UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Economics

Academic Year 2025/2026

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Introduction to Economics (V1006)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd 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 FERNANDO MANUEL MONTEIRO MARTINS

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To know and understand the concepts and basic aspects of the economic sciences and the functioning of economic activity;
To know the main economic theories and their relationship with current and foreseeable problems and with the equation of their solutions.

15. Specific Objectives

To know the essential instruments of economic analysis and their methods of use;
To know the evolution of the most relevant economic theories in relation to the evolution of economic problems;
To understand and analyse the various dimensions of economic activity and its relations with human well-being, and in particular with regard to the various types of market, the role of the State and international relations.

16. Skills to be acquired

Identify and explain fundamental concepts (supply, demand, elasticities, market equilibrium).
Analyze consumer and business decisions in different market structures.
Apply simple microeconomic models to specific cases.
Calculate and interpret macroeconomic indicators (GDP, inflation, unemployment).
Evaluate the effects of fiscal and monetary policy measures.

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17. Teaching Methodology

Oral presentation and distribution of appropriate texts;
Individual papers on the themes of the program to be presented in tutorial classes (if the size of the class allows it);
Analysis of texts on matters with current relevance;
Invitation to external experts on particular topics;
Tutoring/monitoring of students both in tutorial classes and in a time to be agreed.

18. Course Unit Program

1. FUNDAMENTAL PRINCIPLES OF ECONOMICS
1.1. Origin and basic principles of economics. Definition of economics.
1.2. The economic problem and its solutions. The market in modern societies and the role of the state.
1.3. Demand, supply and market equilibrium.
1.4. The global problems of the economy. The activity of the State and its financing.

2. ECONOMIC THEORY

2.1. Microeconomic Theory.
2.1.1. Consumer Theory.
2.1.2. Producer Theory.
2.1.3. Markets - perfect competition and imperfections in competition: monopoly, monopolistic competition and oligopoly.

2.2. Macroeconomic Theory.
2.2.1. Main aggregates of the National Accounting.
2.2.2. The simple Keynesian model of income determination in a closed economy. The multiplier.
2.2.3. The inclusion of the State and the rest of the world and the impact on the multiplier.
2.2.4. Notions of economic policy: budgetary policy.

2.3. Monetary Theory.
2.3.1. Evolution and functions of currency.
2.3.2. Credit, banks and monetary policy. Notion of credit multiplier.

3. UNEMPLOYMENT AND INFLATION
3.1. Unemployment.
3.2. Inflation.

4. INTERNATIONAL RELATIONS
4.1. Balance of payments: components and methodology.
4.2. Fixed and flexible exchange rates. Purchasing power parity (PPP).
4.3. Exchange rate movements and international trade.

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19. Assessment Methods

The grade of continuous evaluation will result from the average of two intermediate written tests.

20. Didactic Resources

- Collection of texts;
- Didactic library;
- Texts appropriate to certain topics (news, articles, etc.);
- Internet search.

21. Sustainability Objectives

SDG 4 Promote basic economic literacy (concepts, models, and policies), fostering informed decisions and economic citizenship.
SDG 8 Develop capacities to understand labor markets, growth, and productivity, supporting better employability.
SDG 10 Providing analytical tools to interpret inequalities, redistributive policies, and their impacts.

22. Keywords

Economy
State
Supply
Demand
Prices
Unemployment

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23. Main Bibliography

Author(s):	Parkin, M.		
Title:	Economics, Global Edition		
Edition:	14ª	Year:	2022
Local:	London		
Publisher:	Pearson Education Limited		
ISBN Code:			

Author(s):	Chaudhuri, S., Sen, A, Nordhaus, W., Samuelson, P.		
Title:	Economics		
Edition:	20ª	Year:	2019
Local:			
Publisher:	McGraw-Hill Portugal		
ISBN Code:			

Author(s):	Mishkin, F.		
Title:	Macroeconomics: Policy and Practice		
Edition:	2ª	Year:	2014
Local:			
Publisher:	Pearson, Addison-Wesley		
ISBN Code:			

24. Complementary Bibliography

Author(s):	Frank, R., and Cartwright, E.		
Title:	Microeconomics and Behavior		
Edition:	10ª	Year:	2021
Local:	New York		
Publisher:	McGrawHill.		
ISBN Code:			

Author(s):	Fernandes, A. et al.		
Title:	Introdução à Economia		
Edition:	1ª	Year:	2017
Local:	Lisboa		
Publisher:	Edições Sílabo		
ISBN Code:			

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INTRODUÇÃO À ECONOMIA': Academic Year 2025/2026
Autor / Author	Prof. Doutor FERNANDO MANUEL MONTEIRO MARTINS
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