

A - General description

Program Title – Human Resources Management and Organizational Behavior.

Qualification awarded – Bachelor’s degree (180 ECTS)

Admission requirements – 12th grade approval and also approval in one of following course: Economics or Geography or Mathematics Applied to the Social Sciences, with a minimum of 95 points.

Educational and professional goals – Give the students the necessary competencies for their integration in the working world in the fields of Human Resources Management; Work Psychology, Human Resources Auditing; Hygiene and Work Security. It’s also the goal to give to the students a vast set of knowledge for their progression in Post-Graduate studies.

Access to further studies – This course give the students the knowledge necessary for them to go to a Master degree course or a PhD, especially in the areas of Human Resources Management and those connected to Organizational Behavior.

Course structure diagram with credits (60 per year) – The course is organized in 3 years and 6 semester, where the several courses are integrated, being a strong and vast body of knowledge that allow students to have a formation not only scientific and pedagogic, but also acquire the necessary competencies to the development of the role of the Human Resources Manager or Human Resources Technician.

Course Title	Year	Semester	Number of credits
Computer Applications	1	1	5
Political Economy	1	1	5
Mathematics for the Social Sciences I	1	1	5
Research Methodologies in Human Sciences	1	1	5
Fundamentals of Law	1	1	5
Psychology	1	1	5
Labour Law	1	2	5

Labour Economy	1	2	5
History and Theory of Human Resources Management	1	2	5
Mathematics for the Social Sciences II	1	2	5
Psychology Differential (option)	1	2	5
Social Psychology	1	2	5
Analysis, Qualification and Description of Job Duties	2	1	4
Community Law	2	1	5
Ergonomics	2	1	5
Statistics for the Social Sciences	2	1	5
Administrative Management and Human Resources Auditing	2	1	5
Introduction to Finance	2	1	6
Culture and Organizational Communication	2	2	5
Non-Parametric Statistics	2	2	5
Competence-Based Management and Performance Appraisal	2	2	5
Strategic Planning	2	2	5
Health and Safety at Work	2	2	5
Rewards Systems and Career Management	2	2	5
Organizational Development	3	1	5,5
Ethics, Deontology and Social Responsibility	3	1	3
Team Leadership and Management	3	1	6
Training Methods	3	1	6
Consumer Psychology	3	1	4
Recruitment and Selection	3	1	5,5
Market Surveys	3	2	

Conflict Management and Negotiation	3	2	
Multicultural Management	3	2	
Active Training Methodologies	3	2	
Integrated Project of Human Resources	3	2	
Seminar: Creativity and Innovation	3	2	

Final examination, if any – not applicable

Examination and assessment regulations – final examination not required; examination and assessment defined for each individual course unit.

ECTS departmental co-ordinator – Sílvia Manuel da Rocha Brito (Professor)

B – Description of individual course units

Course title	Computer Applications
Course code	964003
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	1st
Number of credits	5
Name of lecturer	Célio Gonçalo Marques. Ricardo Campos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Consolidate basic notions of computer science and architecture of computers.</p> <p>Develop capabilities of exploring tools such as word processors, spreadsheets, presentations and electronic communication.</p> <p>Introduce concepts of computers on networks and prepare students for the use of the Internet as a means of access, transmission and dissemination of information.</p> <p>Informatics Solution on Management of Human Resources.</p>
Prerequisites	NA
Course contents	<p>Introduction to Information Technology (IT) and Computer Architecture Notions.</p> <p>Text Processing: Microsoft Word.</p> <p>Spreadsheet: Microsoft Excel.</p> <p>Presentations: Microsoft Powerpoint.</p> <p>Networks and internet.</p> <p>Communication and Personal Organization: Microsoft Outlook.</p> <p>Computer Solutions in Organizational Behavior Management.</p>
Recommended reading	<p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Noções de Arquitectura de Computadores</i>, AIDTIC, IPT, 2008.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Processamento de Texto: Microsoft Word</i>, AIDTIC, IPT, 2008.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Folha de Cálculo: Microsoft Excel</i>, AIDTIC, IPT, 2008.</p>
Teaching methods	In Class
Assessment methods	Test (50%) + Project (45%) + Individual Work (5%)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Political Economy
Course code	964005
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	1st
Number of credits	5
Name of lecturer	Maria do Rosário Baeta Neves
Objectives of the course (preferably expressed in terms of learning outcomes competences)	At the end of the course, students should be able: to understand and describe macro and micro economic issues using the reasoning of economic science; to use sources of statistical and bibliographic data to obtain the relevant information for approaching each problem and write reports on economic issues.
Prerequisites	NA
Course contents	Basic concepts in economic science. National accounting as measurement technique of the economic activity. Productive and monetary markets. Flows of the external commerce and the world-wide interdependence. Policy-mix and the impact in the external environment of an economic unit: application to the Portuguese economy. Development of excellent subjects in the current and future context of the international relations.
Recommended reading	1. Cunha, Paulo Pitta e Cunha e Morais, Luís Silva (2008), A Europa e os Desafios do Século XXI, Coimbra, Almedina. 2. Frank, Robert H. e Bernanke, Ben S. (2003), Princípios de Economia, Lisboa, McGraw-Hill. 3. Medeiros, Eduardo Raposo (2000), Economia Internacional, Lisboa, ISCSP. 4. Neves, João César das (1992), Introdução à Economia, Lisboa, Editorial Verbo.
Teaching methods	Topic units of the study program are presented through lectures and case study analyses
Assessment methods	The student can choose between: individual mid-term reports with a minimum arithmetic mean of 10 values; Final exam: minimum grade of 10 values.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Mathematics for Social Sciences I
Course code	964001
Type of course	One-semester course
Level of Course	I
Year of study	1 st
Semester/trimester	1 st
Number of credits	5
Name of lecturer	José M. Faria Paixão. Ana Cristina Nata
Objectives of the course (preferably expressed in terms of learning outcomes competences)	It is intended that the student acquire and consolidate the mathematical aspects needed to study the realities of economic and social nature. The concepts are presented from a mathematical point of view, but always emphasizing the direct link to practical applications. With this goal, the contents are introduced in order to serve as support for all disciplines of the course that need them, thus promoting the cross interdisciplinary.
Prerequisites	NA
Course contents	<ol style="list-style-type: none"> 1. Calculus 2. Functions 3. Limits, derivatives and applications: extremes, marginal functions and elasticity 4. Sequences and applications to financial mathematics
Recommended reading	<ol style="list-style-type: none"> 1. Barnett, R. & Ziegler, M. & Byleen, K. (2007), "Calculus for Business, Economics, Life Sciences and Social Sciences", Pearson Education 2. Gonçalves, J.V. (1953) "Curso de Álgebra Superior", 3^a ed. Lisboa 3. Harshbarger, Ronald J & Reynolds J. (2006): "Matemática Aplicada- Administração, Economia e Ciência Sociais e da Saúde" McGraw-Hill
Teaching methods	In class
Assessment methods	The examination is made by a written test (from 0 to 20 values) about all the concepts taught during the semester. There is a frequency, an exam and a special exam. In each, the students are approved when the classification is higher or equal to 9.5 values. The students approved by frequency, do not need to come to the exam.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Research Methodologies in Human Sciences
Course code	964002
Type of course	One-semester course
Level of Course	NA
Year of study	1 st
Semester/trimester	1 st
Number of credits	5
Name of lecturer	Maria Alexandra Falcão Bento Baptista Vilhena de Carvalho
Objectives of the course (preferably expressed in terms of learning outcomes competences)	By the end of the course, students should have knowledge to develop the investigation activity in the human sciences field, particularly in articulation to the other courses in the Human Resources Management as well as in their professional live and post-graduate studies.
Prerequisites	NA
Course contents	I – Rupture with the common sense. II – Research techniques in human sciences. III – Investigation strategies. 3.1 Stages of the investigation process. IV – General methodologies. V – Methods and techniques of investigation. 5.1 Field work; 5.2 Inquiries and questionnaires; 5.3 Interview. VI – The research. VII – Hypothesis. 7.1 Working and operational hypothesis, error and significance level. VIII – Sampling.
Recommended reading	Braudel, Fernand – <i>História e Ciências Sociais</i> – Ed. Presença Quivy, Raymond; Campenhoudt, Luc van – <i>Manual de Investigação em Ciências Sociais</i> – Gradiva Sampieri, R.H.; Collado, C.F.; Lucio, P.B. – <i>Metodologia de Pesquisa</i> – McGraw-Hill, 3 ^a Ed. Silva, Augusto; Pinto, José Madureira – <i>Metodologia das Ciências Sociais</i> – Edições Afrontamento
Teaching methods	In class
Assessment methods	Final test and an assignment.
Language of instruction	Portuguese

