

Course Unit	Introduction to Management		Field of study	Management	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9205-714-1104-00-23				
Workload (hours)	162	Contact hours	T -	TP 60	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) Ricardo Jorge Vieira Correia

Learning outcomes and competences

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

1. Understand Management Science concepts, organizations and environments;
2. Understand the main roles and functions of management, as well as its divisions;
3. Describe the main stages of the management process;
4. Know the different types of leadership and develop their managerial effectiveness;
5. Understand the motivational factors and develop skills that facilitate motivation;
6. Analyze the concept of organizational culture and compare change management approaches;
7. Adopt a critical sense towards the management, as well as a global and ethics overview about the economic activity.

Prerequisites

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

Course contents

1- Introduction of Management and its functions: 2- Planning 3- Organization 4- Direction 5- Control 6 - Organizational Culture 7 - The Ethics and Social Responsibility 8 - Ethics and Deontology of the Marketeers

Course contents (extended version)

1. Introduction
 - The organization
 - Internal and external environment
 - Manager functions: planning, organizing, directing and controlling
2. Planning
 - Mission, Vision and Objectives
 - Types of plans: Strategic and Operational
 - Formal planning process
 - Strategy
 - Rational model of decision making
3. Organization
 - Structure concept
 - Informal structure
 - Organizational structures
 - Activities coordination
 - Power and authority concepts
4. Direction
 - Leadership Styles
 - Leadership Theories
 - New Leaderships
 - Coaching
 - Motivation Theories
5. Control
 - Control Management
 - The Importance of Control
 - Control Methods
 - Budgeting
6. Organizational Culture
 - Motivators factors of change
 - Change Management alternative approaches
 - Resistance ways to organizational change
7. Ethics and Social Responsibility
 - Corporate Social Responsibility
 - Liberal and Social-economic perspective
 - Ethics in Management
8. Ethics and Deontology of the Marketeers

Recommended reading

1. Carvalho, J. (2012). Gestão de empresas – princípios fundamentais (2ª ed.). Edições Sílabo: Lisboa. ISBN: 978-972-618-646-5.
2. Chiavenato, I. (2000). Administração - Teoria, Processo e Prática (3ª ed.). Makron Books: São Paulo. ISBN: 855-321-348-1.
3. Costa, T. (2013). Gestão Contemporânea – Princípios, Tendências e Desafios. Edições Sílabo: Lisboa. ISBN: 978-972-618-734-9.
4. Ebert, R. , & Griffin, R. (2013). Business Essentials (9th ed.). Prentice-Hall. ISBN: 978-013-266-402-8.
5. Reis, F. , & Silva, M. (2012). Princípios de Gestão (1ª ed.). Edições Sílabo: Lisboa. ISBN: 978-972-618-699.

Teaching and learning methods

This unit will be taught through theoretical and practical lessons, where in addition to the fundamental theoretical concepts will be offered to students practical exercises and debates related to the subject matter. As resources used reveals itself to providing material support for students and support for classes and the intensive use of the System of E-learning.

Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 40% (Mandatory work with oral presentation for all students. Minimum grade: 7 values.)
 - Final Written Exam - 60% (Minimum grade: 7. Mandatory minimum attendance: 80% of classes (regular students in final season).)
2. Exchange students (incoming) - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 100% (One work, to be held individually or in group, on a subject matter addressed in the course.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Ricardo Jorge Vieira Correia	Luisa Margarida Barata Lopes	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
20-10-2023	20-10-2023	21-10-2023	23-10-2023