



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Management

Academic Year 2024/2025

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

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 organization 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 the development of critical thinking, communication and knowledge transfer

17. Teaching Methodology

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



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18. Course Unit Program

1. Presentation and Introduction
2. Management theories
3. The decision-making process
4. The organization as an open system
5. Globalization
6. Social, environmental and ethical responsibility
7. The Management Cycle
 - Planning and strategy
 - Organize - Structure and Organizational Design
 - Directing - Communication, leadership and motivation
 - Monitoring and Management Control.

19. Assessment Methods

According to the regulations at the university

20. Didactic Resources

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

21. Sustainability Objectives

SDG 4: Quality Education
SDG 8: Decent work and economic growth

22. Keywords

Management
Managers
Planning
Organize
Lead
Control



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23. Main Bibliography

Author(s): Robbins, SP, Coulter, M
Title: Management
Edition: Fifteenth Edition
Local: London
Publisher: Pearson

Year: 2021

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

Year: 2023

Author(s): Teixeira, S.
Title: Gestão das Organizações
Edition: 3
Local: Lx
Publisher: Escolar editora

Year: 2013

24. Complementary Bibliography

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

Year:

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

Year:



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INTRODUÇÃO À GESTÃO': Academic Year 2024/2025
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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