

**Course unit title: ECONOMICS**

**Course unit code: 1-2-08**

**Type of course unit:** compulsory

**Level of course unit:** first cycle

**Year of study:** 1<sup>st</sup>

**Semester:** 2<sup>st</sup>

**Number of ECTS credits allocated:** 6 ECTS

**Name of lecturer:** Natália Teixeira

#### **Objectives**

The Economics discipline (included in the Scientific Area of Economics and Management) of the Business Communication course, intends to make students aware of the importance of economic aspects, in the positioning and conditioning of a company's operations. An introductory approach is made in this discipline, that will be later examined more thoroughly in its business aspect in the Business Organization discipline, with analysis of the economic entities in individual and aggregate perspectives, relating them with the business reality.

#### **Learning outcomes of the course unit**

- Analyse the demand and offer functions of goods, to determine how changes in the conditionings of these functions would affect the company's objectives;
- Relate consumer behaviour with the strategic objectives of the company;
- Analyse the cost and production structures of a company, to determine how changes in the raw-material markets affect the productive alternatives of the company;
- Analyse the different structures of the market where the company operates, identify the consequences of each on the business strategies and define alternative behaviours that should be implemented for each situation;
- Analyse national accounting principles and perspectives, how the income of a country is determined and how the different variables emerging from the macroeconomic agents (families, companies, government and exterior) determine the growth of a nation;
- Analyse the impact of currency on the macroeconomic model and what relations are established between the variables;
- Differentiate the internationalization (protectionism versus free trade) scenarios and what behaviour should the company adopt for each scenario;

Understand macroeconomic conflicts (unemployment, inflation), which policies are available at government level to fight these problems and the consequence on the entrepreneurial system.

**Mode of delivery:** face-to-face

**Prerequisites and co-requisites:** none

**Recommended optional programme components:** none

#### **Course contents**

Discipline of comprehension of economy behaviour, in terms of micro and macro economy, pretending to create in students the essential knowledge to comprehend the economical and social phenomena.

Microeconomic: Introductory concepts; Offer and Demand; Consumer theory; Enterprise theory and market structures; the state.

Macroeconomic: National accounting; Income determination; Coin; International Commerce; Macroeconomic problems.

### **Recommended Reading**

- Samuelson, P.; Nordhaus, W. (2005): Economia, 18ª Edição, McGraw-Hill
- Frank, R.; Bernanke, B. (2003): Princípios de Economia, McGraw-Hill
- Gregory, Paul (2002): Essentials of Economics, 5th Edition, Prentice Hall.
- Neves, J. C. (2001): Introdução à Economia, 6ª Edição, Editorial Verbo.
- Ucha, I., (2000): Introdução à Economia: Sínteses, Exercícios, Soluções, 3ª Edição, Editorial Verbo.
- Mankiw, N. G. (2001): Introdução à Economia: Princípios de Micro e Macroeconomia, Tradução da 2ª Edição, Rio de Janeiro, Campus.
- Parkin, M., Powell, M., Mathews, K. (2000): Economics, 4th Edition, Prentice Hall.

### **Planned learning activities and teaching methods: Theoretical-practical lessons**

#### **Assessment methods and criteria**

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
  - 1 Test in the classroom (20% weighted)
  - 1 or more group or individual work (30% weighted)
  - Participation /attendance ( **10%** weighted)
  - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

**Language of instruction:** portuguese