UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Management

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Computer Engineering

3. Cycle

1st

4. Course Unit

Introduction to Management (L9029)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor NUNO SOTERO ALVES DA SILVA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The objectives are apprehension of the functional disciplinary areas of business management, the introduction of basic concepts and generic model tools of analysis and conceptualization of the management activities of organizations throughout the management cycle. It is to understand the management contexts and the need for appropriate responses to the volatility present in the surrounding environment and the dynamics of the evolution of the company and the industry in which it is located, inclu

15. Specific Objectives

Specifically, the curricular unit covers three strands of study:
- Study of "instrumental" nature: conceptual and methodological principles of the "management cycle" and information technologies;
- Study of "systemic" nature: empirical applications with exercises in the areas of planning, organization, direction and management control;
- Study of an "interpersonal" nature: motivation of students to comment and expose their ideas.

16. Skills to be acquired

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KNOW:
- Design of the company and its context;
- General theories and management styles;
- Guidelines of the company in its management cycle;
- Decision-making and communication processes;
- Management in the face of change; its implications and consequences;
- Digital environment and the use of information technologies.
DO:
- Formulation and strategic planning;
- Construction of the organic structure and definition of functions;
- Management of working groups;
- Control of the finan

17. Teaching Methodology

It applies a combination of methodologies, including explaining and debating the theoretical bases and their applications in management practices, the demonstration and discussion of specific cases.

18. Course Unit Program

1. Presentation and Introduction
- Fundamental concepts: company; types of company; management; roles of the manager; management functions; central problem of management.
2. Contexts and Evolution of Management
- From Say's Law to Complexity Theory
- From classical theory to contingency
3. The enterprise as an open system
- The context of competition; general and transactional environment; types of relations with the environment;
- Positioning in a competitive environment; Objectives; posture variables; positioning variables.
4. The Management Cycle
-Plan; Organize; Drive and Control; the starting point - Where do we want to go? What do we want to be? When do we want to reach the goal? How are we going to get there?
- Structure to implement the strategy
- Leadership and motivation of people to achieve common goals;
- Communication and cultural factors
- Management Control
5. Management in a Digital Environment
- Innovations in information technology driving changes in business processes
- New business models enabled by IT innovations
- Ever-expanding e-commerce, social commerce and mobile computing
- Changes in the way companies and businesses are structured.

19. Assessment Methods

During the semester, students will be under the Assessment Regulation. The evaluation qualifies the work developed in the different activities carried out. It is done mainly by combining written tests of an individual theoretical-practical nature and practical group work.

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20. Didactic Resources

Documents and audiovisual media will be used, with the exploration of new technologies, multimedia and development of interactive presentations, involving:
- Bibliography;
- Reporting;
- Scientific and dissemination articles;
- Case study.

21. Sustainability Objectives

The sustainable development goals of the 2030 Agenda (United Nations) are met concerning the quality of education and scientific and technological capacities strengthened for more sustainable production and consumption patterns.

22. Keywords

-Management
-Planning;
-Organization;
-Control;
-Development.

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23. Main Bibliography

Author(s):	Laudon, Kenneth C., e Laudon, Jane P		
Title:	Management Information Systems: Managing the Digital Firm		
Edition:	16ª	Year:	2019
Local:	New York		
Publisher:	Pearson		

Author(s):	Robbins,S, Coulter, M , & Cenzo, D.		
Title:	Fundamentals of Management		
Edition:	10ª	Year:	2020
Local:	New York		
Publisher:	Escolar editora		

Author(s):	CARVALHO, José Eduardo		
Title:	Gestão de Empresas		
Edition:	5ª	Year:	2019
Local:	Lisboa		
Publisher:	Pearson		

24. Complementary Bibliography

Author(s):	TEIXEIRA, Sebastião		
Title:	Gestão das Organizações		
Edition:	3ª	Year:	2013
Local:	Lisboa		
Publisher:	Edições Sílabo		

Author(s):	CUNHA, Miguel; REGO, Arménio; CUNHA, Rita; CARDOSO, Carlos		
Title:	Manual de Comportamento Organizacional e Gestão		
Edition:	2ª	Year:	2007
Local:	Lisboa		
Publisher:	RH Editores		

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Autor / Author	Prof. Doutor NUNO SOTERO ALVES DA SILVA
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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