

ECTS Information Package: Degree Programme

Bachelor's degree in

BUSINESS ADMINISTRATION

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A - General Description

Programme Title - Gestão de Empresas

Qualification awarded - Bachelor's degree in Business Administration

Level of qualification - First-Cycle degree, ISCED Level 6, EQF Level 6

Specific admission requirements

General

In order to be eligible to this bachelor's degree, students must hold the high-school diploma or legally equivalent qualification. Application can also be made through the following special entry routes:

- Students coming from the Portuguese education system through re-admission, degree change and transfer schemes;
- Holders of a Foundation Course Diploma (CET);
- Adults aged more than 23 who have passed tailor-made examinations intended to assess their ability to pursue higher education studies;
- Holders of Intermediary or Graduate degree diplomas;
- Students coming from foreign higher education.

Specific

Holders of one of the following national examinations are accepted for direct entry to the bachelor's degree in Business Administration: Geography (09) or Economics (04) or Mathematics (16) with a minimum score of 95 points out of a 0-200 scale.

Without prejudice to the general entry requirements and based on IPT's internal regulations, the following applicants may be admitted to the bachelor's degree in Business Administration, but subject to admission quotas:

- applicants from the following regions: Castelo Branco, Leiria, Portalegre and Santarém (30%);
- the students who have completed a CET program offered by the ESGT.

Specific arrangements for recognition of prior learning (formal, non-formal and informal)

General

The policy and procedures for accreditation of prior learning are specified in the Regulations for the Recognition and Validation of Qualifications and skills of Escola Superior de ESGT-IPT available at <http://webmanager.ipt.pt/mgallery/default.asp?obj=4535>

Specific

Not applicable.

Qualification requirements and regulations:

180 ECTS credits distributed across 6 curricular semesters (3 years), each with 40 weeks of full-time study (20 weeks per semester).

It includes an Internship period worth 10 ECTS credits to be undertaken in a public or private institution with which the ESGT has formal links. These qualification criteria are based on the provisions set out in Decree-law No.74/2006, dated 24 March.

Profile of the program:

General objectives of the programme

On completion of the bachelor's degree in Business Administration graduates should have developed the skills that will allow them to be active managers and entrepreneurs, be able to carry out a dynamic integrated analysis of organisational environments and take well-grounded decisions making use of BA tools and techniques.

According to the Bologna framework, the bachelor's degree in Business Administration builds on secondary school, postsecondary school and non-degree HE qualifications and provides students with human, cultural, scientific and technical training. This degree programme provides general, multidisciplinary expertise in Administration that will enable the students to enter the labour market and perform technical and administration duties in businesses/organizations in a wide range of areas such as financial, accounting/bookkeeping, auditing, marketing, logistics and human resources. Graduates will also be able to set up their own business.

Learning aims/outcomes (knowledge, skills and competencies to be developed by the students).

The students are expected to learn theoretical concepts of management and administration that are consistent with corporate practices in areas such as accounting, finance, marketing, strategy and logistics benefiting from broader concepts of economy, law, psychology, mathematics and computing.

Teaching methods are dynamic and include: individual and group assignments, case solving, tests, presentations and discussions, field trips, seminars, on-the-job training and reports. Students will be equipped with a range of

skills such as effective communication (oral and written), listening and making oneself heard, collecting, selecting, interpreting and using information, critical analysis, create and solve problems, make decisions, and specially entrepreneurial skills such as creativity, innovation, leadership, negotiation and teamwork.

Insertion of the academic programme in the institutional training strategy in line with the institution's mission

The goals set for the Business Administration programme are in line with the mission and objectives of the Instituto Politécnico de Tomar (IPT) and the Escola Superior de Gestão de Tomar (ESGT) to which it belongs.

As a polytechnic higher institution in the European Higher Education Area, the IPT offers undergraduate and graduate training producing useful knowledge and developing a range of skills, abilities and competencies to prepare its students to enter the labour market and become engaged citizens in a democratic society.

The ESGT aims mainly to deliver middle and advanced business managers and offer a practice-oriented and student-centred learning approach that focuses on cooperation with the industry, both through the practical coursework developed throughout the programme and the end-of-year internships/placements. This is intended to get students closer to the reality of the working world, facilitate their insertion in the labour market and contribute to develop the region in which the IPT operates and the country in general.

The strategic goals of IPT and the ESGT include: promoting entrepreneurship and graduate employability; developing research and knowledge transfer; consolidating and expanding the links of the ESGT with the local environment and promoting the internationalization of education and training.

On completion of the bachelor's degree in Business Administration graduates should have developed the skills that will allow them to be active managers and entrepreneurs, be able to carry out a dynamic integrated analysis of organisational environments and take well-grounded decisions making use of BA tools and techniques. The programme is in line and contributes to the mission and goals of the institution to which it belongs.

Key learning outcomes:

On completion of the bachelor's degree in Business Administration graduates should have developed the skills that will allow them to be active managers and entrepreneurs, be able to carry out a dynamic integrated analysis of organisational environments and take well-grounded decisions making use of BA tools and techniques.

Occupational profiles of graduates with examples:

Graduates in Business Administration should be able to occupy key positions in the SMEs within divisions such as clerical, accounting, financial, commercial, human resources and management. They will also be prepared to occupy leading positions in medium and large enterprises. Graduates from this programme are equipped to join governmental organisations or not-for-profit organisations.

The Bachelor's Degree in Business Administration is recognised for membership of the Economists Association (Ordem dos Economistas) and the Association of Certified Accountants (Ordem dos Contabilistas Certificados). Application to this latter association requires a pass in 4 course modules of the bachelor's degree in Accounting taught at the ESGT.

Access to further studies:

The bachelor's degree in Business Administration gives access to postgraduate studies. At ESGT, it gives access to the following Master's degrees: Auditing and Financial Analysis; Accounting, Taxation and Corporate Finance; Family Business Management and Entrepreneurship, Innovation and Entrepreneurial Development.