B – Description of individual course units	
Course Title	Fundamentals of Law
Course Code	964006
Type of Course	One-semester course
Level of Course	NA
Year of Study	1st
Semester/Trimester	1st
Number of credits	5
Name of Lecturer	Jorge Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide an overview of legal system: its different meanings, sources, branches, law interpretation and integration and its application in time and space.
Prerequisites	NA
Course contents	<p>Part I – General concepts Chapter I – Introductory notions; Chapter II – Sources of Law; Chapter III – Law branches; Chapter IV – Law interpretation and integration; Chapter V – Application of law in time; Chapter VI – Application of law in space; Chapter VII – Acting according to law; Chapter VIII – Acting against law; Chapter IX – Legal coercion; Chapter X – Juridical relation</p> <p>Part II – Law of obligations Part III – Rights in rem Part IV – Family Law Part V – Succession Law</p>
Recommended Reading	Almeida Costa “ Noções de Direito”, Almedina; Castro Mendes, “ Introdução ao Estudo do Direito”, Lisboa, 1994
Teaching Methods	Lectures including worksheets.
Assessment Methods	Two mid-term written tests and final exam.
Language of Instruction	Portuguese

B - Description of individual course units

Course title	Psychology
Course code	964004
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	1st
Number of credits	5
Name of lecturer	Ana Isabel de Santiago Vaz Cotta Guerra Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Acquisition, identification and capacity to integrate the principal concepts, theories and approaches of the discipline of Psychology. Acquisition of the reflexive capacity, relative to the theoretical contents of the discipline of Psychology. Understanding of the underlying logic to the investigation methodologies used in the domain of the Psychology, as study. Understanding of the importance of the discipline of Psychology, in relationships work and in the solemnity-knowledge.
Prerequisites	NA
Course contents	Origin of the Psychology. The biological origin of the behavior. Physical and cognitive development. Social development. The Emotion. The personality. Psychopathologic. The scientific investigation in Psychology.
Recommended reading	Damásio, A. (2000). "The Feeling of Itself - The Body the Emotion and Neurobiology of the Conscience". Lisbon: Publications Europa América. Damásio, A. (2003). "To Espinosa's Encounter - The Social emotions and the Neurology of Feeling". Lisbon: Publications Europa América. Bernaud, J. (2000). "Methods of Evaluation of the Personality". Lisbon: Climepsi. Doron, Roland & Parot, Françoise, (2001), "Dictionary of Psychology". Lisbon: Climepsi Editores
Teaching methods	Reading of scientific texts related with the treated themes. To support the students in the development of an exploratory study based on the scientific method, involving appropriate research and methodology. To favor and to organize, the oral presentation of the in the face of-project of the exploratory study, in class context. To evaluate the presentation of the in the face of-project of the exploratory study with base in criteria. To foment the evaluation among friends.
Assessment methods	Frequency 70%. Exploratory study: 30%
Language of instruction	Portuguese

B - Description of individual course units

Course title	Labour Law
Course code	96410
Type of course	One-semester course
Level of Course	NA
Year of study	1
Semester/trimester	2
Number of credits	5
Name of lecturer	Paula Almeida
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Get acquainted with the branch of the Law which regulates Labour relations. Understand the tools which regulate this social area distinguishing between Collective Law and Individual Law. Identify contract types, the rights and duties of contractors and modes of termination of a labour contract.
Prerequisites	NA
Course contents	1. Introduction. 2. Institutional staff framework. 3. Sources of Labour Law. 4. Legal Personality. 5. Individual Labour Contract. 6. Drafts. 7. Jurisprudence references.
Recommended reading	Lobo Xavier, <i>Direito do Trabalho, Verbo. Manual de Direito do Trabalho</i> , 2008.
Teaching methods	Lectures and worksheets.
Assessment methods	One research assignment and two mid-term exams. Final exam.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Labour Economy
Course code	964009
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Luís Carlos Cardoso
Objectives of the course (preferably expressed in terms of learning outcomes competences)	At the end of the course, students become aware of the special characteristics of the labor market. They should be able to discuss about main policies in the labor market, as well as to apply economic analysis to treat specific questions.
Prerequisites	NA
Course contents	Introduction. Labor supply. Labor demand. Labor market equilibrium. Human capital. Labor market discrimination. Labor unions and collective bargaining. Unemployment. The <i>Phillips</i> curve: <i>trade-off</i> between inflation and unemployment.
Recommended reading	1. Belbute, José (2003), <i>Princípios de Macroeconomia</i> , Lisboa, Gradiva. 2. Borjas, George J. (2005), <i>Labor Economics</i> , Lisboa, McGraw-Hill. 3. Dornbusch, Rudiger, Fischer, Stanley e Startz, Richard (1998), <i>Macroeconomia</i> , Lisboa, McGraw-Hill. 4. Frank, Robert H. e Bernanke, Ben S. (2003), <i>Princípios de Economia</i> , Lisboa, McGraw-Hill. 5. Neves, João César das (1992), <i>Introdução à Economia</i> , Lisboa, Editorial Verbo. 6. Samuelson, Paul A. e Nordhaus, William D. (1999), <i>Economia</i> , Lisboa, McGraw-Hill. 7. Santos, Jorge, Braga, Jacinto, Teixeira, Manuel e Aubyn, Miguel St. (1996), <i>Macroeconomia — Exercícios e Teoria</i> , Lisboa, McGraw-Hill. 8. Ucha, Isabel (1995), <i>Introdução à Economia — Sínteses, Exercícios e Soluções</i> , Lisboa, Editorial Verbo.
Teaching methods	Topic units of the study program are presented through lectures and case study analyses
Assessment methods	The student can choose between: a) Continuous assessment: individual mid-term tests with minimum arithmetic average of 10 marks. b) Final exam: A minimum grade of 10 marks.
Language of instruction	Portuguese

