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| POLI ESCOLA SUPERIOR TECNOLOGIA GESTÃO TÉCNICO GUARDA | SUBJECT DESCRIPTION | MODELO PED.013.03 |
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| <i>Course</i> | Computer Science Engineering | | | | | |
| <i>Subject</i> | Company Creation and Management | | | | | |
| <i>Academic year</i> | 2023/2024 | <i>Curricular year</i> | 3rd | <i>Study period</i> | 1st semester | |
| <i>Type of subject</i> | Compulsory | <i>Student workload (H)</i> | Total: 84 | Contact: 67 | <i>ECTS</i> | 3 |
| <i>Professor</i> | MSc António Lourenço | | | | | |
| <input checked="" type="checkbox"/> <i>Area Coordinator</i> <input type="checkbox"/> <i>Head of Department</i> | PhD Amândio Baía | | | | | |

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

Students must:

- Apply economic and administration principles to firms management;
- know the main streams on firms' administration theories;
- relate management concept with the manager activity;
- apply informatics tools to support firms' management activity;
- understand and apply strategic planning principles to business ideas;
- understand and apply economic criterions to analyze projects' economic viability.

2. PROGRAMME

1. Firms' main features

- 1.1 The organization concept
- 1.2 The firm as an organization's particular case
- 1.3 Organization theories and management practices

2 The management circle

- 2.1 Planning
- 2.2 Organization
- 2.3 Leadership
- 2.4 Control

3 The importance of entrepreneurship

- 3.1 From the idea to the business
- 3.2 The importance of defining a strategic plan
- 3.3 The business plan

4 Planning and investment

- 4.1 Types of investment.
- 4.2 Main phases of the investment's project
- 4.3 The investment project plan

5 Tools to evaluate investment projects

- 5.1 Basic concepts
- 5.2 Investment's analysis criteria.
- 5.3 The adequacy between financial funds and needs

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3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The two first topics of the program aim to allow the students to use tools and to apply economic and administration principles to business administration, as well as to know the main streams on organizational theories and management practices, respectively. These topics will also allow the student to relate the management concept with the manager activity.

The third topic of the program will give the student the skills to plan and implement business ideas. The fourth and fifth topics of the program aim to give the student the skills needed to do investments' planning and to analyze their economic viability. At the same time the student will be able to use appropriate informatics tools to firms' management.

4. MAIN BIBLIOGRAPHY

Compulsory:

Ahmed, J. (2021). *Business Management and Leadership Strategies in the Competitive Market*. Paramount Publisher.

Brigham, E.; Ehrhardt, M. (2019). *Financial Management: Theory and Practice*, 16th edition. Cengage Learning.

Carvalho, L. et al. (2016). *Gestão das Organizações: Uma Abordagem Integrada e Prospetiva*, 2ª Edição. Lisboa: Edições Sílabo.

Drucker, P.; Maciariello, J. (2008). *Management- Revised Edition*, HarperCollins Publishers.

Ferreira, M. et al. (2014). *Ser Empreendedor – Pensar, Criar e Moldar a Nova Empresa*. Lisboa: Edições. Sílabo.

Lisboa, J. (Dir. e Coord.) (2011). *Introdução à Gestão de Organizações*. Porto: Vida Económica.

Lopes, M. (2018). *Análise de Projetos de Investimento*. Porto: U. Porto Editorial.

Mações, M. (2018). *Manual de Gestão Moderna: Teoria e Prática*. 2ª Ed. Lisboa: Actual Editora.

Rothaermel, F. (2021). *Strategic Management: Concepts*, 5th edition. McGraw-Hill Interamericana de España S.L..

Sotomayor, A. et al. (2018). *Princípios de Gestão das Organizações*. Lisboa: Rei dos Livros.

Teixeira, S. (2014). *Gestão das Organizações*, 3ª Edição. Lisboa: Escolar Editora.

Periodic publications made available by the professor.

Recommended:

Andersen, J.; Naurus, J. (2008). *Business Market Management – Understanding, Creating and Delivering Value*, 3rd Edition. Pearson.

Silva, J.; Ferreira, P. (2018). *Princípios de Gestão Financeira*. Lisboa: Rei dos Livros.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

TEACHING METHODOLOGIES:

Exposition; interaction lesson; debate; presentation/interaction using audiovisual instruments; case study.

ASSESSMENT:

The student can choose one of the following methods types of assessment:

A) Ongoing assessment: the student must take a written test (60%) and participate in a group work project to present a report and presentation (40%)

The final classification is calculated as follows:

Final Classification= 0.6 (written test*) + 0.4 (results of group work)

* Minimum of 6 (six) out of 20 total score is required on this written test.

Students must attend at least 2/3 of the lessons if they want to do the group work.

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B) Final Exam, in the normal assessment period or in the recourse period: one written test (100%) for students who have not selected ongoing assessment. For those who effectively participated in ongoing assessment, the final classification is calculated as follows:

Final Classification= 0.6 (written test*) + 0.4 (results of group work)

* Minimum of 6 (six) out of 20 total score is required on this written test.

Approval is based on a final grade of 10/20.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Teaching methodology is based on a exposure of concepts and reference theories models, followed by a critical analysis of case studies and realization/discussion of practical works. Continuous assessment will allow students to apply informatics applications in the building of a business plan. Students should understand the practical importance of the taught concepts and develop critical analysis capacity.

7. ATTENDANCE

Students must attend at least 2/3 of the lessons if they want to do the group work.

8. CONTACTS AND OFFICE HOURS

Professor:

Name: *MSc* António Lourenço

Email: antoniolourenco@ipg.pt

Telephone Number: +351271220100 (Line: 1248)

Office: 48

Office hours: Tuesday from 2:00 pm to 5:00 pm; Thursday from 11:00 am to 12:00 am.

Area Coordinator:

Name: *PhD* Amândio Baía

Email: baia@ipg.pt

Telephone Number: +351271220100 (Line: 1241)

Office: 41

9. OTHERS

Not applied.

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DATE

15 September 2023

SIGNATURES

Professor

(signature)

Area Coordinator

(signature)