UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Management

Academic Year 2025/2026

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

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- Ability to analyze concepts, theories, and management practices in a reflective and well-grounded manner.
- Mastery of organizational communication, both verbal and written, essential for leading, motivating, and managing teams.
- Ability to apply management principles in real contexts, through case resolution and practical analysis.
- Apply ethical and sustainable principles to management.
- Execute the functions of planning, organizing, directing, and controlling with practical competenc

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 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 popular press articles;
- Case study.

21. Sustainability Objectives

SDG 4- Quality Education - Develops informed citizens, capable of promoting inclusive and reflective education.
SDG 8 - Decent Work and Economic Growth - Helps to build innovative, efficient, and sustainable management systems.
SDG 10 - Reduced Inequalities - Encourages responsible, ethical and sustainable business practices.

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22. Keywords

Management
Managers
Planning
Organize
Lead
Control
Sustainability
Responsibility

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23. Main Bibliography

Author(s):	Robbins, SP, Coulter, M		
Title:	Management		
Edition:	Fifteenth Edition	Year:	2021
Local:	London		
Publisher:	Pearson		
ISBN Code:			

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

Author(s):	Teixeira, S.		
Title:	Gestão das Organizações		
Edition:	3	Year:	2013
Local:	Lx		
Publisher:	Escolar editora		
ISBN Code:			

24. Complementary Bibliography

Author(s):	Adrian Wilkinson (ed.), Steven J. Armstrong (ed.), Michael Lounsbury (ed.)		
Title:	The Oxford Handbook of Management		
Edition:	1	Year:	2017
Local:	Oxford		
Publisher:	Oxford University Press		
ISBN Code:			

Author(s):	Biron, Michal ; Boon, Corine; Farndale, Elaine & Bamberger, Peter A.		
Title:	Human Resource Strategy Formulation, Implementation, and Impact		
Edition:	3	Year:	2025
Local:	London		
Publisher:	Routledge		

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ISBN Code:

Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INTRODUÇÃO À GESTÃO': Academic Year 2025/2026
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
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 2,0

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