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|------------------|------------------------------|----------------|--|
| Course Unit      | Economy                      | Field of study | Economy  |
| Bachelor in      | Communication and Journalism | School         | School of Public Management, Communication and Tourism |
| Academic Year    | 2022/2023                    | Year of study  | 3  |
| Type             | Semestral                    | Semester       | 2  |
| Workload (hours) | 162                          | Contact hours  | T - 60 TP - 60 PL - TC - S - E - OT - O -              |
| Level            | 1-3                          | ECTS credits   | 6.0  |
| Code             | 9662-657-3202-00-22          |                |  |

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) Joana Maria Sampaio Rua Fernandes

### 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. 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. 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

|                                   |                                   |                                    |                              |
|-----------------------------------|-----------------------------------|------------------------------------|------------------------------|
| Joana Maria Sampaio Rua Fernandes | Manuela Dolores Ferreira Carneiro | Catarina Alexandra Alves Fernandes | Luisa Margarida Barata Lopes |
| 27-02-2023                        | 17-03-2023                        | 19-03-2023                         | 19-03-2023                   |