Course structure diagram with credits

Course Title	Year	Semester	Credits
Economics I	1	S1	6
Financial Accounting I	1	S1	6
Information Technology for Management	1	S1	6
Introduction to Business Administration	1	S1	6
Mathematics I	1	S1	6
Economics II	1	S2	4
Financial Accounting II	1	S2	6
Introduction to Law	1	S2	4
Mathematics II	1	S2	6
Statistics	1	S2	5
Taxation I	1	S2	5
Corporate Law	2	S1	5
Financial Analysis	2	S1	5
Financial Calculus	2	S1	5
Management Accounting I	2	S1	6
Strategic Marketing	2	S1	4
Taxation II	2	S1	5
	2	S2	5
	2	S2	4
Financial Management I	2	S2	5
Human Resource Management	2	S2	5
Management Accounting II	2	S2	6
Operational Management	2	S2	5
	3	S1	5
	3	S1	4
	3	S1	5
op:	3	S1	
Business Communication	3	S1	5
Entrepreneurship and Innovation	3	S1	5

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

Course structure diagram with credits (cont.)

Course Title	Year	Semester	Credits
Management Control Systems	3	S1	5
Seminar I	3	S1	1
	3	S2	5
op:	3	S2	
Audit	3	S2	4
Business Project	3	S2	6
Internship/Placement	3	S2	10
Leadership and Negotiation	3	S2	4
Seminar II	3	S2	1

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

Examination regulations, assessment and grading

General

General assessment rules are in line with the Portuguese law and described in the Academic Regulations of ESGT-IPT available at <http://webmanager.ipt.pt/mgallery/default.asp?obj=4538>.

The licenciado degree is awarded a final grade between 10 and 20 within a 0/20 scale as well as its equivalent in the European grading scale.

Specific

In the third year, the students will carry out a Curricular Internship (10 ECTS) including a final report in compliance with the ESGT's Internship regulations available at <http://portal.ipt.pt/portal/portal/comunicacaoInterna/regulamentos>.

Graduation requirements:

Completion of the program requires successful completion of all its constituent modules.

Mode of study:

Full-time or part-time in accordance with applicable regulations.

