

<i>Course</i>	<b>Marketing Graduation</b>			<i>Academic year</i>	<b>2021/2022</b>		
<i>Subject</i>	<b>Business Law</b>			ECTS	<b>5</b>		
<i>Type of course</i>	<b>Compulsory</b>						
<i>Year</i>	<b>1st</b>	<i>Semester</i>	<b>2<sup>st</sup> sem.</b>	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	<b>140</b>	<i>Contact</i>	<b>60</b>
<i>Area Coordinator</i>	<b>PhD Maria Manuela Natário</b>						

**Preview**

**1. LEARNING OBJECTIVES**

It is intended that the student acquires knowledge and skills in key aspects relating to the law of companies and provide a theoretical and practical basis to develop skills so as to be able to apply the concepts learned to practical situations and understand the importance of law in business life.

**2. PROGRAMME**

I-GENERAL NOTIONS OFLAW

1. Definition of law
2. Rule of law and legal Sanctions ratings
3. Negative value of the legal act law enforcement
4. Sources
5. Law application in time and space

II-THE COMMERCIAL COMPANIES LAW

1. Merchants: access requirements
2. Incompatibilities and outages
3. Types of rights and duties of partners
4. Companies organization and functioning
5. Distinguishing marks of Commerce

III-CONSUMER LAW AND ADVERTISING

1. Consumer Rights
2. ADVERTISING

3. Right to prevention and to the inhibitory action
4. Institutions promotion and protection of consumers ' rights
5. Notion of advertising
6. Advertising principles
  - a. Advertising restrictions on the content and object of advertising

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

This curricular unit, through the syllabus to develop and expand during school, have a view to the integral formation of professional student in the area of management. In this sense, the contents for the training of students making them aware of the importance of the legal framework of their professional activity, confronting him with the legal provisions that fall and govern.

### **4. MAIN BIBLIOGRAPHY**

#### COMPULSORY BIBLIOGRAPHY

GONÇALVES, Luís Couto, Manual de Direito Industrial, Almedina, 2019

CORREIA, Miguel Pupo, Direito Comercial – Direito da Empresa, Ediforum, 2019

CARVALHO, Jorge Morais, Manual de Direito do Consumo, Almedina, 2019

#### LAW

Código Comercial

Código das Sociedades Comerciais

Lei de Defesa do Consumidor

Código da Publicidade

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

#### **Teaching Methodologies:**

- Expository method
- Interrogative method
- Case study based on judicial decisions

-Resolution of problems

**Evaluation rules**

-A frequency exam (100%)

-Examinations (normal period and special period).

One will get approval in the curricular unit by having the minimum grade of 10.

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

In order to achieve the proposed objectives, the methodology used in curricular unit in question consists mainly of theoretical-practical lessons in nature although favouring the latter. Pedagogical techniques used result in immediate application of theory into practice through the use of analysis, discussion and resolution of real situations with appeal to the individual and collective participation of students present in class.