UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Management

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Introduction to Management (V2103)

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. Doutor ROGÉRIO MARQUES SERRASQUEIRO

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 organisation 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 application

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 environment and organizational culture
5. Globalization
6. Social and ethical responsibility
7. Planning and strategy
8. Organizational design
9. Communication, leadership, and motivation
10. Monitoring and control

19. Assessment Methods

According to the regulations in force at the university

20. Didactic Resources

Teacher slides (Ppt)
Bibliography book

21. Sustainability Objectives

Understand the main challenges of managing organizations today;
* Identify the classic and contemporary approaches to Social Responsibility
* Identify the main aspects of ethics in an organizational context
* Identify the main trends in the evolution of the labor market
* Understand the need and principles of managing diversity in the workplace

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	Year:	2021
Local:	London		
Publisher:	Pearson		

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

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

24. Complementary Bibliography

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

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

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'INTRODUÇÃO À GESTÃO': Academic Year 2024/2025
Autor / Author	Prof. Doutor ROGÉRIO MARQUES SERRASQUEIRO
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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