



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
Mandatory alternatives					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES8383M	Methods of Analysis I	Management	6	Semester	156
ECN8385M	Methods of Analysis II	Economy	6	Semester	156
ECN7251M	Economics	Economy	6	Semester	156
GES8386M	Organization and Management	Management	6	Semester	156
ECN8387M	Markets and Policies	Economy	6	Semester	156
ECN8388M	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
ECN8389M	Cost-Benefit Analysis	Economy	6	Semester	156
ECN8390M	Environmental Economics	Economy	6	Semester	156
Group of Options					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES8392M	Economics and Management of Water Resources	Management	6	Year	156
ECN8393M	Real Estate Appraisal	Economy	6	Semester	156
ECN8395M	Territorial Planning	Economy	6	Semester	156
GES9516M	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
ECN8397M	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
ECN7251M	Economics	Economy	6	Semester	156
GES8386M	Organization and Management	Management	6	Semester	156
ECN8387M	Markets and Policies	Economy	6	Semester	156
GES8066M	Agri-Business Planning	Management	6	Semester	156

Mandatory alternatives

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES8383M	Methods of Analysis I	Management	6	Semester	156
ECN8385M	Methods of Analysis II	Economy	6	Semester	156

1st Year - 2nd Semester
Specialization Agri-Business

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES8399M	Management of the Agri-Business	Management	6	Semester	156
ECN8401M	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
Group of Options					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES8398M	Agri-Food Marketing Policies	Management	6	Semester	156
ECN8389M	Cost-Benefit Analysis	Economy	6	Semester	156
GES8403M	Decision Models and Risk	Management	6	Semester	156
GES8392M	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
ECN8397M	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
ECN7251M	Economics	Economy	6	Semester	156
GES8386M	Organization and Management	Management	6	Semester	156
ECN8387M	Markets and Policies	Economy	6	Semester	156
GES10935M	Strategic Management	Management	6	Semester	156
Mandatory alternatives					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES8383M	Methods of Analysis I	Management	6	Semester	156
ECN8385M	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
Group of Options					
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					
GES8402M	Advanced Operations Management	Management	6	Semester	156
ECN8404M	Industrial Economics	Economy	6	Semester	156

2nd Year - 3rd Semester
Specialization Business Economics and Management

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN8397M	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 (GES8383M)

1. Simple regression analysis
2. Multiple regression analysis
3. Other topics of linear regression analysis
4. Free and constrained optimization
5. Linear optimization
6. Empirical modelling



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Methods of Analysis II (ECN8385M)

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 (ECN7251M)

1. introduction

Scope and Method of Economic Science

The Economic Problem : scarcity, choice and opportunity cost

Ways of solving the economic problem

The Production Possibilities Frontier

circuits Economic

2. Supply and demand

Supply and Demand functions

Determinants of supply and demand

Single and Market Supply

Single Market and Demand

Elasticities of Supply and Demand

Market Equilibrium

3. Production

Factor - product relationship

Production in the short term

Production in the long run

Returns to scale

4. Costs

Short-term costs

Costs in the long term

Relations between cost curves for short and long term

5. Rational choice consumer

Utility and Preferences

Consumer equilibrium

Changes in income and prices - impact on consumer choices

6. The Macroeconomic System

Macroeconomic variables

Measurement of Economic Activity

The Economic Role of the State

Keynesian Model

Multiplier

Macroeconomic Policies



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Organization and Management (GES8386M)

- 1 – The Management and the theories of Organization
- 2 – The Object of Management
 - Organization, Processes and Structures
 - Methods and Techniques of organizational Intervention
- 3 – The Management Cycle
 - Planning
 - Organization
 - Direction
 - Control
 - Decision Taking
- 4 – The Functions of Management
 - Commercial and Marketing
 - Production and Logistics
 - Human Resources
 - Administrative and Financial
 - Information and Communication
- 5 – The Management in a Changing Environment

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Markets and Policies (ECN8387M)

- Perfect Competitive Markets
- Imperfect Competitive Markets
- Open and Closed Markets
- Welfare Theory
- Price, Income, Social and Environmental Policies

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Natural Resource Economics (ECN8388M)

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 (ECN8389M)

1. Basic Principles of Investments
2. Elements of Design and Evaluation of Investment projects
3. Evaluation Criteria for Corporate Investment projects
4. Economic Analysis of Investment Projects
5. The Economic Decision Process of Investment Projects
6. The Cost-Benefit Analysis from the EU point of view



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Environmental Economics (ECN8390M)

- 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 (GES8392M)

- 1. Water as an economic and social good
- 2. Economic of water resources
- 3. Management policies of water resources
- 4. Methods of economic valuation of water resources
- 5. The water national plan

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Real Estate Appraisal (ECN8393M)

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 (ECN8395M)

- 1. Introduction. Economic and social development as territorial dimension.
- 2. Sistemática planning analysis.
- 3. Planning models: construction and utilization.
- 4. Planning: goals, meios and tools for the territorial development.
- 5. Planning as learning process and information diffusion.
- 6. Planning as a preparation process to the decision making.
- 7. Implementation, evaluation and control.
- 8. Planning in Portugal: politics and tools. The case of territory management.

