

Course Unit	Economy		Field of study	Economy	
Bachelor in	Communication and Journalism		School	School of Public Management, Communication and Tourism	
Academic Year	2021/2022	Year of study	3	Level	1-3
Type	Semestral	Semester	2	ECTS credits	6.0
			Code	9662-657-3202-00-21	
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) Joao Carlos de Carvalho Franco

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; - Understanding 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. Carvalho, Luísa (2014). Microeconomia e macroeconomia: Conceitos económicos fundamentais para a gestão das organizações. (2ª ed). Lisboa: Sílabo. ISBN: 978-972-618-773-8
2. Frank, Robert H. (2014). Microeconomics and behaviour (9th ed.). New York: McGraw-Hill higher education. ISBN 13 978-0078021695
3. Mankiw, N. Gregory (2012). Principles of economics (6th ed.). Mason: South-Western cengage learning. ISBN 0538453052
4. Neves, João Luís César (2011). Introdução à economia. (9.ª ed). Lisboa: Verbo. ISBN 9789722230568
5. Samuelson, P. & Nordhaus W. (2010). Economia. (19.ª ed). Lisboa: 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. Distributed evaluation - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 50% (Covers chapters 1, 2 and 3 of course contents.)
 - Final Written Exam - 50% ((To be held at EAF) Covers chapters 4, 5 and 6 of course contents.)
2. Final written exam - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100% (Exam includes all the contents of the course)
3. Exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Joao Carlos de Carvalho Franco	Manuela Dolores Ferreira Carneiro	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
17-03-2022	29-03-2022	29-03-2022	04-04-2022