

FUNDAMENTALS OF MANAGEMENT

Code: 314044

Main Scientific Area: Business Management and Administration

Lecturer: Morgana Leite Esperança

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The curricular unit aims to put students in touch with key management concepts, providing an integrated view of processes and their different fields. The aim is thus to approach the management process and strategic management as an area integrator, highlighting the importance of aligning change, strategy and performance through the involvement and empowerment of people. In this sense, we define the following learning objectives:

R1: Identify the specific organizations and the role of management in organizations.

R2: Know the concepts and fundamental theories of management process in organizations.

R3: Identify and interpret the fundamental functions of management and their interdependence.

R4: Developing the capacity for critical thinking on the various perspectives and practices of business management.

Learning Outcomes

R1: Knowing define "organization". Identify the distinguishing aspects of organizations for each of the different sectors (public, private and social economy). Understand the importance of clear objectives for the operation of an organization.

R2: Explain the concepts of efficiency, effectiveness, economy, ethics, social and environmental responsibility, competitiveness, customer satisfaction and relate them to the organization performance. Know and explain the various stages and components of the management process.

R3: Identify the functions that integrate the management activity and know what constitutes each. Know interpret, in simple cases, the inter-relationship of management functions.

R4: Understand and know how to explain the contribution of the main theories for the evolution of thinking in management. Understand and discuss the potential of information and communication technologies for organizational change and its management. Understand and discuss the importance of knowledge management and learning as strategic factors for the organizations competitiveness.

Course Contents

1. MANAGEMENT AND ITS CONTEXT

1.1. Basics

1.1.1. Management and the role of manager

1.1.2. The Evolution of Management

1.2. The current context of management

1.2.1. Globalization

1.2.2. Ethics and Social Responsibility

2. PROCESS MANAGEMENT

2.1. Planning and Strategy

2.1.1. Strategic management and competitiveness

2.1.2. Analysis of the external environment

2.1.3. Analysis of indoor environment

2.1.4. Development of strategic

2.2. Decision-making

2.2.1. Models decision-making

2.2.2. Decision-making in groups

2.3. Organization

2.3.1. Complexity, Formalization and Centralization

2.3.2. Organizational Structures

2.4. Leadership

2.4.1. Leadership: Theories and challenges

2.5. Motivation

2.5.1. Motivation: Theories and practice

2.6. Control

2.6.1. Perspectives in Management Control

2.6.2. Internal Control 2.6.3. Management control: objectives and instruments

Recommended Bibliography

Donnelly, Jr., Gibson, J.L. Ivancevich, J.M. (2000). Administracao: principios de gestao empresarial. 10a edicao, Lisboa, McGraw-Hill.

Pinto, C. et al. (2010). Fundamentos de Gestao. 6a edicao. Lisboa: Editorial Presenca.

Robbins, S.P. Coulter, M. (1999). Management. London:Prentice-Hall.

Sousa, A. (1999). Introducao a gestao: uma abordagem sistematica. Lisboa: Verbo

Teixeira, S. (2013). Gestao das organizacoes. 3.a Edicao. Lisboa: McGraw-Hill de Portugal.

Learning and Teaching Methods

With the aim to guide the student in understanding of key concept and process management, two of the major objectives of UC, will be given clear and attainable goals at the beginning of each thematic cycle, supported on the slide show. These electronic slides will also be used to address different learning content. For the fulfillment of the third and fourth objectives (consolidation of knowledge and critical capacity development), will be promoted practical activities such as reading of texts or analysis of case studies, thematic forums, where will be analyzed and discussed some issues addressed in videos and other multimedia materials, and group work.

Assessment Methods

Continuous evaluation methodology:

The assessment will have three components:

- Attendance - 10%;
- Theoretical - 3 written test - 75%;
- Practical Work - 15%