B - Description of individual course units

Course title	History and Theory of Human Resources Management
Course code	964011
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Maria Alexandra Falcão Bento Baptista Vilhena de Carvalho
Objectives of the course (preferably expressed in terms of learning outcomes competences)	By the end of the course students should have a basis of knowledge on theories that involve organizational issues, its definition e organizational objectives.
Prerequisites	NA
Course contents	I – Introduction. 1.1 Organization and its Different Levels. II – Analytic Structures: Organizational Metaphors. III – Organizational Structures. IV – Organizational Design. V – Approach to the Different Organizational Theories.
Recommended reading	Bilhim, João – <i>Teoria Organizacional. Estruturas e Pessoas (4ª ed)</i> – Instituto Superior de Ciências Sociais e Políticas, 2005 Carvalho, J. <i>et al</i> – <i>Psicossociologia das Organizações</i> – McGraw–Hill Chiavenato, I – <i>Teoria Geral da Administração</i> – McGraw–Hill Chiavenato, I – <i>Psicossociologia das Organizações</i> – McGraw–Hill
Teaching methods	In class
Assessment methods	Final test and a practical assignment
Language of instruction	Portuguese

B - Description of individual course units

Course title	Mathematics for life sciences II
Course code	964007
Type of course	One-semester course
Level of Course	II
Year of study	1st
Semester/trimester	2nd
Number of credits	5
Name of lecturer	José Manuel Faria Paixão, Cristina M. M. Andrade
Objectives of the course (preferably expressed in terms of learning outcomes competences)	The main goal of the course is to provide the students with the mathematical knowledge and tools necessary to a better understanding of real economical and social problems.
Prerequisites	NA
Course contents	Mathematical Analysis. Integral calculus. Linear Álgebra. Matrices. Determinants
Recommended reading	<p>Ferreira, M.A.M.; Amaral, Isabel (2006): Exercícios de Álgebra Linear 1º Volume Matrizes e Determinantes. Edições Sílabo</p> <p>Ferreira, M.A.M.; Amaral, Isabel (2006): Exercícios de Primitivas e Integrais. Edições Sílabo</p> <p>Ferreira, M.A.M. (1999): Exercícios de cálculo diferencial em \mathbb{R}^n. Edições Sílabo</p> <p>Armstrong, Bill; Davis, Don (2002): College Mathematics, Solving problems in finite mathematics and calculus. Pearson Education</p>
Teaching methods	Attending classes
Assessment methods	Exams (attending exams)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Psychology Differential (Option)
Course code	964039
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Ana Isabel de Santiago Vaz Cotta Guerra Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Acquisition, identification and capacity to integrate the principal concepts, theories and approaches of Psychologies Differential's discipline. Acquisition of the reflexive capacity, relative to the theoretical contents of Psychologies Differential's discipline. Understanding of the underlying logic to the investigation methodologies used in Psychologies Differential's domain, as study object. Understanding of the importance of Psychologies Differential's discipline, in the relationships, relationships work and in the solemnity-knowledge.
Prerequisites	NA
Course contents	Origin of the concept of Psychology differential. The Psychology and the individual Differences. The Hereditariness and the environment. The physical Constitution and the Human Behavior. Theories Typological of the Personality. The Psychologies Differential of the sexes. The Human Sexuality. The Psychological differences and the age. The racial and cultural Differences. Family likeness and psychological differences.
Recommended reading	Bachs, J. (1999). Psychologies Differential. Lisbon: Plane tree - Technical Editions. Bernaud, J. (2000). Methods of Evaluation of the Personality. Climepsi. Gleitman, H; Fridlund, The; Reisberg, D. (2003). Psychology. Lisbon: Foundation Calouste Gulbenkian.
Teaching methods	reading of scientific texts related with the Psychologies Differential. To "support the students in the development of an exploratory study involving appropriate research and methodology. To " favor and to organize, the presentation of the exploratory study in context of class room. To "foment the evaluation among friends, of the exploratory study with base in criteria.
Assessment methods	Frequency: 70%. Exploratory study: 30%
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Social Psychology
Course code	964008
Type of course	Semestral
Level of Course	NA
Year of study	1 ^o
Semester/trimester	2 ^o
Number of credits	5
Name of lecturer	Pedro Dias dos Santos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Acquire, identify and integrate the basic concepts, theories and approaches in social psychology. Develop the perceptive/evaluative dimension within human interaction. Understand behavioural processes resulting from human interactions. Understand the significance of social interventions in human development. Understand and apply scientific research principles to the study of individual and group behaviour. Apply the concepts learned in different contexts through the application of concepts based on methodological models. Be able to develop and update group dynamics.
Prerequisites	NA
Course contents	From the American paradigm to the European Social Psychology Social influence; Attitudes: structure and change; Social perception, processes and drifting; Impression shaping. Implications to the psychologist practices. Social representations; Interpersonal relationships; Causal attribution; Groups and inter-group relationships; Reflections on application fields.
Recommended reading	Gil, J. (2005). <i>Portugal, hoje: O medo de existir</i> . Lisboa: Relógio d'Água. Jesuíno, J.C. (1987). <i>Processos de Liderança</i> . Lisboa: Livros Horizonte. Leyens, J-Ph. & Yzerbyt, V. (1999). <i>Psicologia social</i> . Lisboa: Edições 70.
Teaching methods	Lectures
Assessment methods	Continuous assessment: Tests (45%) + Assignments (45%) + class participation (10%) Assignments: individual or group (3 elements)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Analysis, Qualification and Description of Job Duties
Course code	964017
Type of course	One-semester course
Level of Course	NA
Year of study	2 nd
Semester/trimester	1 st
Number of credits	4
Name of lecturer	Sílvia Manuel da Rocha Brito
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Organizing and planning of jobs. Observe and gather information, analyze, implement and monitor. Hold powers of analysis and synthesis. Find and share information. Interpreting and reporting and to publicize it.
Prerequisites	NA
Course contents	The importance of the analysis and qualification of duties. Principles of the analysis and description of duties. Objectives of the analysis and description of duties. Structure analysis and description of duties. Methods of description and analysis functions. Examples of analysis and description of duties.
Recommended reading	Armstrong, M. (2007). <i>Human resource management - Strategy & action</i> . London: Kogan Page. Beaumont, P. B. (1993). <i>Human resource management - Key concepts and skills</i> . London: Sage Publications. Brewster, C., & Hegewisch, A. (Eds.). (1994). <i>Policy and practice in European human resource management</i> . London: Routledge.
Teaching methods	Expository: Performances: issues and debates, case studies. Assets: Use practice of technical tools. Research.
Assessment methods	Continuous assessment: Individual research work 50% Periodic assessment: proof of attendance 50% Final assessment: proof of examination. Exempt from examination note with less than 10 values
Language of instruction	Portuguese