Program director or equivalente

Director: Luís António Antunes Francisco

Erasmus coordinator: Maria de Fátima Rodrigues Pedro

ECTS coordinator: José Manuel Barros Pinheiro Nogueira

B - Description of individual course units

Course unit title	Economics I
Course unit code	915232
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Maria do Rosário Mendes Godinho Passos Baeta Neves Ana Cláudia Leal Marques Pires da Silva Mendes Pinto
Learning outcomes of the course unit	Students should be able to: a) Master basic economic concepts, theories and policies as well as on the behaviour of economic players; b) Identify, analyse and solve macroeconomic problems; c) Be able to apply calculation techniques.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1. Basics of economic science 2. National accounting 3. International Economy 4. Macroeconomic policies 5. Portuguese economy
Recommended or required Reading	
Planned learning activities and teaching methods	Course content is delivered through lectures, case study analysis and applied exercises.
Assessment Methods and criteria	The students may choose between: a) Continuous assessment: 3 midterm tests with weighted average of 20%, 30% and 40% + class participation (10%). Minimum pass mark:10/20. b) Final exam: minimum mark.
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Financial Accounting I
Course unit code	915234
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	José Manuel Lopes Farinha Carla Maria Freitas dos Santos Joaquim
Learning outcomes of the course unit	Understand the importance of accounting in information systems management and as a support for decision-making; Understand the conceptual structure of and valuation methods of the SNC; Be familiar with bookkeeping practices.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	Fundamentals of accounting, facts sheets, basic accounting equation; The concept, classification and characterization of accounts, bookkeeping methods, accounting standards analysis; The SNC; Advantages of Accounting Standards, The conceptual framework; net financial means; NCRF 2 27 5 8, accounts Receivable and Accounts Payable.
Recommended or required Reading	- Rodrigues , J.(2016). <i>SNC - Sistema de Normaliza��o Contabil�stica</i> . Porto: Porto Editora - Alves, G. e Costa, C. (2014). <i>Contabilidade Financeira</i> . Lisboa: Rei dos Livros - Borges, A. e Rodrigues, A. e Rodrigues, R. (2014). <i>Elementos de Contabilidade Geral</i> . Lisboa: �reas Editora - Ferr�o, M. e Borges, A. (2012). <i>Manual de Casos Pr�ticos</i> . Lisboa: Areas Editora
Planned learning activities and teaching methods	Lectures supported by slideshow presentations. Simulation with real-life scenarios is also used.
Assessment Methods and criteria	Two types of assessment are available: 1. Continuous assessment: only for students who attend at least 65% of scheduled classes. 2. Final assessment - Exam and resit.
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Information Technology for Management
Course unit code	915235
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Ricardo Nuno Taborda Campos Célio Gonçalo Cardoso Marques Vasco Renato Marques Gestosa da Silva José António Ribeiro Mendes
Learning outcomes of the course unit	Students should have a good understanding of 1)computer technologies and architecture. Acquire advanced knowledge of: 2) word processing; 3)spreadsheets and 4)presentations. 5) Internet and Web 2.0 and 6)security and privacy 7)concepts of business intelligence
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1. Computer Technologies and Architecture 2. Word Processing: Microsoft Word 3. Spreadsheet: Microsoft Excel 4. Presentations: Microsoft Powerpoint 5. Web 2.0 and Internet 6. Security and Privacy 7. Business Intelligence
Recommended or required Reading	- Mendes, J. e Marques, C. e Silva, V. e Campos, R. (2010). <i>Microsoft Excel 2007: Exercícios com Funções</i> . Tomar: Instituto Politécnico de Tomar - Mendes, J. e Marques, C. e Silva, V. e Campos, R. (0). <i>Introdução à Informática e Noções de Arquitetura de Computadores</i> .Acedido em18 de setembro de 2017 em www.ipt.pt - Mendes, J. e Marques, C. e Silva, V. e Campos, R. (0). <i>Como fazer uma apresentação</i> .Acedido em18 de setembro de 2017 em www.ipt.pt - Mendes, J. e Marques, C. e Silva, V. e Campos, R. (0). <i>Segurança e Privacidade</i> .Acedido em18 de setembro de 2017 em www.ipt.pt
Planned learning activities and teaching methods	Theoretical and practical laboratory classes with exercise solving.
Assessment Methods and criteria	Written open test and a practical group assignment with public discussion. A minimum mark of 7/20 in each component is required to be exempted from final examination.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Introduction to Business Administration
Course unit code	915231
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Jorge Manuel Marques Simões Gonçalo Nuno Rodrigues Brás
Learning outcomes of the course unit	On completion of the module, students are expected to understand all basic concepts needed to undertake a degree in management.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1. What is an organization. 2. Objective-Based Administration 3. The Production Function 4. The Financial Function 5. The Commercial Function 6. The Human Resources Function.
Recommended or required Reading	
Planned learning activities and teaching methods	- Current issues and case study discussion; review of existing assignments based on the topics discussed in the classroom;
Assessment Methods and criteria	Final test (100%). A final exam for students who did not achieve the minimum standards (10/20) established for continuous assessment.
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Mathematics I
Course unit code	915233
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Cristina Maria Mendes Andrade José Manuel Borges Henriques Faria Paixão Ricardo Jorge Viegas Covas
Learning outcomes of the course unit	At the end of this module the students will be able to analyse, interpret and formulate problems in Linear Algebra, Mathematical Analysis, and Project Analysis, and have obtained the mathematical foundations that will allow the extrapolation of mathematical problems to economic problems.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1. PROJECT ANALYSIS WITH NETWORKS 2. LINEAR ALGEBRA 3. FUNCTIONS AND DIFFERENTIAL CALCULUS IN IR
Recommended or required Reading	- Anton, H.(2010). <i>Elementary Linear Algebra</i> . USA: John Wiley & Sons - Strang, G.(2009). <i>Linear Algebra and its Applications</i> . USA: Wellesley Cambridge Press - Ferreira, M. e Amaral, I. (2008). <i>Algebra Linear: Matrizes e Determinantes</i> . (Vol. 1). Portugal: Edições Sílabo
Planned learning activities and teaching methods	Lectures designed to introduce concepts and discuss their applications. Practical lessons are designed to develop autonomy in problem solving, some of them using Microsoft Project.
Assessment Methods and criteria	Continuous Assessment: written test (70%)(mínimum grade 6/20) and project with Microsoft Project (30%). Exam-based assessment: Closed-book summative test graded 0 to 20.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Economics II
Course unit code	915237
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Maria do Rosário Mendes Godinho Passos Baeta Neves Ana Cláudia Leal Marques Pires da Silva Mendes Pinto
Learning outcomes of the course unit	Students should be able to: a) master basic microeconomic concepts, theories and models; b) Identify, analyse and solve economic problems in a competitive context; c) Be able to apply calculation techniques used by economic science.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. Supply and Demand 2. Elasticity 3. Consumer theory 4. Producer's theory 5. Market structures
Recommended or required Reading	- Nordhaus, W. e Samuelson, P. (2013). <i>Economia</i> . Lisboa: Mc Graw Hill - Frank, R. e Bernanke, B. (2012). <i>Principios de Economia</i> . Lisboa: Mc Graw Hill - Gomes, O. e Sousa, M. (2011). <i>Análise Económica</i> . Lisboa: Silabo - Neves, J.(2013). <i>Int. Economia</i> . Lisboa: Verbo
Planned learning activities and teaching methods	Course content is delivered through lectures, case study analysis and applied exercises.
Assessment Methods and criteria	Midterm (continuous) assessment: Written test 1 – 50% Written test 2 – 50% A minimum mark of 7/20 is a prerequisite to qualify for continuous assessment in the module;
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Financial Accounting II
Course unit code	915239
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	José Manuel Lopes Farinha Carla Maria Freitas dos Santos Joaquim
Learning outcomes of the course unit	1- Understand the bookkeeping concepts and practices concerning transactions in classes 3, 4,5,6 and 7; 2- Be able to analyse the impact of specific operations in the dissemination of information, 3- Interpret the specific outputs for each transaction;
