



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Sociology

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Sociology (V1010)

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. Doutora ISABEL CRISTINA DE SEIXAS PATRICIO DUARTE DE ALMEIDA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Familiarise students with sociology

Establish useful applications of sociology to economics.

15. Specific Objectives

Know the object of sociology, its main theories and concepts.

Know the methods and techniques of sociology

Understand the links between sociological theories and concepts and the economic sciences.

Foster an attitude of scientific rigour

16. Skills to be acquired

At the end of the course students will have:

- . understood the object of sociology
- . understood its main paradigms and concepts
- . applied these paradigms and concepts to the explanation/understanding of social phenomena and the economy
- . practised oral presentations

17. Teaching Methodology

Lectures on the topics of the programme;

Indications, distribution and discussion of bibliography and other appropriate documents;

Organisation of presentations by students with extensive discussion and use of various sources of information.



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18. Course Unit Program

1. What is Sociology
 - 1.1 Object
 - 1.2 Historical emergence
 - 1.3 Sociology and other social sciences
 - 1.4 Linking sociology to economics/marketing
 - 1.5 Classification, virtualities and limits of available techniques.
2. Main sociological paradigms and their application to economics
 - 2.1. Marxism
 - 2.2 The comprehensive sociology of Max Weber
 - 2.3 Structural-functionalism and the systemic paradigm
 - 2.4 Rational choice theory
 - 2.5. Interactionism
 - 2.6 Contemporary sociology: P. Bourdieu, A. Giddens, M. Castells and U. Beck.
3. Social processes and institutions
 - 3.1 Globalisation, economic growth and development;
 - 3.2 Economic welfare and subjective well-being;
 - 3.3 Market, business and social responsibility
 - 3.4 Welfare state and social Europe.
 - 3.5 Labour, unemployment and precariousness;
 - 3.6 Inequalities, poverty and exclusion;
 - 3.7 Social classes

19. Assessment Methods

Two Tests. Weight: 50% each

20. Didactic Resources

Recommended bibliography
Texts
Statistical information
Press and other media.

21. Sustainability Objectives

SDG4

22. Keywords



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Sociology
Scientific method
Social processes
Organisations.

23. Main Bibliography

Author(s): Mark Granovetter
Title: Society and Economy: Framework and Principles
Edition: 1st Year: 2017
Local: USA
Publisher: Harvard University Press

Author(s): J.M.Carvalho Teixeira et Al
Title: Sociologia
Edition: 1ª Edição Year: 2013
Local: Lisboa
Publisher: Escolar Editora

Author(s): Anthony Giddens
Title: Sociology
Edition: 7ª Edição Year: 2009
Local: Lisboa
Publisher: F. Gulbenkian

24. Complementary Bibliography

Author(s): Mark Granovetter and Richard Swedberg
Title: The Sociology of Economic Life
Edition: 3rd Year: 2011
Local: UK
Publisher: Boulder, CO: Westview Press

Author(s): João Ferreira de Almeida (org.)
Title: Introdução à Sociologia
Edition: Year: 1994
Local: Lisboa
Publisher: Universidade Aberta



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'SOCIOLOGIA': Academic Year 2024/2025
Autor / Author	Prof. Doutora ISABEL CRISTINA DE SEIXAS PATRICIO DUARTE DE ALMEIDA
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