



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Management

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Introduction to Management (V1001)

5. Scientific Area

6. Curricular Year

1st

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. Doutora MARIA MANUELA MARQUES FAIA CORREIA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Apprehension of the disciplinary/functional areas of business management, introduction of basic concepts and generic tools/models for the analysis and conceptualization of management activities in organizations throughout the management cycle.

Understanding of management contexts and the need for appropriate responses to the volatility present in the surrounding environment and the evolution dynamics of the company and the industry in which it operates.

15. Specific Objectives

Specifically, the curricular unit covers three areas of study:

- Study of an "instrumental" nature: conceptual and methodological principles of the "management cycle";
- Study of a "systemic" nature: empirical applications with exercises in the areas of planning, organisation, direction and management control;
- Study of an "interpersonal" nature: motivation of learners to comment and expose their ideas.

16. Skills to be acquired



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TO KNOW:

- Conception of the company and its context;
- General theories and management styles;
- Company guidelines in its management cycle;
- Decision-making and communication processes;
- Management in the face of change; its implications and consequences.

TO DO:

- Formulation and strategic planning;
- Construction of the organic structure and definition of functions;
- Management of work groups;
- Control of the financial structure;
- Control of economic performance.

17. Teaching Methodology

Exposition of the material, followed by illustrations and contextualizing discussion of the students' experience.

18. Course Unit Program

1. Presentation and Introduction
 - Fundamental concepts: company; types of company; management; manager roles; management functions; core management problem.
2. Management Contexts and Evolution
 - From Say's Law to Complexity theory
 - From classical theory to contingency
3. The company as an open system
 - The competition context; general and transactional environment; types of relationships with the environment;
 - Positioning in a competitive environment; Objectives; posture variables; positioning variables.
4. The Management Cycle
 - Plan; Organize; Direct 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

19. Assessment Methods

- 2 written tests (weighting factor 3)
- 2 written assignments with mandatory presentation (weighting factor 2.5)

20. Didactic Resources

- Bibliography;
- Reports;
- Scientific and popularization articles;
- Case study.



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21. Sustainability Objectives

SDG 4: Quality Education

SDG 8: Decent work and economic growth

22. Keywords

- Planning;
- Organization;
- Direction/Coordination;
- Control;
- Development.



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23. Main Bibliography

Author(s): Robert N. Lussier
Title: Management Fundamentals Concepts, Applications, and Skill Development
Edition: 10 Year: 2023
Local: USA
Publisher: Springfield College

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

Author(s): JONES, Gareth & JENNIFER, George
Title: Essentials of Contemporary Management
Edition: 1ª Year: 2004
Local: New York
Publisher: Irwin - McGraw Hill

24. Complementary Bibliography

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

Author(s): Robbins, S., Coulter, M., & Cenzo, D.
Title: Fundamentals of Management (10th Edition)
Edition: 10th or global Year: 2020
Local: NY
Publisher: Pearson



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INTRODUÇÃO À GESTÃO': Academic Year 2023/2024
Autor / Author	Prof. Doutora MARIA MANUELA MARQUES FAIA CORREIA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
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