

Course Unit	Economy	Field of study	Economy
Bachelor in	Communication and Journalism	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT - , O -
Level	1-3	ECTS credits	6.0
Code	9662-657-3202-00-23		

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) José Rui Marques Dias da Silva

Learning outcomes and competences

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

- Understanding economic concepts; - Understanding consumer's and producer's theory; - Market structures; - Analyse and understand the obtained economic information.

Prerequisites

Before the course unit the learner is expected to be able to:
Basic knowledge of mathematics.

Course contents

1. Fundamental Principles of Economics 2. Fundamental Elements of Demand and Supply. 3. Consumer Theory. 4. Producer Theory. 5. Market structure. 6. Macroeconomic aggregates.

Course contents (extended version)

1. FUNDAMENTAL PRINCIPLES OF ECONOMICS
 - Economic Science
 - The Problems of Economic Organization
 - Markets and Government in a Modern Economy
2. FUNDAMENTAL ELEMENTS OF DEMAND AND SUPPLY
 - Market Mechanism
 - Demand and Supply Analysis
 - Market equilibrium
3. CONSUMER'S THEORY
 - Theory of Utility
 - Budgetary Restriction and Consumer Preferences
 - Replacement effect and Income effect
4. PRODUCER THEORY
 - Production Theory
 - Costs Theory
5. MARKET STRUCTURES
 - Competitive Markets
 - Imperfect Markets
 - Monopoly
6. MACROECONOMICS, GOALS AND MEASURES
 - Macroeconomic Concepts and Objectives
 - Domestic and National product
 - Gross and Liquid Domestic product
 - Product at factor cost and product at market prices
 - Nominal and real output

Recommended reading

1. Morgado, A. , & Ferreira, P. (2021) Princípios de microeconomia. Rei dos Livros. ISBN 9789895650316. .
2. Neves, João Luís César (2011). Introdução à economia. (9.ª ed). Lisboa: Verbo. ISBN 9789722230568.
3. Oliveira, L. , & Gomes, O. (2021). Macroeconomia – economia: o essencial (2a ed. , vol. 1). Edições Sílabo. ISBN: 9789726189077.
4. Samuelson, P. & Nordhaus W. (2010). Economia. (19.ª ed). McGraw-Hill. ISBN 972-8298-83-8.

Teaching and learning methods

Expository lessons - practical and theoretical - all topics will be exposed in classes where students can take part on their analysis and discussion. A book of exercises complements the course texts where students have the opportunity to learn and consolidate economic skills.

Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 100% (2 tests weighing 50% with a minimum grade of 7, with total assessment of the subject in 2 moments.)
2. Final written exam - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Covers all the subject matter of the course)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

José Rui Marques Dias da Silva	Tiago Jorge Alves Fernandes	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
08-04-2024	08-04-2024	08-04-2024	19-04-2024