

Hello everyone and welcome to the course!

In accordance with the change in the Faculty's teaching model, which resulted less contact hours and more work by students in autonomy, presence in class takes on greater importance, since the teaching method -- which presupposes work by the student in autonomy, and its verification and consolidation in the classroom -- demands it. Class participation is one of the components of the assessment, as a result. This does not mean that attendance is mandatory or that it is controlled - all are adults and each one will know how to manage their learning according to their interests and goals.

The course is an introduction to the area of Business Management, of a generic nature since it covers all the main areas of Management.

The subjects covered in this course can be divided into six main blocks, in addition to an initial block:

Block 1 - General introduction. Some basics. Sustainability, business ethics and corporate social responsibility.

Block 2 - Marketing. Market Segmentation, Target Market and Competitive Positioning. The Marketing Mix. Environment Analysis. SWOT analysis.

Block 3 - Organization and Planning of the Company: Organizational Structures and Organizational Processes

Block 4 – Human Resources: Motivation. Job satisfaction and leadership. Human resources management: planning, analysis and job description. Performance evaluation.

Block 5 – Financial Management: The Balance Sheet and the Income Statement – reading it. Financial Ratios.

Block 6 - Financial Calculation: The Time Value of Money. Present Value and Future Value.

Block 7 - Some notions of Analysis of Investment Projects. Decision Criteria, advantages and disadvantages of each criterion and conditions for their applicability.

The main objective of this course is to familiarize students with the main problems faced by almost all professionals, regardless of their area of origin, after entering the job market. It is intended that students obtain a basic understanding of the different problems they may face in the business world. This implies an understanding of the different functional areas within the company, and how these areas relate to each other.

In a course with an orientation such as the one described, "case analysis" of concrete companies is indispensable: the analysis of specific problems faced by real companies

and the way in which they deal with them. This type of analysis will be conducted through the interaction, in theoretical-practical classes, of exposing the various problems related to the different functional areas of the company with examples and illustrative concrete "cases". It is also important (mandatory for the continuous assessment method) for students to carry out practical work, in groups, on a real company, covering its functional areas. These works must, after being delivered a written version, be presented, and discussed during the classes. This work counts 35% of the final grade and focuses on the first three blocks of the subject. 45% result from the classification in a final, individual test, which covers the last three blocks of the subject and 20% will depend on your participation in class and performance in relation to the answering questions in class. Approval requires a minimum of 9.5 and 7 val. in the test and the assignment (no rounding).

Deadline for submission of the assignment: October 16 at 11:59 pm

Final test date: December 20, 2022, 2:00 pm.

It is intended that, at the end of this curricular unit, the student has acquired knowledge, skills and competences that allow him to:

- Understand the functioning and interdependence of the different areas of a company, as well as the respective current and strategic decisions in the dynamic perspective of interaction with markets and stakeholders.
- Be able, autonomously and as a team, to collect relevant information and analyze and formulate management suggestions, using diagrams, accounting instruments, financial calculus, and project analysis criteria.
- Know the fundamentals, and sources of information, of human resources management, accounting documents and financial ratios, strategic and operational marketing, financial calculus, and evaluation of investment projects.

As for the more practical questions: You should see the "FAQs" (Frequently Asked Questions) available on this page; Any questions you may not find an answer should be sent by email – I always try to respond as soon as possible. Email: ccc@fct.unl.pt

I wish you all a good semester!