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	I - General operations II Operations on investment cycles 1. Tangible fixed assets; 2. Intangible assets; 3. Investment properties; 4. Financial investments; 5. Non-current assets held for sale III Funding operations IV Income calculation V Financial Statements
Recommended or required Reading	- FerrÃ£o, M. e Borges, A. (2012). <i>Manual de Casos PrÃ¡ticos</i> . Lisboa: Areas Editora - Rodrigues, R. e Rodrigues, A. e Borges, A. (2014). <i>Elementos de Contabilidade Geral</i> . Lisboa: Areas Editora - Alves, G. e Costa, C. (2014). <i>Contabilidade Financeira</i> . Lisboa: Rei dos Livros - Rodrigues, J.(2016). <i>SNC - Sistema de NormalizaÃ§Ã£o ContabilÃstica</i> . Porto: Porto Editora
Planned learning activities and teaching methods	Lectures supported by audiovisual resources and pedagogic simulation.
Assessment Methods and criteria	Two types of assessment are available: 1. Continuous assessment: Only for students who attend at least 65% of scheduled classes. Two midterm individual tests (20%+20%) Final individual test (60%) 2. Final assessment - Exam and resit.
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Introduction to Law
Course unit code	915236
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Paula Alexandra da Cruz Silva Pina de Almeida Fernando Augusto Desterro Oudinot Larcher Nunes
Learning outcomes of the course unit	1.Recognise Law as social construc 2.Identify legal rules 3.Know the various sources and branches of law.4.Be familiar with government bodies and their operation 5.Understand the framework of legal relations in society.6.Analyse and understand the law of obligations.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1.Introductory notions. 2.The concept of law. 3.The State's political organisation. 4.Sources of Law. 5.Branches of Law. 6.Law interpretation and integration. 7.The legal relation. 8.Law of obligations.
Recommended or required Reading	
Planned learning activities and teaching methods	Lectures including worksheets
Assessment Methods and criteria	Two mid-term tests.Final exam.
Language of Instruction	Portuguese Mentoring in French
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Mathematics II
Course unit code	915238
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	José Manuel Borges Henriques Faria Paixão Luís Miguel Merca Fernandes Ana Cristina Becerra Nata dos Santos
Learning outcomes of the course unit	1. Learn/consolidate mathematical skills in the area of: 1.1. Mathematical analysis; 1.2. Financial mathematics; 1.3. Numerical methods 3. Develop mathematical, logical, analytical and critical reasoning. 4. Identify, interpret, formulate, solve problems and make decisions.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1. Integral calculus 2. Financial mathematics 3. Functions and differential calculus in \mathbb{R}^n 4. Numerical analysis
Recommended or required Reading	- Santos, C.(2002). <i>Fundamentos de análise numérica</i> . Lisboa: Edições Sílabo - Amaral, I. e Ferreira, M. (2006). <i>Primitivas e Integrais</i> . (pp. 1-184). Lisboa, Portugal: Edições Sílabo - Hostetler, R. e Larson, R. e Edwards, B. (2006). <i>Cálculo</i> . (Vol. I). USA: McGraw-Hill - Davis, D. e Armstrong, B. (2002). <i>College mathematics: Solving problems in finite mathematics and calculus</i> . USA: Pearson Education
Planned learning activities and teaching methods	Attendance-based classes including problem-solving and discussion.
Assessment Methods and criteria	Continuous assessment: two written closed-book tests (50% each and minimum score of 5/20 in each). Exam-based assessment: written closed-book test. Minimum pass mark: 10/20
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Statistics
Course unit code	9152310
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Ricardo Jorge Viegas Covas Cristina Maria Mendes Andrade
Learning outcomes of the course unit	1. Understand and be able to use the main concepts of: 1.1. Descriptive statistics. 1.2. Probabilities. 1.3. Random variables and probability distributions. 1.4. Estimation and hypothesis testing. 2. Analyse data, interpret the results and make a decision.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1. Descriptive statistics. 2. Probability theory. 3. Random variables and probability distributions. 4. Estimation. 5. Parametric hypothesis tests.
Recommended or required Reading	- Gama, S. e Pedrosa, A. (2016). <i>Introdução Computacional à Probabilidade e Estatística, com Excel</i> . Lisboa: Porto Editora - Robalo, A.(1998). <i>Estatística - Exercícios, Vol I (Probabilidades. Variáveis aleatórias)</i> . Lisboa: Edições Sílabo - Robalo, A.(2004). <i>Estatística - Exercícios, Vol II (Distribuições. Inferência Estatística)</i> . Lisboa: Edições Sílabo - Siegel, A.(1996). <i>Statistics and Data Analysis: An Introduction</i> . New York: John Wiley & Sons
Planned learning activities and teaching methods	Theoretical and practical classes including content presentation and illustrative cases of every topic in the syllabus, promoting and encouraging student participation in class discussion. Special emphasis is placed on economic data analysis.
Assessment Methods and criteria	Continuous assessment: 3 compulsory tests, the first marked 0-5, the second 0-10 and the third 0-5. Final mark is sum of the 3 tests. A minimum mark of 10/20 exempts from exam.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Taxation I
Course unit code	9152311
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Maria da Conceição de Jesus Fortunato Paulo Jorge Gomes Bragança
Learning outcomes of the course unit	On completion of the programme, students should be aware of the importance of the rules and principles of the taxing system as well as taxable values of the various taxes on personal income tax (IRS) and value-added tax (IVA).
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course content	1- Tax system - framework; 2 - Personal Income Tax; 3 - Value-added tax.
Recommended or required Reading	- Tributários, C.(2018). <i>Cálculos Tributários</i> . Coimbra: Almedina - Pereira, M.(2011). <i>Fiscalidade</i> . Coimbra: Almedina
Planned learning activities and teaching methods	Lectures and practical sessions focusing on the analysis of applicable tax law and regulations. Case study analysis.
Assessment Methods and criteria	Two written tests (50% of the final mark each). Examination (pass mark: 10/20).
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Corporate Law
Course unit code	9152317
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Cláudia Liliana Sousa Rosa Henriques Manuel António Diogo Carlos
Learning outcomes of the course unit	An overview as complete as possible of the legal discipline of business and economic activities and their agents, as well as legal acts performed in this area.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	I- Introduction; II - Commercial acts; III - General commercial laws; IV - The business players; V - The organization of merchants; VI - Business protection; VII - Corporate insolvency, bankruptcy and recovery; VIII - Business contracts; IX - Credit securities; X - Companies.
Recommended or required Reading	- Coutinho de Abreu, J.(2016). <i>Curso de Direito Comercial</i> . (Vol. I). Coimbra: Almedina - Coutinho de Abreu, J.(2016). <i>Curso de Direito Comercial - Das Sociedades Comerciais</i> . Coimbra: Almedina - Pupo Correia, M.(2013). <i>Direito Comercial</i> . Lisboa: Ediforum - Menezes Cordeiro, A.(2012). <i>Manual de Direito Comercial</i> . Coimbra: Almedina
Planned learning activities and teaching methods	Theoretical-practical sessions presenting course contents and case study analysis and resolution.
Assessment Methods and criteria	Two midterm tests with a pass mark of 10/20. Students qualified to take the (written) exam must get a minimum of 10/20 to pass. The minimum mark of 10/20 is also required to achieve a pass in the resit.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Financial Analysis
Course unit code	9152316
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Pedro Augusto Santana Figueiredo
Learning outcomes of the course unit	Students should be able to apply financial analysis in business: analysis of financial stability, profitability and risk
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Financial Accounting I Financial Accounting II
Course contentes	1. Introduction: subject and framework of Financial Analysis 2. Key instruments of Financial Analysis 3. Financial soundness and stability 4. Efficiency and profitability 5. Operational and financial risk
Recommended or required Reading	
Planned learning activities and teaching methods	Lectures supported by case studies.
Assessment Methods and criteria	Intermediate Test (50%); - Final test (50%) Continuous assessment requires completion of all assessment tasks.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Financial Calculus
