Social Sciences  
**Degree:** Master  
**Course:** Applied Economics and Management (cód. 664)

### Specialization Natural Resources and Environment

#### 1st Year - 1st Semester

##### Specialization Natural Resources and Environment

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
<b>Mandatory alternatives</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES08383M	Methods of Analysis I	Management	6	Semester	156
ECN08385M	Methods of Analysis II	Economy	6	Semester	156
ECN07251M	Economics	Economy	6	Semester	156
GES08386M	Organization and Management	Management	6	Semester	156
ECN08387M	Markets and Policies	Economy	6	Semester	156
ECN08388M	Natural Resource Economics	Economy	6	Semester	156

#### 1st Year - 2nd Semester

##### Specialization Natural Resources and Environment

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN08389M	Cost-Benefit Analysis	Economy	6	Semester	156
ECN08390M	Environmental Economics	Economy	6	Semester	156
<b>Group of Options</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES08392M	Economics and Management of Water Resources	Management	6	Year	156
ECN08393M	Real Estate Appraisal	Economy	6	Semester	156
ECN08395M	Territorial Planning	Economy	6	Semester	156
GES09516M	Management of Rural Amenities	Management	6	Semester	156
Group of Free Options					

#### 2nd Year - 3rd Semester

##### Specialization Natural Resources and Environment

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN08397M	Research Seminar	Economy	6	Semester	156
Dissertation					



## 2nd Year - 3rd Semester

### Specialization Natural Resources and Environment

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
	Project Work				
	Report				

## 2nd Year - 4th Semester

### Specialization Natural Resources and Environment

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
	Dissertation				
	Project Work				
	Report				

### Conditions for obtaining the Degree:

\*\*\* TRANSLATE ME: Para aprovação na componente curricular deste Mestrado, é necessário a aprovação (através de avaliação ou creditação) das seguintes unidades curriculares: { \ } newline { \ } newline 1.º Semestre { \ } newline - 5 UC Obrigatórias num total de 30 ECTS { \ } newline { \ } newline 2.º Semestre { \ } newline - 2 UC Obrigatórias num total de 12 ECTS { \ } newline - 3 UC Optativas num total de 18 ECTS { \ } newline { \ } newline 3.º Semestre { \ } newline - UC Obrigatória num total de 6 ECTS { \ } newline { \ } newline Para obtenção do grau é necessário também a aprovação em Dissertação, Relatório de Estágio ou Trabalho de Projecto, no total de 54 ECTS, no 3.º e 4.º Semestre. \*\*\*

## Specialization Agri-Business

### 1st Year - 1st Semester

#### Specialization Agri-Business

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
GES08066M	Agri-Business Planning	Management	6	Semester	156

#### Mandatory alternatives

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES08383M	Methods of Analysis I	Management	6	Semester	156
ECN08385M	Methods of Analysis II	Economy	6	Semester	156

### 1st Year - 2nd Semester

#### Specialization Agri-Business

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES08399M	Management of the Agri-Business	Management	6	Semester	156
ECN08401M	Policies for Rural and Agricultural Development	Economy	6	Semester	156



**1st Year - 2nd Semester**  
**Specialization Agri-Business**

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
<b>Group of Options</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES08398M	Agri-Food Marketing Policies	Management	6	Semester	156
ECN08389M	Cost-Benefit Analysis	Economy	6	Semester	156
GES08403M	Decision Models and Risk	Management	6	Semester	156
GES08392M	Economics and Management of Water Resources	Management	6	Year	156
Group of Free Options					

**2nd Year - 3rd Semester**  
**Specialization Agri-Business**

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN08397M	Research Seminar	Economy	6	Semester	156
Dissertation					
Project Work					
Report					

**2nd Year - 4th Semester**  
**Specialization Agri-Business**

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Dissertation					
Project Work					
Report					

**Specialization Business Economics and Management**

**1st Year - 1st Semester**  
**Specialization Business Economics and Management**

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
GES10935M	Strategic Management	Management	6	Semester	156
<b>Mandatory alternatives</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES08383M	Methods of Analysis I	Management	6	Semester	156
ECN08385M	Methods of Analysis II	Economy	6	Semester	156



### 1st Year - 2nd Semester

#### Specialization Business Economics and Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
<b>Group of Options</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES11655M	Firms Valuation	Management	6	Semester	156
GES10942M	Entrepreneurship	Management	6	Semester	156
GES11656M	International Marketing	Management	6	Semester	156
GES11711M	Human Resource Management	Management	6	Semester	156
Group of Free Options					
GES08402M	Advanced Operations Management	Management	6	Semester	156
ECN08404M	Industrial Economics	Economy	6	Semester	156