B - Description of individual course units

Course title	Community Law
Course code	964014
Type of course	One-semester course
Level of Course	NA
Year of study	2 ^o
Semester/trimester	1 ^o
Number of credits	4
Name of lecturer	Manuel Baeta Neves
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide the students with a complete overview on the evolution of the concept of European Union, its bodies and policies.
Prerequisites	NA
Course contents	Introduction. The concept of Europe and the desire for a European unity. From CECA to EU. From Paris to Maastricht via Rome, Amsterdam and Nice. The fundamental principles of the European Union. The materialisation of the European Union. Community policies.
Recommended reading	João Pedro Simões Dias, O Conselho Europeu, Quarteto, Coimbra 2002, Miguel Gorjão Henriques, "Direito Comunitário, Almedina
Teaching methods	Lectures and worksheets
Assessment methods	A mid-term exam and a team assignment. Final exam.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Ergonomics
Course code	964016
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	1st
Number of credits	5
Name of lecturer	Jorge Ribeiro Pires
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Be familiar with diagnosis techniques for ergonomic projects. Identify and use general principles of ergonomics. Develop an ergonomic reasoning. Analyse the several usages of ergonomics both under the human component and activity perspective. Understand the diversity and complementarity of ergonomic theories.</p>
Prerequisites	NA
Course contents	<p>Ergonomics as an organized group of facts about Man, physical and social environment, and work. The various applications of ergonomics including adaptation of work to man and the promotion of comfort, safety and productivity. The main theoretical trends in ergonomics: approach to human activity. Man-machine system and information and control interface. Adaptation to products, tasks, and environment as an expression of ergonomics efficiency, improving performance and quality.</p>
Recommended reading	<p>BRIDGER, R.S. - Introduction to Ergonomics - McGraw-Hill. New York, 1995 BRUNSTEIN, I. - Le Travail Posté: Chez nous et ailleurs - Ergonomie et Gestion. Octares Editions. Marseille, 1988. CHAPANIS, Alphonse. - Research Techniques in Human Engineering - Johns Hopkins. Baltimore, 1962</p>
Teaching methods	Lectures and worksheets
Assessment methods	<p>Team- and individual assignment: 50% Mid-term exam: 50% Students must obtain a minimum of 12 points to be exempt from exam. If students choose to be assessed through individual assignments, they will have to submit three assignments during the semester.</p>
Language of instruction	Portuguese

B - Description of individual course units

Course title	Statistics for the Social Sciences
Course code	964013
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	1st
Number of credits	5
Name of lecturer	Francisco Paulo Vilhena Antunes Bernardino Carvalho. Ricardo Jorge Viegas Covas
Objectives of the course (preferably expressed in terms of learning outcomes competences)	By the end of the course, students should have a critical sense of information e be able, by themselves, to do data analysis and make decisions.
Prerequisites	NA
Course contents	I – Descriptive Statistics. 1.1 Concepts; 1.2 Tables, Charts and Numerical Indicators. II – Probabilities. 2.1 Definition; 2.2 Conditional Probabilities and Bayes Theore; 2.3 Distributions. III – Sampling. 3.1 Types of Sampling; 3.2 Sampling Distributions. IV – Estimation Theory. 4.1 Punctual Estimation; 4.2 Confidence Intervals. V – Parametric Tests. 5.1 Tests for one parameter; 5.2 Tests for two parameters. VI – Regression e Correlation. 6.1 Simple Linear Regression; 6.2 Estimators and Quality Measures.
Recommended reading	Maroco, João; Bispo, Regina – <i>Estatística Aplicada às Ciências Sociais e Humanas</i> – Climepsi Editores (2005) Pereira, Alexandre - SPSS – Guia Prático de Utilização, Análise de dados para Ciências Sociais e Psicologia (2004)
Teaching methods	In class
Assessment methods	Final test
Language of instruction	Portuguese

B - Description of individual course units

Course title	Administrative Management and Human Resources Auditing
Course code	964015
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	1st
Number of credits	5
Name of lecturer	Maria Fernanda Pires Aparício
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Vision of business credibility and professionalism; Management Relationships; Adaptability; Personnel management, operations management including outsourcing, Information Management, Performance Management and Development (Performance), Industrial Relations and Employment, Compensation and benefits; Management Systems Information: The Department of HR as part of the organization
Prerequisites	NA
Course contents	Major tax and legal obligations affecting the management of people; - Regulations on data protection; Ability to assess a processing system salaries; Communication and implementation of policies on human resources; Construction of instruments of socialization; - Diagnose and implementing information systems for human resources; Planning and calculate the main indicators for the management of HR; Analyze the information on the Management of HR; Basic principles of human resources audit
Recommended reading	Código do Trabalho. Amstrong , (2001) <i>Handbook of Personnel Management Practice</i> , seventh edition, Kogan Page, LONDON Caetano, António, Vala, Jorge, (2002) <i>Gestão dos Recursos Humanos – contextos, processos e técnicas</i> – Editora RH, Lisboa Chiavenato, Idalberto (1998) <i>Remuneração, Benefícios e Relações de Trabalho</i> , Atlas, S.Paulo
Teaching methods	Expositive and Active
Assessment methods	Weekle individual works and one to present the final half. At the end will be a test for individual assessment of general knowledge.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Introduction to Finance
Course code	964018
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	1st
Number of credits	6
Name of lecturer	Maria Graciete da Purificação Reis Henriques Honrado
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Understand and interpret the financial cycles of a company, and calculate their financial needs.</p> <p>Provide the students with information that allows them to analyze the patrimonial situation and the results of any organization activity.</p> <p>Understand the various funding options and their effects in what concerns the management policies and the company's profitability.</p>
Prerequisites	NA
Course contents	<p>Introduction - general information about the course. The concepts of financial function, management and analysis. Accounting: the main elements and account maps. Definition of some cost types: fixed, variable, semi-fixed and semi-variable. Management policies. The company's treasury. The company's financial analysis. Financial indicators. Economic indicators. Working ratios. Budgets. Scope and objectives of analytical accounting. Company auditing. Case studies.</p>
Recommended reading	<p>Barros, C. & Barros, A. (1997), <i>Análise e Gestão Financeira de Curto Prazo</i>, Editora Vulgata, Lisboa.</p> <p>Borges, A., Macedo J., Morgado J., Moreira A., Pais, C. & Isidro H. (2002), <i>Práticas de Contabilidade Financeira</i>, 3ª Edição; Áreas Editora, Lisboa.</p> <p>Brealey, R & Meyers, S. (1998), <i>Princípios de Finanças Empresariais</i>, McGraw-Hill.</p>
Teaching methods	Lectures. Written exercises. Tutorials.
Assessment methods	Continuous assessment: a mid-term exam. The students who obtain at least 10 grade points will be exempt from exam.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Cultural and Organizational Communication
Course code	964022
Type of course	One-semester
Level of Course	NA
Year of study	2 nd
Semester/trimester	2 nd
Number of credits	5
Name of lecturer	Maria Alexandra Falcão Bento Baptista Vilhena de Carvalho
Objectives of the course (preferably expressed in terms of learning outcomes competences)	By the end of the course, students should be able to identify organizational culture and the necessary forms for the creation or modification of an organizational culture. Students should also be aware of the importance of the organizational culture.
Prerequisites	NA
Course contents	I – Introduction. 1.1 Concepts; 1.2 Organizational Process, Structure and Conception; 1.3 Effectiveness in the Organization. II – Organizational Culture. 2.1 Socialization and Culture; 2.2 Characteristics of Effective Socialization; 2.3 System of Social Values. III – Individual Differences and Behavior at Work. 3.1 Basis for the Understanding of the Behavior at Work; 3.2 Individual Variables. IV – Communication and Organization. 4.1 – The Role of Communication in the Social System; 4.2 Intrinsic and Extrinsic Factors in the Communication Process; 4.3 Organizational Communication Function.
Recommended reading	CUNHA, M.P. – Organizações e Recursos: Perspectivas de Ecologia Organizacional – Metáfora IVANCEVICH, John M; MATTESON, Michael R. – <i>Organizational Behaviour and Management, 6th Ed</i> – McGraw Hill – 2002 REGO, Arménio; CUNHA, Miguel Pina; CUNHA, Rita Campos – <i>Manual do Comportamento Organizacional</i> – RH Editora
Teaching methods	In class
Assessment methods	Final test and a work presented and discussed in class
Language of instruction	Portuguese