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Management of Rural Amenities (GES9516M)

- 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 (ECN8397M)

1. The Scientific Knowledge
2. Methodological Procedures
3. Phases of Preparation of a Research Work
4. Presentation of Research Works
5. Diffusion of Research Works

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Agri-Business Planning (GES8066M)

1. Framing and basic concepts
 - 1.1. Planning as a step of decision process
 - 1.2. The concept of agribusiness
 - 1.3. Agribusiness levels of analysis and representation
 - 1.4. New concepts and trends
2. Strategic planning of agribusiness
 - 2.1. The value chain and its segments
 - 2.2. The environmental and market analysis in the agribusiness
 - 2.3. The strategic planning process
 - 2.4. The marketing-mix
 - 2.5. Planning and budgeting
3. The project of product in the agribusiness
 - 3.1. Project management
 - 3.2. Development strategy of new products
 - 3.3. Development process of new products
 - 3.4. Performance assessment of new products
4. Marketing and logistic channels in agribusiness
 - 4.1. The concept of logistic
 - 4.2. Decisions of logistic
 - 4.3. Logistic activities

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Management of the Agri-Business (GES8399M)

1. The context of agribusiness management
2. Economics for agribusiness managers
3. Accounting and finances
4. Marketing and sales
5. Production and operations management
6. Quality management

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Policies for Rural and Agricultural Development (ECN8401M)

- 1 - Economic development, agricultural and rural development, and policies
- 2 - Pricing Policy
- 3 - Policies for rural and agricultural development
- 4 - Common agricultural policy



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Agri-Food Marketing Policies (GES8398M)

- 1 – Agri-Product
 - 1. 1.1-Diffusion and Management of Product Innovation
 - 2. 1.2- Product Lifecycle and Marketing Strategies
- 2 - Price
 - 2.1. Pricing
- 3.Distribution
 - 3.1- Definition and Evaluation of Distribution Channels
 - 3.2- Marketing of Distributors
 - 3.3- Sales Management
- 4 – Communication
 - 4.1- Marketing Communication
 - 4.2- New Approaches in Marketing Communication
 - 4.3-Integrated Marketing Communication Strategies

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Decision Models and Risk (GES8403M)

- 1 - Introduction
- 2 - Probability and Preferences in Process decision
- 3 - Risk, Uncertainty and Ignorance in Making decision
- 4 - Decision Models with Known Preferences
- 5 - Decision Models with Preferences unknown
- 6 - Decision Models with Multiple Objectives
- 7 - Decision Models and Factor Weather
- 8 - Decision Models Baysean

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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 - Strategic classic planning versus strategic modern planning: multiple strategic decisions.

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Firms Valuation (GES11655M)

- 1 - The concept of value and valuation approaches
- 2 - Valuation based on financial statements
- 3 - Relative valuation based on market multiples
- 4 - Valuation models based on discounted cash-flows
- 5 - Valuation based on discounted excess earnings method
- 6 - Firm valuation under risk and uncertain conditions
- 7 - The contribute of real option theory to firm valuation



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Entrepreneurship (GES10942M)

1. Characterization of Entrepreneurship

- . Entrepreneurship: Conceptualization
- . Entrepreneurship and Innovation
- . Types of entrepreneurship
- . Measure of entrepreneurship
- . Entrepreneurship and Economic Growth

2. The Innovative Entrepreneur

- . Personal Characteristics
- . Traits common among entrepreneurs
- . Entrepreneurship and Education
- . Entrepreneurship and business incubation

3. The entrepreneurial process

- . The process of business creation
- . Creation of ideas
- . Design, Analysis and Testing of Ideas

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International Marketing (GES11656M)

1. Introduction to the Problem of the Internationalization

2. The Environment of Global Marketing

3. Global Marketing Research

4. Segmentation and Positioning in Global Markets

5. International Marketing Entry Strategies

6. The Marketing Mix Applied to the Global Market

6.1. Globalization versus Adaptation

6.2. Product and Services International Marketing

6.3. Pricing for International markets

6.4. International Marketing Channels - "grey market"

6.5. Integrated Marketing Communication



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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 (GES8402M)

1. Strategy of operations and competitiveness

2. Projects management

3. Project and selection of product and process

4. Project of supply chain

5. Stock management

6. Aggregate planning of operations

7. Schedule and control of operations

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Industrial Economics (ECN8404M)

Nature and object of Industrial Economics; Approaches to study Industrial Economics; Role of the State.

Concept and benefits of competition; Market Structures; Market failures and market power; Competitive forces.

Companies, markets and industries: key issues; Classification of companies; Market definition and relevant market; Market versus industry; CAE and industrial structure.

Determinants of market structure; Market concentration; Barriers to competition; Product differentiation.

Behavior and strategies of firms; Mergers and acquisitions, M&A and regulation; Interfirm cooperation.