### 2nd Year - 3rd Semester

#### Specialization Business Economics and Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN08397M	Research Seminar	Economy	6	Semester	156
Dissertation					
Project Work					
Report					

### 2nd Year - 4th Semester

#### Specialization Business Economics and Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Dissertation					
Project Work					
Report					

## Program Contents

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### Methods of Analysis I (GES08383M)

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### Methods of Analysis II (ECN08385M)

Measurement of Economic Activity: Types of economic data; Sources of economic data; Characteristics of the empirical work in Economics; Survey Methods; Introduction to Sampling Theory. Empirical work in Economics and Management  
 Topics on Multivariate Analysis: Description of the alternative techniques available. Factor analysis. Cluster analysis  
 Regression Models for Sectional Data: Functional form; estimation and specification analysis  
 Basics of time series regression models: Types of models; Trend and seasonality; Stationary and non stationary series  
 Panel Data: Fixed effects model; random effects model



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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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### **Natural Resource Economics (ECN08388M)**

1. Economic Exploitation of Natural Resources
2. Management of Renewable Natural Resources
3. Economic Management of Fisheries
4. Economic Management of Forests
5. Economic Management of Water Resources
6. Economic Management of Exhaustible Resources
7. Economics and Environment

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### **Cost-Benefit Analysis (ECN08389M)**

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### **Environmental Economics (ECN08390M)**

- I – Economics, Ecology and Environment
- II - Economic Theory of Natural and Environmental Resources
- III – Economic Management of Natural Resources
- IV – Evaluation of Environmental Goods
- V – Environmental Policies
- VI – Global Changes in the Environment

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### **Economics and Management of Water Resources (GES08392M)**



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### **Real Estate Appraisal (ECN08393M)**

BASIC CONCEPTS: What real estate is, What appraise means and Why appraisals are done

THE EVALUATION OF PATRIMONIAL GOODS AND SERVICES:

Types of patrimonial values to appraise; goods and services to be evaluated and the markets; how to proceed when there is no market price;

The value of future incomes: time and money; the rate of interest; how to evaluate the present value of different types of incomes; risk and uncertainty in real estate appraisal; Incomes current value and the patrimonial value.

PHASES OF REAL ESTATE APPRAISAL: the purpose of the evaluation; localization of the patrimony; characterization of all parts of the patrimony to be evaluated; actual plan of utilization, potential plan of utilization; evaluation method; final report.

EVALUATION METHOD: method of direct comparison with market prices or direct synthetic method; method of indirect comparison with market prices or indirect synthetic method; analytical method; substitution costs method.

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### **Territorial Planning (ECN08395M)**

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### **Management of Rural Amenities (GES09516M)**

1. Concept agricultural multi-functionality and rural and agricultural amenities.

2. Categories and characteristics of rural amenities.

3. Mediterranean amenities.

4. Propriety rights and rural amenities.

5. Supply (production) of rural amenities and agricultural rural development policies.

6. Valuation methods of no-marketable goods and analysis of empirical applications.

7. Using the Geographic Information Systems as a tool to understand and manage rural amenities.

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### **Research Seminar (ECN08397M)**

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### **Agri-Business Planning (GES08066M)**

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### **Management of the Agri-Business (GES08399M)**

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### **Policies for Rural and Agricultural Development (ECN08401M)**

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### **Agri-Food Marketing Policies (GES08398M)**



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### **Decision Models and Risk (GES08403M)**

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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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### **Firms Valuation (GES11655M)**

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### **Entrepreneurship (GES10942M)**

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### **International Marketing (GES11656M)**

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### **Human Resource Management (GES11711M)**

Module 1 - Role, Evolution and Models of Human Resource Management (HRM)

1.4 The importance and evolution of the HRM function

1.5 Models of Human Resources Management - From Personnel Management to Strategic Management of Human Resources

1.6 Scope and assumptions of the Strategic Human Resources Management (SHRM)

1.4 Dimensions and HRM Policies

Module 2 - Evolution of the structure function and the role of HRM Information System Human Resource Management Information Systems

2.1 Evolution of the structure function HRM

2.2 The role of HRMIS on the implementation of an Integrated Management of Human Resources

Module 3 - Socio-economic and organizational challenges of Human Resource Management

Module 4 - Inventory and analysis of the main dimensions and policies of HRM

4.1 Recruitment, Selection and Integration

4.2 Management and performance evaluation

4.3 Reward Systems

4.4 Health Systems, Security and Quality of Working Life

4.5 Career Management and Skills Development



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**Advanced Operations Management (GES08402M)**

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**Industrial Economics (ECN08404M)**