B - Description of individual course units

Course title	Non-Parametric Statistics
Course code	964019
Type of course	One-semester course
Level of Course	NA
Year of study	2 nd
Semester/trimester	2 nd
Number of credits	5
Name of lecturer	Francisco Paulo Vilhena Antunes Bernardino Carvalho. Ricardo Jorge Viegas Covas
Objectives of the course (preferably expressed in terms of learning outcomes competences)	By the end of the course, students should have the concepts and practical knowledge on non-parametric statistics applied to the social sciences.
Prerequisites	NA
Course contents	I – Introduction. II – Non-Parametric Tests to One Population Parameter. III – Non-Parametric Tests for Comparison of Parameters of Two Populations. IV – Non-Parametric Tests for Comparison of Parameters of more than Two Populations. V – Non-Parametric Association Measures.
Recommended reading	Maroco, João; Bispo, Regina – <i>Estatística Aplicada às Ciências Sociais e Humanas</i> – Climepsi Editores (2005) Pereira, Alexandre - SPSS – Guia Prático de Utilização, Análise de dados para Ciências Sociais e Psicologia (2004) Siegel, Sidney; Castellan Jr, N. John – Nonparametric Statistics for the Behavioral Sciences – McGraw-Hill (1989)
Teaching methods	In class. Practical subjects in computer room.
Assessment methods	Final test and an assignment to be presented and discussed in class.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Competence-Based Management and Performance Appraisal
Course code	964020
Type of course	One-semester course
Level of Course	NA
Year of study	2 ^o
Semester/trimester	2 ^o
Number of credits	5
Name of lecturer	Maria Fernanda Pires Aparício
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Learning to be resilient, strongly object to the obstacles, hold the ability to solve problems, results-oriented group. Monitoring the change. Development plans. Guidance and advice. Be agent of change. Internal and external mobility.
Prerequisites	NA
Course contents	1 - Skills - definitions and perspectives 2 - Skills and competencies goal 3 - Management skills and Knowledge Management 4 - History of powers 5 - Specimen intervention 6 - Methodologies and policies of intervention in management skills 7 - Evaluation of skills 8 -- Intercultural competences 9 - Skills emotional 10 - Performance Assessment (Assessment of scale by points, by factors, by degrees, by description and 360. 11-Case Studies
Recommended reading	Almeida, Paulo Pereira de; Rebelo, Glória, <i>A Era Da Competência – Um novo paradigma para a Gestão dos Recursos Humanos e o Direito do Trabalho</i> , 1.ª Edição, RH Editora, 2004 Caetano, António, <i>Avaliação de Desempenho – Metáforas, Conceitos e Práticas</i> , 1.ª ed. RH Editora, Lisboa, 1998 Cascão, Ferreira, <i>Entre a Gestão de Competências e a Gestão do Conhecimento – Um estudo exploratório de inovações na gestão das pessoas</i> , 1.ª Edição, RH Editora, 2004
Teaching methods	Expository: Performances: issues and debates, case studies. Assets: Use practice of technical tools. Research.
Assessment methods	Avaliação continua: Trabalhos de Grupo e trabalhos Práticos individuais 50%. Avaliação Periódica: Trabalhos de grupo e trabalhos práticos individuais 50%. Avaliação Final – Prova de avaliação 50%
Language of instruction	Portuguese

B - Description of individual course units

Course title	Strategic Planning
Course code	964024
Type of course	One-semester course
Level of Course	NA
Year of study	2 nd .
Semester/trimester	2 nd
Number of credits	5
Name of lecturer	Manuel Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Conceptual and instrumental knowledge of Strategy. Ability to conduct a contextual and transactional corporate analysis. Ability to conduct strategy formulation and strategic plan making.
Prerequisites	NA
Course contents	1. Basic concepts of Strategy 2. Vision, mission and objectives 3. Strategic Vision and Business Plan 4. Strategic environment diagnosis 5. Marketing as a strategic framework 6. Models of strategic analysis 7. Critical factors of success 8. Competitive advantage and competitive position 9. Strategy formulation 10. Strategic planning elaboration
Recommended reading	- Carvalho, J.C., Filipe, J.C. (2006) Manual de Estratégia – Conceitos, Prática e Roteiro, Edições Sílabo, Lisboa. - Grant, R. M. (1998). Contemporary Strategy Analysis: Concepts, Techniques, Applications, Blackwell Publishers, Cambridge. - Vários (2000) STRATEGOR – Política Global da Empresa, Dom Quixote, Lisboa
Teaching methods	Classes are theoretical-practical. Elaboration of a case study by working teams.
Assessment methods	A final written test. Students registering class presence of at least two thirds may be dispensed of the final written test, being assessed through a written test with a minimum classification of 10 points (in 20) and a case study presentation. The test has a weight of 60% and the case study of 40%. The final classification may be increased up to 1 point as a result of the student presence and active participation in the classes.
Language of instruction	Portuguese.

B - Description of individual course units

Course title	Health and Safety at Work
Course code	964023
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Sílvia Manuel da Rocha Brito
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Possess the knowledge and take delivery the spirit of HRM to know assign the reward / compensation, and learn to manage the relationship of work and talent, based on Staffing and retention of employees, resulting in performance and organizational learning, with justice and discipline.
Prerequisites	NA
Course contents	1. Characterization of workplace accidents 2. Analysis of occupational risk 3. Type-analysis of risk 4. Organization of First Aid Services 5. Labor Medicine. 6. Noise. 7. Lighting.
Recommended reading	Armstrong, M., <i>A Handbook of Personnel Management Practice</i> , Ed.: Kogan Page, London, 6 ^a Ed, 1996. Roberts – Phelps, Graham, <i>Segurança, Higiene e Saúde no Trabalho – Jogos para Formadores</i> , 1. ^a Ed., Monitor, Lisboa, Outubro de 2001. Pinto, Abel, <i>Sistemas de Gestão da Segurança e Saúde no Trabalho</i> , 1. ^a Ed., Edições Sílabo, Lisboa, Outubro de 2005.
Teaching methods	Expository: Performances: issues and debates, case studies. Assets: Use practice of technical tools. Research.
Assessment methods	Continuous assessment: Individual research work 50%. Periodic assessment: proof of attendance 50%. Final assessment: proof of examination. Exempt from examination note with less than 10 values
Language of instruction	Portuguese. Some presentations can be in English.