Course unit code	9152314
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Antonio Gabriel Simão de Castro
Learning outcomes of the course unit	- Calculate present and future values of one or more capitals, solving problems related to such operations; - Identify different types of annuities, problem-solving; - Solve problems taking into account different loan payment methods.
Mode of delivery	----
Prerequisites and co-requisites	This module has no formal pre-requisites though the prior attendance of introductory modules in mathematics would be a helpful foundation.
Recommended optional programme componentes	Not applicable.
Course contents	1 - Introduction 2 - Capitalization processes 3 - Annuities 4 - Debts amortization
Recommended or required Reading	- Matias, R.(2015). <i>Cálculo Financeiro, Teoria e Prática</i> . Lisboa, Portugal: Escolar Editora - Couto, E. e Crespo, N. e Barroso, M. (2009). <i>Cálculo e Instrumentos Financeiros, da Prática para a Teoria</i> . Lisboa, Portugal: Escolar Editora - Quelhas, A.(2014). <i>Manual de Matemática Financeira</i> . Coimbra, Portugal: Livraria Almedina - Rodrigues, A. e Nicolau, I. (2010). <i>Elementos de Cálculo Financeiro</i> . Lisboa, Portugal: Áreas Editora
Planned learning activities and teaching methods	Traditional lecturing methods supported by audiovisual resources. Practical exercises. Six short class-tests during term-time.
Assessment Methods and criteria	Midterm assessment: Six short class-tests during term-time each worth 5/20, of which the best 4 count towards the final grade (40%). Final exam (60%). Grades < 10 => Exam or Resit.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Management Accounting I
Course unit code	9152312
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Pedro Augusto Nogueira Marques
Learning outcomes of the course unit	On completion of the module, students should understand the importance of management accounting in organisations, have acquired the key principles of inventory and settlement of accounts and be aware of the importance of gathering information for informed decision-making.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. Introduction; 2. Cost classification and income statement by function; 3. Cost covering systems; 4. Cost /Volume/Profit analysis; 5. Cost analysis and allocation methods Valuation of manufactured production; 6. Industrial firms and manufacturing systems:
Recommended or required Reading	<ul style="list-style-type: none"> - Caiado, A.(2015). <i>Contabilidade Analítica e de Gestão</i>. Lisboa: Áreas Editora - Ferreira, D. e Caldeira, C. e Asseiceiro, J. e Vieira, J. e Vicente, C. (2019). <i>Contabilidade de Gestão: Estratégia de Custos e de Resultados - Cost and Management Accounting</i>. Lisboa: Rei dos Livros - Vieira, J. e Asseiceiro, J. e Caldeira, C. e Ferreira, D. e Vicente, C. (2016). <i>Contabilidade de Gestão: Estratégia de Custos e de Resultados – Casos Práticos</i>. (Vol. I). Lisboa: Rei dos Livros - Franco, V. e Outros, . (2015). <i>Os Custos, os Resultados e a Informação para a Gestão</i>. Lisboa: Livros Horizonte
Planned learning activities and teaching methods	Lectures supported by slideshow presentations. Simulation with real-life scenarios is also used.
Assessment Methods and criteria	Continuous assessment: - 2 written tests: 30% each (minimum mark 7/20); - Final test: 40% (minimum mark 8/20) Final assessment: -written test:100% A mark of 8-9 or a mark of 16 or higher: oral exam (if they miss the oral exam, final mark will be 15).
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Strategic Marketing
Course unit code	9152315
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Maria de Fátima Rodrigues Pedro
Learning outcomes of the course unit	1.Understand market players and dynamics from the point of view of marketing; 2.Become familiar with key market research methods; 3.Develop a marketing plan including the various strategic variables; 4.Understand the specifics of brand management;
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1. Introduction 2. Market Analysis 3. Market research 4. Explanatory consumer behaviour theories and models 5. Segmentation and differentiation 6. Market positioning 7. Branding 8. Marketing-Mix
Recommended or required Reading	- , .(2010). <i>Publicitor</i> . Lisboa: Dom Quixote - , .(2008). <i>Principles of Marketing</i> . England: Pearson Prentice Hall - , .(2007). <i>Manual II - Design Protegido</i> . Lisboa: Centro Português do Design - , .(2004). <i>Mercator XXI - Teoria e Prática do Marketing</i> . Lisboa: Publicações dom Quixote
Planned learning activities and teaching methods	1. Traditional Lectures 2.Class debates. 3.Case study analysis.
Assessment Methods and criteria	Continuous assessment: Practical assignment with presentation and discussion, a minimum mark of 10/20 (40% of the final mark). Mid-term test, minimum mark of 8/20 - 60%) Final examination: Exam (100%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Taxation II
Course unit code	9152313
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Maria da Conceição de Jesus Fortunato Paulo Jorge Gomes Bragança
Learning outcomes of the course unit	On completion of course, the students are expected to understand the key principles and rules of the trade income tax (IRC), its impact on business administration and its relationships with accounting and other taxes on property.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1 - Corporate Income Tax 2 - Taxes on property
Recommended or required Reading	- Tributários, C.(2017). <i>Códigos Tributários</i> . Coimbra: Almedina - Pereira, M.(2011). <i>Fiscalidade</i> . Coimbra: Almedina - Xavier, A.(2014). <i>Direito Tributário Internacional</i> . Coimbra: Almedina
Planned learning activities and teaching methods	Lectures and case studies.
Assessment Methods and criteria	Two written tests (50% each) and end-of-semester test (50% of final grade) . Examination (pass mark: 10/20).
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9152321
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Maria de Fátima Rodrigues Pedro
Learning outcomes of the course unit	Implement a marketing plan through the management of marketing policies. Development of a communication and digital marketing plan. Develop new products, pricing and define distribution channels. Merchandising policies. After-sales service and quality control.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1-Product; 2-Price; 3-Place; 4-Promotion; 5-Digital Marketing and the new media; 6-Merchandising and point of sale management; 7-After-sales service and quality control.
Recommended or required Reading	<ul style="list-style-type: none"> - Al, E. e Kotler, P. (2008). <i>Principles of Marketing</i>. UK: Prentice Hall - Donnellan, J.(2013). <i>Merchandising Buying and Management</i>. London: Bloomsbury - Dionisio, P. e Et al, . e , . e , . (2015). <i>Mercator da Lingua Portuguesa</i> . Lisbos: Publicacoes D. Quixote - Bertoncello, S. e Al, E. (2008). <i>Marketing Operacional - Abordagem em Logistica, Marketing, Business to Business e Marketing Relacional</i>. Brasilia: DVS Editora
Planned learning activities and teaching methods	The teaching aims to promote the reading and discussion of case studies, the realization of short and medium term work, as well as the exposition of concepts and the visualization of cases.
Assessment Methods and criteria	Continuous evaluation. Practical work of achievement (40%) with presentation and discussion (minimum grade ten) and a test (60%) (minimum grade eight). Normal exam: exam (100%).
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9152319
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	António Anacleto Viegas Ferreira
Learning outcomes of the course unit	NA
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contentes	NA
Recommended or required Reading	<ul style="list-style-type: none"> - Teixeira, S.(2017). <i>Gestão das Organizações</i>. (Vol. 1). (pp. 1-449). Lisboa: Escolar Editora - Cabral, C.(2007). <i>Manual se Comportamento Organizacional e Gestão</i>. (Vol. 1). Lisboa: RH - Gary, H.(2007). <i>O Futuro da Gestão</i>. (Vol. 1). Havard Business School Press: Porto - Manuel, F.(2007). <i>Gestão da Organizações, Conceitos e Tendências Actuais</i>. (Vol. 1). Lisboa: Escolar Editora
Planned learning activities and teaching methods	NA
Assessment Methods and criteria	NA
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	Financial Management I
Course unit code	9152320
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Pedro Miguel Azeitona Gonzaga Barroso
Learning outcomes of the course unit	The students should be able to use analytical methods and techniques in the area of corporate finance, particularly with regard to investment and funding decisions and dividend distribution policies.
Mode of delivery	----
