

<b>POLI</b> ESCOLA SUPERIOR TECNOLOGIA GESTÃO <b>TÉCNICO</b> <b>GUARDA</b>	<b>SUBJECT DESCRIPTION</b>	<b>MODELO</b> PED.013.03
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Course	Accounting					
Subject	Business Management					
Academic year	2023/24	Curricular year	1st	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 84	Contact: 60	ECTS	3
Professor(s)	Armando Dias da Fé Junior					
<input type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	(select)	Professora Doutora Rute Abreu				

### COMPLETED SUBJECT DESCRIPTION

#### 1. LEARNING OBJECTIVES

Disseminate and familiarize students with the main functional areas of companies and how these areas relate.

Convey the foundations for understanding the different situations that students may face in the business world.

The student of this UC should acquire knowledge that can be applied in work environments characterized by moderate levels of ambiguity, complexity and uncertainty, through the application of general management principles.

#### 2. PROGRAMME

- 1 - Fundamentals of Human Resource Management
- 2 - Fundamentals of Marketing
- 3 - Fundamentals of Production Management
- 4 - Brief reference to Financial Management

#### 3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit, through the syllabus developed, aims to contribute to the integral formation of the future professional in the field of management.

To this end, the content presented aims at training and preparing students, making them aware of the need for know-how, know-how and know-how, in the operational and instrumental domain.

In the end, the student should, autonomously, be able to productively develop his activity in the application of management fundamentals in the companies/organizations where he will be integrated. This curricular unit, developed through the syllabus, aims to foster the overall education of the student as a person and professional future management. To this end, the curriculum helps to training and preparing students sensitizing them to the need to know and be know-how in the field of business management. In the end, the student should be able, independently, being able to participate and develop their activity especially in terms of human resource management, marketing, and production management.

#### 4. MAIN BIBLIOGRAPHY

<p>POLI ESCOLA SUPERIOR TECNOLOGIA GESTÃO</p> <p>TÉCNICO GUARDA</p>	<p><b>SUBJECT DESCRIPTION</b></p>	<p><b>MODELO</b> PED.013.03</p>
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### **Mandatory**

**Couto, A.I.; Martinho, A.L.; Martins, D.; Silva, M.; Soares, R.; Peixoto, S.** Gestão e Desenvolvimento de Recursos Humanos: Foco nas pessoas e digitalização dos processos. (2023). Vida Economica Editorial.

**Machado, Carolina.** Sustainable Human Resource Management: Policies and Practices. (2022). Dinamarca: River Publishers.

**CHIAVENATO, I. (2021).** Administração de Recursos Humanos - Gestão Humana. Brasil: Atlas.

**CHIAVENATO, I. (2023).** Gestão de Pessoas - O Novo Papel da Gestão do Talento Humano. Brasil: Atlas.

**Silva, J. A. d. (2022).** Gestão de pessoas: Competências e Estratégias. Ucrânia: Viseu.

**Gouveia, M.;** Marketing Digital: O Guia Completo. (2022). Porto Editora.

**Kotler, P. (2005).** Marketing Essencial: Conceitos, Estratégias e Casos. Brasil. Ed. Prentice Hall.

### **WEB - references:**

Autoridade Tributária e Aduaneira (AT) - <http://www.portaldasfinancas.gov.pt>

Comissão de Normalização Contabilística (CNC) - <http://www.cnc.min-financas.pt>

Ordem dos Revisores Oficiais de Contas (OROC) - <http://www.oroc.pt/>

Ordem dos Técnicos Oficiais de Contas (OTOC) - <http://www.otoc.pt>

## **5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)**

Theoretical-practical expository method using audiovisual media; Case Study; Seminar; Provision of e-learning content; Collaborative work tools; Periodic collaboration sessions.

### **EVALUATION RULES:**

#### **Continuous assessment:**

Composed of **two tests**, with a weighting of 50% each. The student obtains approval when the frequency classification (average of the two tests) is equal to or greater than 10 values, being exempt from the exam.

#### **Assessment at the time of Normal Exam:**

The student who has not been successful in the continuous assessment or has not performed it, obtains approval when the exam classification is equal to or greater than 10 values, on a date set by the Board.

#### **Assessment at the time of the Appeal Exam:**

The student who has not passed the continuous assessment or at the time of the normal exam, or has not taken them, obtains approval when the exam classification is equal to or greater than ten values, on a full scale between zero and twenty, on a date set by the Direction.)

## **6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES**

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**Theoretical-practical expository method** - so that the student gains knowledge in the Financial Accounting field and reinforces their ability to act critically, to gain skills that guarantee a global vision.

**Case studies** – for the student to gain knowledge and skills in the main aspects related to accounting studies and respective implying a practical approach through case studies.

**Seminar** - for the student to gain knowledge in the Financial Accounting field, in a real context, through the experiences of personalities of recognized merit.

**Availability of multimedia content in e-learning** – so that the student can access the contents of the curricular unit through new methods, activities and communication tools, through which the student masters the tools, concepts, methodologies and techniques that reinforce their ability to critical performance and provide you with a global view to optimize your performance in the Financial Accounting field.

**Collaborative work tools** - so that the student participates in an interventional and proactive way in the elaboration and discussion of new strategies and practices that allow him to develop critical capacity with logically consistent arguments, facts, and reasoning, namely at the level of the study of the accounts of the Financial Accounting.

## 7. ATTENDANCE

Not applicable.

## DATE

10 de março de 2023

## SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures

Professor

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(Professor Doutor Armando Dias da Fé Junior)