B - Description of individual course units

Course title	Reward Systems and Career Management
Course code	964021
Type of course	One-semester course
Level of Course	NA
Year of study	2
Semester/trimester	2
Number of credits	5
Name of lecturer	Sílvia Manuel da Rocha Brito
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Possess the knowledge and take delivery the spirit of HRM to know assign the reward / compensation, and learn to manage the relationship of work and talent, based on Staffing and retention of employees, resulting in performance and organizational learning, with justice and discipline.
Prerequisites	NA
Course contents	The management of careers. Organization of the plan careers. The Outplacement. Evaluation and development using the assessment centers. The use of assessment centers for the development of management skills.
Recommended reading	Armstrong, M., <i>A Handbook of Personnel Management Practice</i> , Ed.: Kogan Page, London, 6 ^ª Ed, 1996. Câmara, Pedro B. da; <i>Os Sistemas de Recompensas e a Gestão Estratégica de Recursos Humanos</i> ; Publicações Dom Quixote, 2000. Sousa, José & Sousa, Maria de, <i>Soluções Informáticas na Gestão de Recursos Humanos</i> , FCA, Editora Informática, Lda., 2003 Finuras, Paulo, <i>Gestão Intercultural – Pessoas e Carreiras na Era da Globalização</i> , 1. ^ª Edição, Ed. Sílabo 2003
Teaching methods	Expository: Performances: issues and debates, case studies. Assets: Use practice of technical tools. Research.
Assessment methods	Continuous assessment: Individual research work 50% Periodic assessment: proof of attendance 50% Final assessment: proof of examination. Exempt from examination note with less than 10 values
Language of instruction	Portuguese and may be some presentations in English

B - Description of individual course units

Course title	Organizational Development
Course code	964027
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	1st
Number of credits	5,5
Name of lecturer	Pedro Dias dos Santos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Understand the social evolution to diagnose daily organizational situations. Stimulate different opinions in order to promote organizational learning. Adopt appropriate problem-solving strategies. Develop specific organizational diagnosis and intervention techniques within a change context. Acquire skills that allow for performing such tasks as consultancy and co-coaching.
Prerequisites	
Course contents	The origins of the Organizational Development: historical aspects. The concept of the Organizational Development. Basic concepts of Organizational Development. The process of the Organizational Development: a planned organizational change; organizational learning. The diagnosis a way of evaluating a situation and the description of an appropriate strategy change. The Lewin Model. Organizational intervention. Organizational development techniques.
Recommended reading	- Bechard, Richard. Desenvolvimento Organizacional: Estratégias e modelos. São Paulo, Edgar Blucher, 1972. - Bennis, Warren. Desenvolvimento Organizacional: Sua Natureza, Origens e perspectivas. São Paulo, Edgar Blucher, 1972. - Goleman, Daniel; Boyatzis, Richard; McKee, Annie. Os novos líderes. Ed. Gradiva, 2002. - Sá, Jorge A. Vasconcellos. A empresa Negligenciada. Ed. Verbo, 2002
Teaching methods	Lectures and tutorials.
Assessment methods	Continuous assessment: Type1: Tests (45%). Type 2: Assignments (45%) and participation in classes: (10%). Assignments: individual or group assignments (3 people). Class interaction is assessed through predetermined criteria. Final assessment: Mid-term exam (100%). Final exam (100%).
Language of instruction	Portuguese

B - Description of individual course units

Course title	Ethics, Deontology and Social Responsibility
Course code	964030
Type of course	One-semester course
Level of Course	NA
Year of study	3 rd
Semester/trimester	1 st
Number of credits	3
Name of lecturer	Ana Isabel de Santiago Vaz Cotta Guerra Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Acquisition, identification and capacity to integrate the main theories and approaches of the concept of Ethics. Acquisition of the reflexive capacity, relative to the inherent values in the concepts of Ethics, Deontology and Social Responsibility. Understanding of the importance of the discipline of Ethics, Deontology and Social Responsibility, in the relationships, and relationships work.
Prerequisites	NA
Course contents	Development of the concept of Ethics. Deontology. The Social responsibility.
Recommended reading	ALBERONI, F; Veca, S. (1988). THE Altruism and the Morals. Publisher Bertrand: Lisbon. Alberoni, F. (1998). Public and Private. Publisher Bertrand: Lisbon. Alberoni, F. (1999). Values. Publisher Bertrand: Lisbon. Bindé, J. (2004). Where are Going the Values? Lisbon: Institute Piaget.
Teaching methods	To provide to the students, the reading of scientific texts related with the treated themes. To support the students in the development of a reflexive study, concerning the contents supplied in the discipline. To favor and to organize, the presentation in class context, of a paper of the reflexive study, To evaluate the presentation of the paper of the reflexive study, with base in criteria. To foment the evaluation among friends, of the presentation of the paper of the reflexive study, with base in criteria. To provide the orientation of the reflexive study in context of class room.
Assessment methods	Frequency 60%. I work of group. 30%. Works accomplished in context of class room. 10%
Language of instruction	Portuguese