Prerequisites and co-requisites	Knowledge and mastery of techniques in the areas of Financial Calculus, Financial Analysis, Financial Accounting and Management Accounting.
Recommended optional programme components	Not applicable.
Course contents	1 - Introduction to corporate finance. 2 - Investment decisions. 3 - Funding decisions.
Recommended or required Reading	<ul style="list-style-type: none"> - Esperança, J. e Matias, F. (2009). <i>Finanças Empresariais</i>. Lisboa, Portugal: Texto Editores - Damodaran, A. (2001). <i>Corporate Finance, Theory and Practice</i>. USA: John Wiley Editions - Ross, S. e Westerfield, R. e Jaffe, J. (2010). <i>Corporate Finance</i>. New York: McGraw-Hill / Irwin - Allen, F. e Myers, S. e Brealey, R. (2007). <i>Princípios de Finanças Empresariais</i>. Alfragide, Portugal: Editora McGraw-Hill de Portugal
Planned learning activities and teaching methods	- Lectures and practical classes supported by audiovisual resources. - Case study analysis and resolution.
Assessment Methods and criteria	Resolution of case studies individually (15%) or as part of a team (15%). Final test with minimum pass mark of 10/20 (70%).
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Human Resource Management
Course unit code	9152322
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Maria Fernanda Pires Aparício
Learning outcomes of the course unit	1 - An organisation's key HRM processes. 2 - Articulate the various HRM processes. 3 - Be able to manage people in an autonomous manner. 4 - Have a critical and reflexive sense of HRM.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1 - Introduction to HR Management 2 - Strategic HR Management 3- Job roles analysis and description 4 - Recruitment 5 - Selection 6 - Careers 7 - Performance appraisal 8 - Compensation systems 9 - Skill acquisition and development 10 - Organisational malfunctions
Recommended or required Reading	- LOPES, A.(2012). <i>Fundamentos da Gestão de Pessoas</i> . Lisboa: Edições Sílabo. - CUNHA, M.(2010). <i>Manual de Gestão de Pessoas e do Capital Humano</i> . Lisboa: Edições Sílabo - GUERRA, P.(2013). <i>Humanator XXI Recursos humanos e sucesso empresarial</i> . . Lisboa: Editora Dom Quixote
Planned learning activities and teaching methods	1 - Oral presentation supported by datashow in order to promote in-depth knowledge of HRM processes; 2 - Case study presentation and discussion, simulations and specifically tailored exercises. 3 - Assignment presentation (last sessions).
Assessment Methods and criteria	Continuous assessment: choice between assignment with presentation (80%)+critical essay (20%) or written test (100%). End-of-semester test that exempts students from the exam. Exam-based assessment (100%)
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Management Accounting II
Course unit code	9152318
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Pedro Augusto Nogueira Marques
Learning outcomes of the course unit	On completion of the module, students should be aware of the importance of management accounting in an organisation's performance appraisal planning, control and assessment process.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. Accounts system; 2. Master Budget; 3. Basic Costs Systems; 4. Budget Control; 5. Standard costing; 6. Activity Based Costing.
Recommended or required Reading	- Caiado, A.(2015). <i>Contabilidade Analítica e de Gestão</i> . Lisboa: Áreas Editora - Franco, V. e Outros, . (2012). <i>Gestão Orçamental e Medidas Financeiras de Avaliação do Desempenho</i> . Lisboa: Livros Horizonte - Franco, V. e Outros, . (2015). <i>Os Custos, os Resultados e a Informação para a Gestão</i> . Lisboa: Livros Horizonte - Ferreira, D. e Caldeira, C. e Asseiceiro, J. e Vieira, J. e Vicente, C. (2019). <i>Contabilidade de Gestão: Estratégia de Custos e de Resultados - Cost and Management Accounting</i> . Lisboa: Rei dos Livros
Planned learning activities and teaching methods	Lectures supported by slideshow presentations. Simulation with real-life scenarios is also used.
Assessment Methods and criteria	1) Continuous assessment: - 2 short class tests: 30% each (minimum mark: 7/20); - Practical assignment: 40% (minimum mark: 8/20). 2) Final assessment: - Written test: 100%; - Students with a grade between 8 and 9: oral test;
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Operational Management
Course unit code	9152323
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	José Manuel Barros Pinheiro Nogueira
Learning outcomes of the course unit	At the end of the module students should have the ability to use the key features of planning, scheduling and production control to maximize productivity.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1-Demand forecasts. 2- Aggregated Planning. 3- Product and process analysis. 4- Stock management and inventory with independent demand. 5-Just-in-time. 6-Strategic decisions.
Recommended or required Reading	<ul style="list-style-type: none"> - Dilworth, J.(1989). <i>Production and Operations Management</i>. Lisboa: McGRAW-HILL - Marques, A.(1998). <i>Gestão da Produção - Diagnóstico, Planeamento e Controlo</i>. Lisboa: Texto Editores - Courtois, A.(1997). <i>Gestão da Produção</i>. Lisboa: LIDEL - Carvalho, J.(2010). <i>Logística e Gestão da Cadeia de Abastecimento</i>. (Vol. 1). Lisboa: Edições Sílabo
Planned learning activities and teaching methods	Lectures including resolution of practical cases.
Assessment Methods and criteria	Two written tests.
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	
Course unit code	9152324
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luís António Antunes Francisco
Learning outcomes of the course unit	NA
Mode of delivery	Face-to-face
Prerequisites and co-requisites	NA
Recommended optional programme componentes	NA
Course contentes	NA
Recommended or required Reading	<ul style="list-style-type: none"> - Allen, F. e Myers, S. e Brealey, R. (2008). <i>Princípios de Finanças Empresariais</i>. Portugal: McGraw-Hill - Jaffe, J. e Ross, S. e Westerfield, R. (2016). <i>Corporate Finance</i>. New York: McGraw-Hill Education - Martins, A. e Cruz, I. e Augusto, M. e Gonçalves, P. e Silva, P. (2016). <i>Manual de Gestão Financeira Empresarial</i>. Coimbra: Escolar Editora - Nabais, C. e Nabais, F. (2011). <i>Prática Financeira II - Gestão Financeira</i>. Lisboa: Lidel
Planned learning activities and teaching methods	NA
Assessment Methods and criteria	NA
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	
Course unit code	9152325
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Eduardo Fontão MontAlverne Brou
Learning outcomes of the course unit	An introduction to the concepts of strategic management and strategic process. Transmission of the classical models and tools for strategic analysis and formulation. Strategy formation: deliberate (strategic planning) and emergent.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Elements of Management and Economics.
Recommended optional programme componentes	Not applicable.
Course contents	1st Unit: Strategy 2nd Unit: Organization Theory 3rd Unit: Strategy in different Organizational Contexts.
Recommended or required Reading	<ul style="list-style-type: none"> - Santos, J.(1992). <i>A Gestão de Grupos Empresariais</i>. Porto: Asa - Jang, Y. e Ott, J. e Shafritz, J. (2011). <i>Classics of Organization Theory</i>. USA: Wadsworth - Mintzberg, H. e Quinn, J. e Ghoshal, S. e Lampel, J. (2014). <i>The Strategy Process; Concepts, Contexts, cases</i>. UK: Pearson Education - Mintzberg, H.(2003). <i>The Strategy Process</i>. USA: Pearson Education
Planned learning activities and teaching methods	Lectures supported by class discussion and case study exercises
Assessment Methods and criteria	Continuous assessment:Written Tests, Notes on Pratical cases, Team Work, Quality of Participation on classes. Exam_ Written proof.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Business Communication
Course unit code	9152328
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Oliva Maria Dourado Martins
Learning outcomes of the course unit	At the end of this course, the student should be able to: - Explain the principles of communication - Understand business communication (internal, institutional and commercial) - Know how to make the communication plan - Make communication advice - Business negotiation techniques.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. Introduction of communication process 2. The communication process; 3. The psychosociology of communication. 4. Corporate internal Communication 5. Corporate institutional communication 6. Corporate commercial Communications 7. Communication and product life cycle 8. The communication plan; 9. Social Communication Advertising
Recommended or required Reading	- Rodrigues, J. e Dionísio, P. e Levy, J. e Lendrevi, J. e , . (2015). <i>Mercator XXI: teoria e prática do marketing</i> . Lisboa, Portugal: Dom Quixote - Calder, B. e Tybout, A. (2015). <i>Marketing</i> . São Paulo, Brasil: Saraiva - Kotler, P. e Hermawan, K. e Setiawan, I. (2017). <i>Marketing 4.0 Do tradicional ao digital</i> . Brasil: Editora Sextante
