

Course unit title: BUSINESS LAW

Course unit code: 1-2-12

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 1st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: Margarida Bettencourt

Objectives

In the field of modern business management, managers for their daily work, need to have a basic knowledge of the existing legal framework so that they can act prudently and adequately without violating the legal regime to which they are inevitably bound.

Learning outcomes of the course unit

Consequently, the essential purpose of this discipline, included in the Marketing Management graduate degree, and included in the scientific area of Law, is to allow first year students to acquire skills that will enable them to develop a critical perspective of the current main issues related to present Business Law, identifying behaviours that could infringe the law and providing them with the tools that will ensure a clear understanding of the legal reasoning. In defining the programme for this discipline we aimed therefore at showing the relevance of theoretical-practical aspects of the subjects mentioned above, promoting interactive classes with discussion on case studies and whenever possible showing videos related to the subject matter. The object is, therefore, to provide the students with skills that will enable them to understand and learn how to deal with issues related to the business world's legal framework and their need for juridical know-how on the staff in order to be able to solve any legal problems arising in the course of business, detecting possible illegalities and steering the course for their resolution by specialists in the legal field.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

I - Commercial law

A - Commercial law

B - Commerce actors

C - The merchants

D - Commercial property

II - Societies law

III - Advertising and marketing law

IV - Work law

Recommended Reading:

1. Introdução ao Estudo do Direito, Castro Mendes, João, Almedina, última ed.
2. Código de Direito de Autor e dos Direitos Conexos ;
3. Código da Propriedade Industrial .

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