

Course unit title: BUSINESS ORGANISATION

Course unit code: 2-2-22

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 2st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: José Taborda Farinha

Objectives

Business Organization (included in the Scientific Area of Economics and Management) in the Business Communication Course seeks to place the students in the context of business management, offering them a set of fundamental skills and knowledge for the understanding of the organizational logic of the company as well as the tools for its management.

Learning outcomes of the course unit

- Identify the role of management and its functions in the company;
- Understand the different management levels and their links;
- Analyse the organizational process of the company;
- Identify and differentiate the elements of organizational design;
- Identify and differentiate the different structural configurations;
- Integrate the decisive factors of the organization;
- Identify the types of organization of the company and the implementation requirements for each one;
- Analyse the implications of globalization in the strategy and global organization of the company.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

Problems that the company economy can solve (3 case studies); relations between company economy and other disciplines. Company theories; Investment decision analysis; VAL, TIR, Return on Investment Time and ROI; Demand and Supply; Optimisation techniques; Consumer behaviour and Rational choice. Production and cost; pricing; market structures; globalisation and company economy.

The organizations and its management; the organization concept. Organizational dimensions; the enterprises organizations; the functions at management levels; the company surroundings and its components; the management theories evolution; Relevant contributions.

Enterprises organisational management; Enterprise planning: components and articulations; The enterpriser strategy: methodology and stages in strategic formulation; The global strategies and by business strategies.

The enterprise organisation: concepts and dimensions; departmentalisation criteria; Types and structures and contingency factors. The people management in organisations. The enterprise culture; motivation and motivational models. Leadership: concepts and principal theories.

Organisational change. Development and Innovation. The organisational development: concepts and dimensions. The change process. Change management models.

Recommended Reading

- Samuelson, P.; Nordhaus, W. (2005): *Economia*, 18ª Edição, McGraw-Hill
- Frank, R.; Bernanke, B. (2003): *Princípios de Economia*, McGraw-Hill
- Donnelly, J.; Gibson, J.; Ivancevich, J (2000): *Administração: Princípios de Gestão Empresarial*, 10.ª Edição, McGraw-Hill.
- Mintzberg, H.; Quinn, J. B. (2003): *The Strategy Process*, Prentice-Hall International Editions.
- Teixeira, S. (2005): *Gestão das Organizações*, McGraw-Hill de Portugal.

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