Planned learning activities and teaching methods	Lectures supported by audiovisual resources, role-playing and simulation.
Assessment Methods and criteria	Dossier (10%), Oral Presentation (20%) and Group work (20%). Frequency - 50% (minimum grade required-8,50 value). Final exam - 100% (minimum 10 value).The student should be present at all evaluation moments (70% of class attendance).
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Entrepreneurship and Innovation
Course unit code	9152326
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	José Manuel Barros Pinheiro Nogueira
Learning outcomes of the course unit	The aim of the course is to encourage the entrepreneurial spirit of the students, providing them with a generic view on the phenomenon of entrepreneurship and its determinants, providing them with the main concepts, models and tools for creating and managing new businesses (start-ups).
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Elements of Management.
Recommended optional programme components	Not applicable.
Course contents	I - INTRODUCTION TO ENTREPRENEURSHIP II - THE ENTREPRENEUR III - THE PROCESS OF INNOVATION AND IDENTIFICATION OF OPPORTUNITIES. IV - THE BUSINESS PLAN.
Recommended or required Reading	<ul style="list-style-type: none"> - Serra, F. e Ferreira, M. e Santos, J. (2008). <i>Ser Empreendedor; Pensar, Criar e Moldar a Nova Empresa</i>. Lisboa: Sílabo - Pigneur, Y. e Osterwalder, A. (2011). <i>Criar Modelos de Negócio</i>. Lisboa: Dom Quixote - Barros, H.(2005). <i>Análise de Projectos de Investimento</i>. Lisboa: Edições Sílabo - Smith, A. e Bernarda, G. e Pigneur, Y. e Osterwalder, A. (2015). <i>Criar Propostas de Valor</i>. Lisboa: D. Quixote
Planned learning activities and teaching methods	Lectures supported by case study analysis. The students will develop Business Plans with the lecturer's guidance and support.
Assessment Methods and criteria	- Group Project (Technical evaluation) : 40% - Group Project (Business Plan): 40% - Participation assessment: 20% Examination for students who fail ongoing assessment
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Management Control Systems
Course unit code	9152327
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Sílvia Manuel Valente da Silva
Learning outcomes of the course unit	An overview of management control tools. The key concepts, techniques and procedures for management planning and control. Develop a critical mindset and the ability to research and apply the concepts acquired.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable.
Course contents	1 - OBJECTIVES AND FUNDAMENTALS OF MANAGEMENT CONTROL 2 - ANNUAL BUDGET 3 - BASIC COSTS 4 - BUDGETARY CONTROL 5 - PERFORMANCE APPRAISAL 6 - ECONOMIC VALUE ADDED 7 - BALANCED SCORECARD
Recommended or required Reading	<ul style="list-style-type: none"> - Borges, A. e Borges, J. (2014). <i>Contabilidade e finanças para a gestão</i>. Lisboa: Áreas Editora - Rodrigues, J. e Carvalho, J. e Jordan, H. (2011). <i>Controlo de gestão: Ao serviço da estratégia e dos gestores</i>. Lisboa: Áreas Editora - Berry, A. e Broadbent, J. e Otley, D. (1995). <i>Management control-Theories, issues and practices</i>. New York: MacMillan - Drury, C.(2012). <i>Management and Cost Accounting</i>. Londres: Cengage Learning College
Planned learning activities and teaching methods	Theoretical-practical sessions supported by case study discussion.
Assessment Methods and criteria	Continuous assessment: Individual or group assignment on a topic to be discussed with the instructor (30%), end-of-semester test (70%). Students not achieving the continuous assessment pass mark (10/20) will be qualified for examination. Examination/
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Seminar I
Course unit code	9152330
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	1
Name of Lecturer(s)	Luís António Antunes Francisco
Learning outcomes of the course unit	This module has its own rules and regulations.
Mode of delivery	----
Prerequisites and co-requisites	This module has its own rules and regulations.
Recommended optional programme componentes	This module has its own rules and regulations.
Course contentes	This module has its own rules and regulations.
Recommended or required Reading	
Planned learning activities and teaching methods	This module has its own rules and regulations.
Assessment Methods and criteria	This module has its own rules and regulations.
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Audit
Course unit code	9152332
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Daniel Ferreira de Oliveira Carlos Fernando Calhau Trigacheiro
Learning outcomes of the course unit	An overview of audit practices and its technical, personal and legal framework. The several stages of the auditing process including planning, execution, and communication of results to third-parties.
Mode of delivery	----
Prerequisites and co-requisites	There are no formal prerequisites. Though a good knowledge of accounting related issues would be helpful.
Recommended optional programme componentes	Not applicable
Course contentes	Introduction Audit standards and the auditor's profession. Audit planning and responsibilities Internal control Audit-proof Financial statement audit Audit completion Audit completion report
Recommended or required Reading	- Batista, C.(2017). <i>Auditoria Financeira - Teoria e Prática</i> . Lisboa: Rei dos livros - Batista, C. e Alves, G. (2011). <i>Casos Práticos de Auditoria Financeira</i> . Lisboa: Rei dos livros - Beasley, M. e Elder, R. e Arens, A. (2011). <i>Auditing and Assurance Services - an integrated approach</i> . NYC: Prentice Hall
Planned learning activities and teaching methods	Conventional lectures and expository lessons. Theoretical/practical sessions including case study discussions.
Assessment Methods and criteria	Continuous assessment: class participation (10%) and two written tests (90%) (weighted average of 50% each). Students who did not meet the continuous assessment criteria are eligible for a written exam.
Language of Instruction	Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Business Project
Course unit code	9152331
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Olinda Maria dos Santos Sequeira
Learning outcomes of the course unit	This module aims to provide students with skills to prepare, analyze and evaluate a business project. Develop skills to apply concepts and tools in the various functional areas of a company.
Mode of delivery	----
Prerequisites and co-requisites	There are no formal prerequisites, but in-depth knowledge of management would be useful.
Recommended optional programme components	Not applicable.
Course contents	1. Introduction. 2 - Project implementation. 3 - Economic and financial analysis. 4 - Economic and financial evaluation. 5 - Risk and uncertainty analysis. 6 - Design, execution and presentation of the business project.
Recommended or required Reading	<ul style="list-style-type: none"> - Costa, H. e Ribeiro, P. (2004). <i>Criação & Gestão de Microempresas & Pequenos Negócios</i>. Lisboa: Lidel-Edições Técnicas - Cruz, E.(1999). <i>Criar uma Empresa de Sucesso</i>. Lisboa: Edições Sílabo - Brilman, J.(2000). <i>As Melhores Práticas de Gestão no Centro do Desempenho</i>. Lisboa: Edições Sílabo - Management Institute, P.(2017). <i>A Guide to the Project Management Body of Knowledge</i>. Pennsylvania: Project Management Institute
Planned learning activities and teaching methods	Theoretical-practical classes in which the basic concepts are presented and discussed, with presentation of case studies that relate theory to practice. Student Business Plans are developed and monitored during term-time.
Assessment Methods and criteria	<ul style="list-style-type: none"> • Group assessment: business project assessment portfolio (60% of total mark). • Individual assessment: oral presentation (40%) Final grade: weighed average of both assessment components. Minimum pass mark: 10/20. 10
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Internship/Placement
Course unit code	9152336
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	10
Name of Lecturer(s)	Luís António Antunes Francisco
Learning outcomes of the course unit	This module has is own rules and regulations.
Mode of delivery	----
Prerequisites and co-requisites	This module has is own rules and regulations. Students must be in their final year of study.
Recommended optional programme componentes	This module has is own rules and regulations.
Course contentes	This module has is own rules and regulations.
Recommended or required Reading	
Planned learning activities and teaching methods	This module has is own rules and regulations.
Assessment Methods and criteria	This module has is own rules and regulations.
Language of Instruction	Portuguese
Work placement(s)	NA

