UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Sociology

Academic Year 2025/2026

## 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

1: Provide an introductory understanding of Sociology as a social science, focusing on its key concepts, theories, and methods;
2: Promote the application of sociological insights to the understanding of economic and social phenomena, highlighting their relevance for students in the field of Economics.

## 15. Specific Objectives

1: Identify the object of study, core concepts, and main theoretical approaches in Sociology;
2: Describe the methods and techniques used in sociological research;
3: Relate sociological theories and concepts to issues in Economics and other social sciences;
4: Foster a mindset of scientific rigour in the observation and analysis of social reality.

## 16. Skills to be acquired

1: Identify and explain the object of study of Sociology and its main paradigms and concepts;
2: Compare and relate several sociological perspectives to concrete social and economic phenomena;
3: Apply sociological theories and concepts to the analysis of current social contexts and issues;
4: Develop communication skills through the structured presentation of ideas and arguments based on sociological content;
5: Adopt a critical and informed stance towards social reality.



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## 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.

## 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.



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## 21. Sustainability Objectives

SDG 4: Promotes quality higher education through critical thinking and interdisciplinary analysis.
SDG 5: Encourages the analysis and understanding of gender inequalities in social and economic phenomena.
SDG 10: Supports the identification and reduction of socio-economic inequalities, preparing students to address issues of distribution and opportunity.
SDG 16: Emphasises the role of transparent and just institutions in building sustainable and equitable societies.

## 22. Keywords

Sociology
Scientific method
Social processes
Organisations.



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## 23. Main Bibliography

Author(s): Mark Granovetter
Title: Society and Economy: Framework and Principles
Edition: 1st Year: 2017
Local: USA
Publisher: Harvard University Press
ISBN Code: 9780674975217

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Author(s): J.M.Carvalho Teixeira et Al
Title: Sociologia
Edition: 1ª Edição Year: 2013
Local: Lisboa
Publisher: Escolar Editora
ISBN Code: 9789725923030

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Author(s): Manuel Castells
Title: Sociedade em Rede
Edition: 9ª Year: 2006
Local: Sao Paulo
Publisher: Editora Paz e Terra
ISBN Code: 8521903294.

## 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
ISBN Code: 9780429494338

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Author(s): Anthony Giddens
Title: Sociology
Edition: 8ª Edição Year: 2010
Local: Lisboa
Publisher: Fundação Calouste Gulbenkian
ISBN Code: 9789723110753



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