	SUBJECT DESCRIPTION	MODELO PED.013.02
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<i>Course</i>	Marketing Graduation			<i>Academic year</i>	2021/2022		
<i>Subject</i>	Organization and Management			ECTS	4		
<i>Type of course</i>	Compulsory						
<i>Year</i>	1st	<i>Semester</i>	1st	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	112	<i>Contact</i>	45
<i>Area Coordinator</i>	PhD Amândio Baía						

Planned SD

1. LEARNING OBJECTIVES


Gain competence in the concept, evolution, diversity and specifics of organizations as well as knowledge of the main management theories and modern techniques for organizational management. Articulate the concept of management with the complex activity of a manager. Understand the dynamics between companies and their business environments in the current context of globalization, thereby reaching a level of critical competence to be able to apply this clear, broad view of the overall company to its interaction with the business environment and its structure, methods and management processes.

2. PROGRAMME

The Company - Concepts, objectives and resources. The company – a particular case of Organization. The Business Environment: the company as an open system; Analysis of the Contextual and Transactional Business Environments. Application of SWOT Analysis. Introduction to the Mission and Corporate Culture. Brief reference to the main functions of a company. **History of Management** – management theories and modern management techniques. **The management cycle** – planning, organization, administration and control. **Globalization and competitiveness** - the organization of the future and new Information and Communication Technology.

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit, developed through the syllabus, aims to foster the overall education of the future professional in management and marketing. Students will become aware of the need to know how to be and how to behave as well as to know how to do, both operationally and instrumentally. In the end, the student should be able to work productively in the application of the principles of business/organizational management.

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4. MAIN BIBLIOGRAPHY

Chiavenato, Idalberto. (2004). Administração nos Novos Tempos. 2ª edição - Ed. Campus, São Paulo-Brasil.

Chiavenato, Idalberto. (2004). Introdução à Teoria Geral da Administração. 7ª edição - Ed. Campus, São Paulo-Brasil.

Chiavenato, Idalberto. (2008). Administração para Administradores e Não-Administradores. Ed. Saraiva, Brasil.

Chiavenato, Idalberto. (2012). Princípios Da Administração - O Essencial Em Teoria Geral Da Administração – 2ª Edição. Editora Manole.

Coelho, Márcio. (2007). A Essência da Administração - Conceitos Introdutórios. 1ª edição – Ed. Saraiva, Brasil.

Ferreira, M., Santos, J. e Serra, F. (2008). Ser Empreendedor: Pensar, Criar e Moldar a nova Empresa. 1ª edição – Ed. Sílabo, Lisboa.

Ferreira, M., Santos, J., Reis, N. e Marques, T. (2010). Gestão Empresarial. Lidel – Ed. Técnicas, Lda, Lisboa.

Hampton, David R. (2001). Administração Contemporânea – Teoria, Prática e Casos.3ª edição – Ed. McGraw-Hill, São Paulo-Brasil.

Silva, Adelphino Teixeira. (2009). Administração Básica. 5ª edição - Ed. Atlas, Brasil.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The methodology for this curricular unit is based on principles of theoretical and practical training, specifically lecture, group work, debate, individual research and case studies.


Students select their assessment from the following:

Ongoing assessment: The students will realize **3** mini-test. In each mini-test students should obtain a rating equal to or greater than the value 7.

If it is not retrieved from this note the student will be excluded from this type of evaluation and sent for examination.

The Final Note (FN) is the result of the arithmetic average of the grades obtained in mini-tests (MT).

Exam - Students who have not opted for continuous assessment or who haven't gotten the note at least 10 (ten) values.

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Exam – including students who did not reach a 10/20 in ongoing assessment.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

To reach the proposed objectives, the methodology for this curricular unit is based on principles of theoretical and practical training. The methods and teaching techniques for class sessions include using the affirmative method through technical lectures and demonstration, the group interaction method with role play, with the teacher's responsibility focused on reinforcing learning and the coordination of the practical tasks related to discussing case studies.

7. ATTENDANCE

The option for Continuous Assessment requires assistance to at least 60% of the classes.