

Course Unit	Health and nursing planning		Field of study	Nursing	
	Graduate in nursing management		School	School of Health	
Academic Year	2019/2020	Year of study	1	Level	ECTS credits 2.0
Type	Semestral	Semester	1	Code	5042-678-1108-00-19
Workload (hours)	54	Contact hours	T -	TP 10	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Eugénia Maria Garcia Jorge Anes

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Know the importance of planning in health organizations.
2. Recognize management and strategic planning as key instruments in the success of organizations.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable.

#### Course contents

Planning in health organizations. Strategic planning. Strategic management. Strategy and Technology. Project analysis.

#### Course contents (extended version)

1. Planning in health organizations.
  - Planning - Concepts.
  - Importance of planning - Objectives.
  - Types of plans.
2. Strategic management.
  - Definition of strategic management.
  - Management Functions.
  - Management Levels.
  - The importance of strategic management.
  - Strategic management as a competitive advantage.
  - Organizational strategy.
  - Process Integration.
  - Strategic analysis.
  - SWOT Analysis
3. Strategic planning.
  - The strategic plan.
  - What is strategic planning.
  - Advantages of strategic planning.
  - Strategic planning steps.
  - Balanced Scorecard.
  - Marketig.
  - Decision making.
4. Strategy and Technology.
  - Management by objectives, using indicators.
  - Value Creation and internal performance measures.
  - Board Tableaux.
  - Health benchmarking.
5. Project analysis.

#### Recommended reading

1. Carvalho, J.M.S. (2013). Planeamento estratégico. O seu guia para o sucesso. Porto: VidaEconómica
2. Pinto, C.A.M.; Rodrigues, J.A.M.S.; Santos, A.; Melo, L.; Moreira, M.A.D. & Rodrigues, R.B. (2014). Fundamentos de Gestão. Barcarena: Editorial Presença
3. Carvalho, L.C.; Bernardo, M.R.M.; Sousa, I.D. & Negas, M.C. (2014). Gestão das organizações. Uma abordagem integrada e prospetiva. Lisboa: Edições Sílabo.
4. Turner, S. (2010). Ferramentas de apoio à gestão. Guia essencial para o gestor de sucesso. Lisboa: Monitor

#### Teaching and learning methods

The unit will be taught by combining theoretical lessons with practical lessons based on engagement in creative practical cases, as well as self guided learning oriented by the teacher.

#### Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 100%
2. Alternative 2 - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

Portuguese

## Electronic validation

Eugénia Maria Garcia Jorge Anes	Andre Filipe Morais Pinto Novo	Maria Eugénia Rodrigues Mendes	Adília Maria Pires da Silva Fernandes
22-11-2019	09-12-2019	10-12-2019	10-12-2019