B - Description of individual course units

Course unit title	Leadership and Negotiation
Course unit code	9152333
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Ana Luísa Junça da Silva Margarida Sofia de Freitas Oliveira
Learning outcomes of the course unit	The various leadership and negotiation approaches and theories and their importance to management.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	1. Introduction: Management and Leadership. 2. Organizational Metaphors and Paradigms of Organizational Governance. 3. Leadership study approaches: Traits and Behaviours. 4. Leader-Member Exchange Theory. 5. Transformational Leadership and Charisma. 6. Leadership of work teams. 7. Relationship of leadership with other organizational variables. 1. Introduction to trading 2.The negotiator's Dilemma
Recommended or required Reading	
Planned learning activities and teaching methods	Theoretical-practical sessions. Traditional lectures supported by case study analysis and problem-solving.
Assessment Methods and criteria	Continuous assessment including: In-class assessment (practical exercises and assignments): 20% - Two tests: 40% each; Students who get a minimum grade of 9.5/20 in all assessment tasks will be exempted from rom exam
Language of Instruction	Portuguese
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Seminar II
Course unit code	9152335
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	1
Name of Lecturer(s)	Luís António Antunes Francisco
Learning outcomes of the course unit	This module has its own rules and regulations.
Mode of delivery	----
Prerequisites and co-requisites	This module has its own rules and regulations.
Recommended optional programme componentes	This module has its own rules and regulations.
Course contentes	This module has its own rules and regulations.
Recommended or required Reading	
Planned learning activities and teaching methods	This module has its own rules and regulations.
Assessment Methods and criteria	This module has its own rules and regulations.
Language of Instruction	Portuguese
Work placement(s)	Not applicable

