

<i>Course</i>	<b>Marketing Graduation</b>			<i>Academic year</i>	<b>2021/2022</b>		
<i>Subject</i>	<b>Economics I</b>			ECTS	<b>6</b>		
<i>Type of course</i>	<b>Compulsory</b>						
<i>Year</i>	<b>1<sup>st</sup></b>	<i>Semester</i>	<b>1<sup>st</sup> sem</b>	<i>Student Workload:</i>			
<i>Professor</i>				<i>Total</i>	<b>168</b>	<i>Contact</i>	<b>60</b>
<i>Area Coordinator</i>	<b>PhD Manuela Natário</b>						

**Planned SD**

## 1. LEARNING OBJECTIVES

The objectives defined in the Curricular Unity of Economics I intend that the student gains knowledge and skills in the main aspects of economic theory and its dominance and critical skills in concepts related to economic science, the economic problem and macroeconomics.

In terms of the skills to be developed in this curricular unity, the student must gain the following skills: develop the interdisciplinarity between the different subjects of the degree as an instrument of interpretation and real intervention; collect and apply qualitative and quantitative, real and monetary information for decision making; use the economic indicators to perform economic and financial diagnostics and also develop a critical analysis of a country's socio-economic situation.

## 2. PROGRAMME

### Chapter 1 – Introduction

- 1.1. Concepts and tools for economic analysis
- 1.2. The Economic cycle and its relation to the economic problem.

### Chapter 2 – Measures for Economic Activity

- 2.1. Basic concepts of National Accounting
- 2.2. Measuring the price level and inflation – the IPC (consumer price index) real and nominal values, growth rates.

### Chapter 3 – Money and Credit in the Economy and Financing the Economy

- 3.1. Forms and functions of money
- 3.2. The Monetary and Financial System
- 3.3. Financial products

#### **Chapter 4 – Conjunctural Problems v. Economic Policies**

- 4.1. Analysis of economic problems from a liberal perspective
- 4.2. Keynesian perspective of the Welfare State
- 4.3. Policies for Economic Stability
  - 4.3.1. Budgeting and fiscal policies
  - 4.3.2. Monetary and credit policies
  - 4.3.4. Neo-liberal policies and the crisis of the Welfare State

### **3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES**

The objective of this Curricular Unity will be achieved through the teaching of chapters 1., 2., 3. and 4, which allows the student to obtain knowledge and skills in the main aspects of economic theory and its dominance and critical skills in concepts related to economic science, the economic problem and macroeconomics.

In terms of the skills to be developed in this curricular unity, the student must gain the following skills: develop the interdisciplinarity between the different subjects of the degree as an instrument of interpretation and real intervention; collect and apply qualitative and quantitative, real and monetary information for decision making; use the economic indicators to perform economic and financial diagnostics and also develop a critical analysis of a country's socio-economic situation.

### **4. MAIN BIBLIOGRAPHY**

#### **Compulsory:**

- Amaral, J. F. and al. (2007). *Introdução à Macroeconomia*. Lisboa: Escolar Editora.
- Coppock, L. and Mateer, D. (2020). *Principles of Macroeconomics*. New York: Norton.
- Fernandes, A. and al. (2017). *Introdução à Economia*. Lisboa: Edições Sílabo, Lda.
- Frank, R. and al. (2018). *Principles of Macroeconomics*. Ney York: McGraw-Hill.
- Natário, M. and Tomé, F. (2013). *Exercícios Práticos de Apoio a Fundamentos de Economia I*. ESTG-IPG, Setembro, Guarda.
- Natário, M. and Tomé, F. (2017). *Manual de Fundamentos de Economia I*. ESTG-IPG, Setembro, Guarda.
- Mankiw, N. (2018). *Macroeconomia*. Rio de Janeiro: LTC.

McConnell, C. and al. (2020). *Macroeconomics*. New York: McGraw-Hill.