B - Description of individual course units

Course title	Team Leadership and Management
Course code	964029
Type of course	One-semester course
Level of Course	NA
Year of study	3 rd
Semester/trimester	1 st
Number of credits	6
Name of lecturer	Pedro Dias dos Santos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	The meaning of Leadership. The main approaches to the study of Leadership. Master the most recent and efficient management/leadership techniques. Identify behaviour patterns. Characterize the type of management. Current trends in Leadership and Management / Leadership.
Prerequisites	NA
Course contents	Evolution of the scientific approach to leadership: models and perspectives. Management and leadership: differences and relationships. Leadership paradoxes. Leadership and people. Teamwork. Transactional versus transformational leadership. Leadership within a multi-cultural context. Leaders versus subordinates. Decision-making. How to consolidate work projects. An efficient team. Current trends of team leadership and management.
Recommended reading	Araújo, Jorge (2000), "Como formar a melhor equipa", Editorial Caminho. Araújo, Jorge (2001), "Dirigir equipas, melhorar competências", Teamwork, Edições. Araújo, Jorge (2002), "Liderança – Reflexões sobre uma experiência profissional", Teamwork, Edições. Araújo, Jorge e Henriques, Mário (1999), "Treinador na Empresa", Teamwork, Edições. Cunha, M. P. & Rego, A (2005). "Liderar". Lisboa: Publicações D. Quixote.
Teaching methods	Lectures. Interactive classes.
Assessment methods	Continuous assessment: Type1: Tests (45%). Type 2: Assignments (45%) and participation in classes: (10%). Assignments: individual or group assignments (3 people). The Participation in classes is assessed through predetermined criteria. Final assessment: Mid-term exam (100%). Final exam (100)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Training Methods
Course code	964026
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	1st
Number of credits	6
Name of lecturer	Maria Fernanda Pires Aparício
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Decision-making and problem solving; personal credibility, developing and maintaining the professional image; active listening; achievement towards the positive, leadership, management of relationships, adaptability, management of its own; management operations, identifying needs for development, evaluate performance, investing in interpersonal relationships
Prerequisites	NA
Course contents	The trainer in the face of systems and training contexts. Factors and processes of learning. Simulation initial pedagogical. Communication and coordination of groups. Teaching methods and techniques. Goals teaching. Assessment of learning. Teaching resources. Planning training. Monitoring and evaluation of training. Plan session. Simulation pedagogical final. Proposal for educational intervention
Recommended reading	Ferrão, Luís; Rodrigues, Manuela – <i>Formação Pedagógica de Formadores</i> – Lidel. Edições Técnicas, Lda (2ª ed.), 2000 Lencastre, José Garcez – <i>A Qualidade e Eficácia na Formação</i> – IEFP, Coleção Aprender (2ª ed.), 1999 Mão-de-Ferro, António; Fernandes, Viriato – <i>O Formador e o Grupo</i> – IEFP, Coleção Aprende
Teaching methods	Method active (role of games and simulations, and viewing autoscapy, individual and group work, brainstorming, problem solving).
Assessment methods	The student may choose or be assessed on a continuous basis: Attendance mandatory (15%) + Presentation of 2 Study Group (25%) + Frequency final Autoscapy Final (60%). Or Final assessment: Final exam consists of an oral test (100%).
Language of instruction	Portuguese

B - Description of individual course units

Course title	Consumer Psychology
Course code	964028
Type of course	One-semester course
Level of Course	NA
Year of study	3 rd
Semester/trimester	1 st
Number of credits	4
Name of lecturer	Maria Alexandra Falcão Bento Baptista Vilhena de Carvalho
Objectives of the course (preferably expressed in terms of learning outcomes competences)	This course aims, from the theoretical and practical point of view, understand the consumption process, its evolution and the variables that influence it, as well as the influence of marketing to the understanding of the consumer behavior.
Prerequisites	NA
Course contents	I – Consumption as Object of Sociological Study. II – Theoretical Approaches to the Phenomenon of Consumption. III – Genesis of the Needs and Consumption. IV – Groupal Influences and Consumption. V – The Process of Consumption and Learning. VI – Social Communication Organs, Production – Consumption Equation and its Influence in the Consumer Behavior.
Recommended reading	BAUDRILLARD, Jean – <i>A sociedade de Consumo</i> – Edições 70 CIPOLLA, M. Carlo – <i>História Económica da Europa Pré-Industrial</i> – Celta Editora DUBOIS, Bernard – <i>Compreender o Consumidor</i> – D. Quixote SANTOS, Beja – <i>O livro dos Consumidores</i> – Bertrand, 1994
Teaching methods	In class
Assessment methods	Final test and two works to be presented and discussed in class
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Recruitment and Selection
Course code	964025
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	1st
Number of credits	5,5
Name of lecturer	Maria Fernanda Pires Aparício
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Namely recruiting and selecting appropriate persons to the success of business. Knowing the role of recruitment and selection in the management of Human Resources. Train the ability of interpretation and analysis of technical and psychometric testing in general. Prepare final reports and other documents to support the decision
Prerequisites	None
Course contents	HR strategic planning and business success. batteries of psychological tests, tests of personality, interests and motivation of questionnaires; projective test and its use in Vocational Selection. Analysis of biographical data, types of psychological interviews, psychological testing and evaluation of personality, evidence of group proofs and situational. The final decision, definition of criteria and reporting. The interview of trading, the phase of information, conditions of admission, the psychological contract and reception and integration into the company. Evaluation and control of recruitment and selection. Typologies of Professional Selection; aspects of ethics and professional ethics in recruitment and selection.
Recommended reading	NA
Teaching methods	Expository: Performances: issues and debates, case studies. Assets: Use practice of technical tools. Research.
Assessment methods	Continuous assessment - diligence at school. Periodic assessment - Work individual. Final Evaluation - Final Test
Language of instruction	Portuguese

B - Description of individual course units

Course title	Market Surveys
Course code	964032
Type of course	One-semester course
Level of Course	NA
Year of study	3 rd
Semester/trimester	2 nd
Number of credits	4,5
Name of lecturer	Francisco Paulo Vilhena Antunes Bernardino Carvalho. Maria de Fátima Rodrigues Pedro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	By the end of the course, students must have necessary knowledge to conduct a market study, since its definition, questionnaire, information gathering and its treatment. The course will be divided in modulus, where the issues of the course contents will be approached.
Prerequisites	NA
Course contents	I – Complements in Data Analysis. 1.1 Hypothesis Tests and Confidence Intervals; 1.2 Non-Parametric Tests; 1.3 Simple and Multiple Linear Regression; 1.4 Cross-Tabs. II – Introduction to Market Research. 2.1 Concepts, Process and Industry; 2.2 Definition and Objectives of Study; 2.3 Information Sources; 2.4 Information Gathering. III – Gathering, Preparation, Analysis and Presentation. 3.1 Conjoint Analysis; 3.2 Factorial Analysis; 3.3 Discriminante Analysis; 3.4 Perceptual Maps; 3.5 Multidimensional Scalling.
Recommended reading	Burn, Alvin; Bush, Ronald F. – <i>Marketing research, online research applications, 4ed</i> – Prentice Hall, 2003 Malhotra, N. K. – <i>Marketing Research 4ed</i> – Prentice Hall, 2003 Malhotra, N. K.; BIRKS, David F. – <i>Marketing Research, an applied approach, 2ed</i> – Prentice Hall, 2003
Teaching methods	In class and data analysis subjects in computer room
Assessment methods	Final test
Language of instruction	Portuguese

B - Description of individual course units

Course title	Conflict Management and Negotiation
Course code	964035
Type of course	One-semester course
Level of Course	NA
Year of study	3 rd
Semester/trimester	2 nd
Number of credits	5,5
Name of lecturer	Ana Isabel de Santiago Vaz Cotta Guerra Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Acquisition, identification and capacity to integrate the principal concepts, theories and approaches of the discipline of Administration of Conflicts and Negotiation. Understanding of the underlying logic to the investigation methodologies used in the domain of the Administration of Conflicts and Negotiation, as study object. Understanding of the importance of the discipline of Administration of Conflicts and Negotiation, in the relationships work and in the solemnity-knowledge.
Prerequisites	NA
Course contents	The Conflict. Causes of the Conflict Inter-grupal. Model of resolution of conflicts. Competences and techniques for the resolution of conflicts. The Negotiation. To understand the international conflicts.
Recommended reading	Ferreira, J. Neves, J. Caetano, A. (2001) <i>Manual de Psicossociologia das Organizações</i> . Editora McGrawHill de Portugal. Fustier, M. (1982). <i>O Conflito na Empresa</i> . Formação Permanente em Ciências Humanas. Brasil. Livraria Martins Fontes Editoras LTDA. Invancevich, J. Matteson, M. (2002). <i>Organizational Behaviour and Management</i> . London. McGrawHill. Maddux, R. (1991). <i>Negociar com sucesso</i> . Monitor- Projectos e Edições Lda.
Teaching methods	To provide to the students, the reading of scientific texts related with the Administration of conflicts and Negotiation. To support the students in the development of a formation module in Administration of Conflicts and Negotiation, involving appropriate research and methodology. To evaluate the presentation of the formation module with base in criteria.
Assessment methods	Frequency 70%. study Exploratory 30%
Language of instruction	Portuguese

