

2010/2011 – 1º Semester

UNIDADE CURRICULAR				DEGREE				
				ECONOMICS		MANAGEMENT		
INTRODUCTION TO MANAGEMENT				X		X		
ECTS				WEEKLY WORKLOAD				
				T-CLASSES	TP-CLASSES	P-CLASSES	TUTORIAL	TOTAL
6				2 x 1h	-	2 x 1h	1 x 1h	5,0 h
YEAR OF DEGREE				SEMESTER				NO. OF STUDENTS ATTENDING
1º	2º	3º	4º	1º	2º	MANDATORY	OPTIONAL	
X	-	-	-	X	-	X	-	160 app
IN CHARGE						OFFICE NO.	EXTENSION	E-MAIL
DUARTE TRIGUEIROS						3.90		dtriguei@ualg.pt
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1. LEARNING OUTCOMES

Understanding the role of business in an economy. Business as creators of value and growth of the economy. Understand the importance of good management to the success of a business. Through analysis and discussion of concepts, theories, methods and cases, understand the process of business management and the four basic functions of management: planning, organizing, directing and controlling. The interaction between the company and surroundings will be another theme to explore.

2. PROGRAM

I - INTRODUCTION

1. The Company
 - 1.1 Definition, purpose and resources of the company
 - 1.2 The company as an open system
2. Management
 - 2.1 Concept functions and levels
 - 2.2 The Manager: Tasks and skills
 - 2.3 Evolution of the main approaches to the study of management

II – BUSINESS ANALYSIS AND STRATEGY

1. Mission
2. SWOT Analysis:
 - 2.1 Analysis of the external environment
 - 2.2 Diagnosis procedure
3. Objectives, strategy and plans
4. Strategy formulation:
 - 4.1 Product Life Cycle
 - 4.1.1 The Critical Point of Sales
 - 4.2 BCG Matrix
5. The process of decision making

III - ORGANIZATION

1. Process and objectives

2. Functions and departmentalization.
3. Authority, responsibility, power and influence;
4. Organizational structures: simple, functional, divisional, strategic business unit, for projects and matrix.
5. The structures of Mintzberg
6. Determinants of the structure, strategy, age and size, technology, environment.
7. Informal organization.

IV - DIRECTORATE

1. Motivation Theories
 - 1.1 s / human nature:
 - a) X and Theory Y McGregor
 - b) Theory of Maturity Argyris
 - 1.2 s Theories / Motivation: Maslow's Theory, Theory of Herzberg, Vroom Theory of expectations
 - 1.3 Practical aspects s / Motivation
2. Leadership
 - 2.1 Concept and leadership styles
 - 2.2 Approach of the leadership profile
 - 2.3 Behavioral approach: The model of Likert; The grid management of Blake and Mouton
 - 2.4 The contingency or situational approach: path-goal theory: Fiedler's Contingency Theory
3. Communication
4. Cultural Organization

V - CONTROL

1. Objectives
2. The control process
3. Control techniques

VI - INTERNATIONAL DIMENSION OF MANAGEMENT

3. BIBLIOGRAPHY

- **THE MANAGEMENT CHALLENGE – An Introduction to Management**
James M. Higgins, Macmillan Publishing Company

4. INDICATIVE PROGRAMME OF ACADEMIC ACTIVITIES

Capítulos	Nº de Aulas			
	Teóricas	Práticas	Tutoria	Total
I - INTRODUÇÃO	4	6	3	13
II - PLANEAMENTO	4	6	3	13
III - ORGANIZAÇÃO	6	4	2	12
IV - DIRECÇÃO	6	6	3	15
V - CONTROLO	6	4	2	12
VI - DIMENSÃO INTERNACIONAL DA GESTÃO	2	2	1	5
	28	28	14	70

During class period, each course requires from the student, beyond the classroom and assisted self-employment, another 42 hours of independent work each semester. The tutorials available seek to further develop concepts or solve questions individually or in small groups.

During exams week, contact hours are restricted to two hours of tutoring per week (the schedule). During this period, the student's autonomous work corresponds to 5 hours per week.

5. EVALUATION METHODS AND THEIR WEIGHTINGS

Students can be assessed in two ways:

1. without attendance at classes
2. through class attendance

The assessment of students without classes consists of a single element of evaluation:

1. Final exam (100%)

The assessment of students in class is composed of three elements of assessment:

1. Active participation in lectures and presentation of their work (40%)
2. Individual Assessment Form No 1 (30%)
3. Individual Assessment Form No 2 (30%)

Attendance at classes is lost when any of these situations occur:

1. average less than 4/10 points in active participation in class and in the classification
2. average less than 4/10 points in any of the assessment forms

In this case, it remains the student the opportunity to sit for final examination.