

Course Unit	Business Management	Field of study	Entrepreneurship and Social Sciences
Bachelor in	Veterinary Nursing	School	School of Agriculture
Academic Year	2019/2020	Year of study	3
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T 30 TP - PL 30 TC - S - E - OT 20 O -
Level	1-3	ECTS credits	6.0
Code	9085-408-3104-00-19		

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) Alda Maria Vieira Matos Gonçalves

### Learning outcomes and competences

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

1. know the main processes of management and the tasks of the manager in the enterprise context.
2. Read, interpret and analyze the accounting information
3. Calculate and interpret management information and, on the basis of these, analyze economic and financial companies situation
4. Understand the internal management of consumable materials used in productive process
5. Know marketing theories and instruments
6. Develop interpersonal capacities in leadership and relationship
7. Think strategically: Identify threats and weakness of the external environment, detect strong and weak points of the internal environment and formulate strategies (SWOT)

### Prerequisites

Before the course unit the learner is expected to be able to:  
Do not exist

### Course contents

1. Introduction 2. Strategical management 3. Commercial management or marketing. 4. Management of human resources 5. Information management and accounting 6. Financial management 7. Management of material resources

### Course contents (extended version)

1. INTRODUCTION
  - What it is an organization
  - Organizations environment
  - Internal structure of organizations
  - The company: a particular case of organization
  - The role of the manager
2. STRATEGICAL MANAGEMENT
  - Mission and company goals
  - Positioning of the company face to the involving way
  - General and specific environment analysis
  - Internal diagnosis
  - Enterprise strategies
  - Evaluation of the competitive position of the company
  - Business ethics
3. COMMERCIAL MANAGEMENT OR MARKETING
  - What it is the marketing management
  - Environment of commercial management
  - Commercial strategy
  - Analysis of opportunities
  - Choice of the consumer-target: market segmentation
  - Marketing-mix
  - Implementation and control
4. MANAGEMENT OF HUMAN RESOURCES
  - Motivation
  - Leadership
  - Dynamics of groups and organizacional communication
5. INFORMATION MANAGEMENT AND ACCOUNTING
  - Financial accounting
  - The role of accounting as management instrument
  - Patrimony, inventory and balance sheet
  - System Accounting Standards
  - Results demonstration
6. FINANCIAL MANAGEMENT
  - Definition, scope and goal of financial management
  - Analysis of financial situation of the company
  - Economic-financiers indicators
  - Stability analysis or financial balance sheet
  - Liquidity and solvency analysis
  - Profitability analysis
  - Activity indicators
7. MANAGEMENT OF MATERIAL RESOURCES
  - Types of inputs used in productive process
  - Internal management of consumable materials: stocks management

### Recommended reading

1. Kotler, P. e Armstrong G. (2007). Princípios de Marketing. Prentice-Hall do Brasil.
2. Teixeira, S. (2013) Gestão das organizações. Escolar Editora. 3ª Ed.
3. Chiavenato, I. (2010). Gestão de Pessoas e o Novo Papel dos Recursos Humanos nas Organizações. Elsevier. 3ª. Ed. Rio de Janeiro.
4. Neves, J. (2012). Análise e Relato Financeiro. Uma Visão Integrada de Gestão. Texto Editora. Lisboa.
5. Rodrigues, J. (2010). Sistema de Normalização Contabilística. SNC Explicado. Porto Editora.

**Teaching and learning methods**

In the theoretical classes will be approached real cases to complement the subject and to foment the debate. In the practical classes, the students as a group constitute a "real" company, will also elaborate exercises of financial analysis and management of material resources.

**Assessment methods**

1. Alternative 1 - (Regular, Student Worker) (Final)
  - Practical Work - 50%
  - Practical Work - 50%
2. Alternative 2 - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100%

**Language of instruction**

Portuguese

**Electronic validation**

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21-11-2019	21-11-2019	22-11-2019	22-11-2019