B - Description of individual course units

Course title	Multicultural Management
Course code	964033
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	2nd
Number of credits	5.5
Name of lecturer	Maria Graciete da Purificação Reis Henriques Honrado
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Develop observation, analysis, reflection, and knowledge production. Support the design, implementation and groundings of research projects.
Prerequisites	NA
Course contents	Research as production of knowledge: general epistemological and methodological issues. Draw up a research project: the problem as a guideline; exploring the theoretical area; grounding n and reasoning of the selected methodological options; analysis and interpretation; research conclusions. Presentation and dissemination of research results: quality of knowledge produced and presentation.
Recommended reading	ALBARELLO, L. et al. (1997), <i>Práticas e Métodos de Investigação em Ciências Sociais</i> , Lisboa: Gradiva. CORTESÃO, L. (1995), <i>Avaliação na Investigação – Acção</i> , in Ciências da Educação: Investigação e Acção, I Volume, Porto: Sociedade Portuguesa de Ciências da Educação. ECO, U. (1998), <i>Como se Faz uma Tese em Ciências Humanas</i> , Lisboa: Editorial Presença. QUIVY, R. & CAMPENHOUDT, L. (1992), <i>Manual de Investigação em Ciências Sociais</i> , Lisboa: Gradiva.
Teaching methods	Lectures. Presentation and oral defence of research projects.
Assessment methods	Due to its length, assessment methods were included in the course facts sheet.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Active Training Methodologies
Course code	964031
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Pedro Dias dos Santos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Develop interpersonal communication and relationships. Effective interpersonal relationships. Adaptability. Promote lifelong learning. Stimulate innovation and creativity. Develop talents. Organize and promote activities. Promote entrepreneurship. Team compromise. Resilience. Vision. Decision-making.
Prerequisites	NA
Course contents	The learning process. Learning through experience. An insight on experienced behaviours. Changing behaviours. Goal setting. Personal organization and development. Memory and learning. Development of a learning environment. Learning maps. Reflection circles. Positioning/viewpoints. Action review. Success motivation. Lifelong training.
Recommended reading	ARAÚJO, J; HENRIQUES M. (1999). O treinador na Empresa. Teamwork, edições. COVEY, Stephen R. (1989). Os 7 hábitos das pessoas muito eficazes. Editora Best Seller. GOLEMAN, Daniel. (1999). Trabalhar com inteligência emocional. Ed. Temas e Debates. JON BARRET; ROGER GREENAWAY - Why Adventure? Foundation for Outdoor Adventure, Paperback – October 1995
Teaching methods	Lectures and tutorials.
Assessment methods	Continuous assessment: Compulsory class attendance (15%). Two group assignments (25%). Mid-term exam (60%). Final assessment: Exam (100%)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Integrated Human Resources Project
Course code	964036
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	2nd
Number of credits	6
Name of lecturer	Ana Isabel de Santiago Vaz Cotta Guerra Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Acquisition, identification and capacity to integrate the principal concepts, theories and approaches of the discipline of Integrated Project of human resources. Acquisition of the reflexive capacity, relative to the theoretical contents of the discipline of Integrated Project of human resources. Understanding of the underlying logic to the methodologies used in the domain of Integrated Project of human resources, as study object. Understanding of the importance of the discipline of Integrated Project of human resources, in the application labored.
Prerequisites	NA
Course contents	Projects in Administration of human resources. The projects Manager. Organization of the it equips of projects. The culture of Project. Stages of Project. Projects Administration. Leadership in Administration of Projects. Electric outlet of Decision in Administration of Projects. Evaluation of Project.
Recommended reading	Brand.J. (1998). Director and Administration of Projects. Technical editions (2nd Edition). Barros, C. (1994). Administration of Projects. Editions Sílabo. Lewis, P. (1999). Practical Manual of the Administration of Projects. Editions CETOP. Raynal, S. (1996). Administration for Projecto. Institute Piaget. Roldão, V. (2000). Administration of Integrated Perspective. Editions Monitor. www.scielo.org ; www.ebscohost.com
Teaching methods	To “provide to the students, the reading of scientific texts related with Integrated Project of Administration. To “support the students in the development of an Integrated Project of Administration, involving appropriate research and methodology. To “favor and to organize, the presentation of formation Project in context of class room. To “evaluate the presentation of Project with base in criteria.
Assessment methods	Frequency 30%. Project 70%
Language of instruction	Portuguese

B - Description of individual course units

Course title	Seminar: Creativity and Innovation
Course code	964034
Type of course	One-semester course
Level of Course	NA
Year of study	3 rd
Semester/trimester	2 nd
Number of credits	3
Name of lecturer	Sílvia Manuel da Rocha Brito
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To use and promote the creativity, analytical ability and stop making approaches to solving problems, encourage innovation in the organization.
Prerequisites	None
Course contents	Creativity: 1. Psychological theories: 2. Exercises of creativity in groups. Innovation: 3. Sources of innovation. 4. Barriers to innovation. 5. Diffusion of innovation. 6. Faced with the Strategic Positioning Innovation. 7. How to organize a business plan: Theory. Practice Group. Report group.
Recommended reading	Ayan, Roger, <i>AHA – 10 maneiras de libertar o seu espírito criativo e encontrar grandes ideias</i> , Editora Negócio, S. Paulo 2005. Trias de Bes, Fernando, <i>O Livro Negro do Empreendedor – catorze factores chave do fracasso</i> , Gestão Plus Edições, 1. ^a Ed. Julho 2008. Dantas, José, <i>Gestão da Inovação</i> , Editora Vida Económica, Dez. 2001. Davenport, Thomas H. e Prusak, Laurence – <i>Vencendo com as Melhores Idéias: Como Fazer as Grandes Idéias Acontecerem na sua Empresa</i> , Editora Campus, Rio de Janeiro, 2003
Teaching methods	Expository: Performances: issues and debates, case studies. Assets: Use practice of technical tools. Research.
Assessment methods	Continuous assessment: Presentation and defense of teamwork to the design of a business or a good or service 100%. Abolition of examination in accordance with the quality, nature and presentation of papers presented. Periodic assessment: It's Final assessment: Final Exam
Language of instruction	Portuguese. Some presentations can be in English.