UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Management

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Business Management

3. Cycle

1st

4. Course Unit

Introduction to Management (24101)

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. Doutor ROGÉRIO MARQUES SERRASQUEIRO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

At the end of the curricular unit, students should be able to identify the fundamental principles of formal organization management, recognize the various challenges currently faced by the management of organizations and understand the scope of the management functions of planning, organizing, directing and controlling

15. Specific Objectives

In order to fulfill the general objectives, at the end of the course, students should be able to:
Understand the concept of management and the work of the manager;
Identify the main approaches to management theory;
Discuss the concept of organisation environment and the main challenges of management today
Identify the scope, tools and skills required to plan, organize, direct and control

16. Skills to be acquired

The main skills to be acquired are:
- Develop analytical and interpretive thinking
- Apply critical reasoning
- Apply appropriate oral communication
- Apply appropriate written communication

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17. Teaching Methodology

The teaching methodology will be expository with discussion of situations and cases

18. Course Unit Program

1. Presentation and Introduction
2. Management theories
3. The decision-making process
4. The environment and organizational culture
5. Globalization
6. Social and ethical responsibility
7. Planning and strategy
8. Organizational design
9. Communication, leadership and motivation
10. Monitoring and control

19. Assessment Methods

According to the regulations in force at the university

20. Didactic Resources

Teacher slides (Ppt)
Bibliography book

21. Sustainability Objectives

Understand the main challenges facing organizational management today
In particular, and in accordance with the UN SDGs:
SDG 4 - Quality Education: The UC contributes to the development of management skills guided by ethical, social, and environmental principles;
SDG 5 - Gender Equality: The UC addresses current issues related to diversity management and the promotion of inclusive practices in organizations;
SDG 8 - Decent Work and Economic Growth: The UC promotes a responsible and sustainab

22. Keywords

Management
Managers
Planning
Organize
Lead
Control

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23. Main Bibliography

Author(s):	Robbins, SP, Coulter, M		
Title:	Management		
Edition:	15th Edition	Year:	2021
Local:	London		
Publisher:	Pearson		

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

24. Complementary Bibliography

Author(s):	David Boddy		
Title:	Management: using practice and theory to develop skills		
Edition:	8th Edition	Year:	2020
Local:	London		
Publisher:	Pearson		

Author(s):			
Title:			
Edition:		Year:	
Local:			
Publisher:			

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INTRODUÇÃO À GESTÃO': Academic Year 2025/2026
Autor / Author	Prof. Doutor ROGÉRIO MARQUES SERRASQUEIRO
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Descritores / Descriptors	-
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