Pinho, M. (2018). *Macroeconomia - Teoria e Prática Simplificada*. Lisboa: Edições Sílabo, Lda.

Porto, M. (2017). *Economia: Um Texto Introdutório*. Coimbra: Ed. Almedina.

Santos, J. and al. (2016). *Macroeconomia*. Lisboa: Escolar Editora.

Samuleson, P. and Nordhaus, W. (2012). *Economia*. 19 ed. Lisboa: McGraw-Hill.

Silva, J. (2011). *Macroeconomia*. Lisboa: Verlag Dashöfer.

Sotomayor, A. (2018). *Princípios de Macroeconomia*. Lisboa: Rei dos Livros.

Wyplosz, C. and Burda, M. (2011). *Macroeconomia - Uma Visão Europeia*. 5 ed. Lisboa: Verlag Dashofer.

**Recommended:**

Bernanke, B. and Frank, R. (2012). *Princípios de Economia*. Lisboa: Mc Graw Hill.

Blanchard, O. (2010). *Macroeconomia*. São Paulo: Pearson.

Ferraz, A. (2005). *Análise Macroeconómica - Teoria e Prática*. Lisboa: Escolar Editora,

Samuleson, P. and Nordhaus, W. (2006). *Macroeconomia*. 18 ed. Lisboa: McGraw-Hill.

Sotomayor, A. (2014). *Exercícios de Macroeconomia*. Lisboa: Rei dos Livros.

**Web-referencies:**

[www.bportugal.pt](http://www.bportugal.pt);

[www.ine.pt](http://www.ine.pt);

[www.pordata.pt](http://www.pordata.pt).

**5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)**

**TEACHING METHODOLOGIES:**

Theoretical and practical method with the use of audiovisuals; Case Study; resolution of problems; Provision of e-learning content; Collaborative work tools; Periodic collaboration sessions.

Due to the extraordinary health emergency situation COVID-19 and according to the Dispatches from the IPG President, the sessions will be on a mixed basis, as well as the evaluation system.

**Assessment:**

**Continuous assessment:** two tests.

The final classification will result from the following calculation:

Final mark = 0.5 (1st test) + 0.5 (2nd test)

The 1st Test is held during the semester on a date to be agreed on with the students and later announced through the e-learning platform.

The 2nd Test is held at the end of the semester on the date set by the Board of the ESTG (School of Technology and Management).

The student obtains approval when the final classification is equal or higher than ten values, in an entire scale between zero and twenty, being exempted from exam.

**Assessment by Final Exam, in the normal time period:** The student who has not passed the continuous assessment or has not taken it, obtains approval when the exam classification is equal or higher than ten values, on an entire scale between zero and twenty, on the date set by the Board of the ESTG (School of Technology and Management).

**Assessment by Final Exam, in the recourse period:** The student who has not been successful in the continuous assessment or at the Final Exam in the normal period time, or has not taken them, obtains approval when the exam classification is equal or higher than ten values, on an entire scale between zero and twenty, on the date set by the Board of the ESTG (School of Technology and Management).

## **6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES**

**Theoretical and practical method with the use of audiovisuals** - gaining knowledge in the field of macroeconomics through the dynamics of the learning process that is boosted by the use of audiovisuals media and distance learning platforms (moodle and colibri / zoom platforms);

**Case studies and resolution of problems** - gaining knowledge and skills in order to understand the importance of macroeconomics, implying a practical approach through case studies and resolution of problems;

**Provision of e-learning content;**

**Collaborative working tools** - to participate in an interventional and proactive way in the elaboration and discussion of new strategies and practices that allow you to develop the critical capacity for action in terms of the analysis of the main macroeconomic concepts and their interrelationship, as well as in terms of macroeconomic objectives.

**Periodic collaboration sessions** - reinforce your capacity for critical performance and consolidate knowledge in order to gain skills that guarantee a global vision to optimize your performance in the area of macroeconomics.

## **7. ATTENDANCE**

*Not applied.*