

2024/2025

COURSES LECTURED IN ENGLISH

First cycle (*Licenciatura*)

Last updated:
11 september 2024

Course unit	CODE	Scientific area	semester	ECTS	REMARKS (on page 3)
China and International Society in Asia	01019491	RI/International Relations	1	6	
Contemporary Humanitarian Action	01016307	RI/International Relations	1	6	
Environmental Economics	01621832	ECO/Economics	1	6	
Ethics Responsibility & Sustainability	01020854	GES/Management	1	6	(*)
Fear and Affection in International Relations	01021773	RI/International Relations	1	6	
Financial Products and Markets	01021103	ECO/Economics	1	6	
Health Economics	01621821	ECO/Economics	1	6	
Industrial Economics	01020882	ECO/Economics	1	6	(*)
Interpretivist International Relations	01016445	RI/International Relations	1	6	
Management and People	01620346	GES/Management	1	6	
Marketing	01620148	GES/Management	1	6	(*)
Politics, Literature and Film	01016329	RI/International Relations	1	6	
Relationship Marketing	01010114	GES/Management	1	6	(*)
R for Economics and Business	01020925	SI/Information Systems	1	6	(*)
States and Conflicts in the Post-Sovietic World	01015855	RI/International Relations	1	6	
Technology and International Politics	01021918	RI/International Relations	1	6	
Terrorism and Counter-Terrorism	01020288	RI/International Relations	1	6	
Banking Economics	01621810	ECO/Economics	2	6	(*)
Economic and Social Development	01021010	ECO/Economics	2	6	
Economic Policy	01621703	ECO/Economics	2	6	(*)
Experimental Economics	01021043	ECO/Economics	2	6	
International Business and Global Governance	01021120	ECO/Economics	2	6	
Mobilities and Global Migration	01016428	SOC/Sociology	2	6	
Public Economics and Finance	01020908	ECO/Economics	2	6	(*)
Sociology of Organisations	01621336	SOC/Sociology	2	6	(*)
Strategic Management	01620073	GES/Management	2	6	(*)
Total Quality Management	01620360	GES/Management	2	6	

IMPORTANT:

Students registered at the 2nd cycle studies at their home university will have priority in attending 2nd cycle courses from FEUC

For course units lectured in both 1st and 2nd semesters, students will only be allowed to enroll once, in one of the two semesters. **Enrolment in both semesters is not allowed!**

(*) ONE group (*turma*) lectured in English

(ii) **COMPULSORY** to be registered at 2nd cycle studies (**MASTER**) at home institution

♦ **ALL courses in English have a limited number of places available**

♦ **semester dates:**

Semester 1 – from September until December

Semester 2 – from February until May

♦ **Further information and contents at**

https://apps.uc.pt/courses/en/index?q=&ou=FEUC&type=PRIMEIRO#courses_list
1st cycle/Bachelor (*Licenciatura*)

https://apps.uc.pt/courses/en/index?q=&ou=FEUC&type=SEGUNDO_CONTINUIDADE#courses_list
2st cycle/Master (*Mestrado*)

1ST SEMESTER

China and International Society in Asia

Code: 01019491

Scientific Area: International Relations

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Basic knowledge of English.

Teaching Methods

With recourse to lectured based seminars, the class structure presupposes active student participation, centred on core readings. On top of key lectures, critical analysis and discussion are privileged throughout the course.

Learning Outcomes

Main learning outcome:

- Allow students to critically analyse the main security, economic and political practices and tendencies between China and its Asian neighbours.

Specific outcomes and skills:

- To identify and understand the conceptual frameworks with which to study regional spaces;
- Understand the main dynamics and actors within China and Asia;
- Understand the political, economic and security positioning of China in relation to several regions within Asia.

Syllabus

- Theorising Regions and Great Powers: English School and Political Economy approaches
- Contextualizing China: Revolutionary China
- Contextualizing China: After Mao
- Contextualizing China: After the 1990s
- China and the Great Powers: Geostrategy and Political Economy
- China and the Far East
- China and South East Asia
- China and South Asia
- China and Central Asia.

Head Lecturer(s)

André Filipe Valadas Saramago

Assessment Methods

Assessment
Periodic or by final exam as given in the course information: 100.0%

Bibliography

Buzan, Barry. 2008. *Regions and powers: the structure of international security*. 6th print. Cambridge University Press.

Buzan, Barry and Yongjin Zhang (eds.) (2014) *Contesting international society in East Asia*. Cambridge University Press.

Buzan, Barry and Waever, Ole (2009) *Regions and powers: the structure of international security*.

Cambridge University Press.

Percival, Bronson (2007) *The dragon looks south: China and Southeast Asia in the new century*.

Greenwood Publishing Group.

Kang, David Chan-oong (2007) *China rising: Peace, power, and order in East Asia*. Columbia University Press.

Swanstrom, Niklas "China and Central Asia: a new great game or traditional vassal relations?." *Journal of contemporary China* 14.45 (2005): 569-584.

Quayle, Linda (2013) *Southeast Asia and the English School of International Relations: A Region-Theory Dialogue*. Palgrave

Karl, Rebecca (2020) *China's Revolutions in the Modern World: A brief interpretive history*. Verso.

Contemporary Humanitarian Action

Code: 01016307

Scientific Area: International Relations / Political Science

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

General knowledge of contemporary international politics. Mastery of the English language (reading and comprehension). Knowledge of the techniques and styles of academic writing.

Teaching Methods

The organization of the classes assumes an active participation from the students. Besides the theoretical framing of the different topics, particular importance is given to content analysis and context debate focused on course readings and case-studies that inform the debates under analysis.

Learning Outcomes

Approach the international political system with a focus on the different actors in conflicts and humanitarian crises, promoting a deeper knowledge of the various theories and concepts that frame humanitarian action as well as the debates around those dynamics.

Analyse the various humanitarian issues at the international level particularly the political appropriation of the humanitarian discourse and its instrumentalization by States and international organizations, as well as the increased visibility of humanitarian action.

- Understanding concepts and logics underlying humanitarianism and the related international framework.
- Identification and critically analysis of the implications of the existing different option in the various dimensions of humanitarian aid, intervening actors and beneficiary groups.

Syllabus

- Classic Humanitarian Action
 - actors
 - principles
 - legal framework
- Contemporary humanitarian action
 - New conflicts/complex emergencies
 - New humanitarianism: dilemmas (politicization, militarization...)

- New actors
- Case-studies
- III. Contemporary debates
- IV. Humanitarian action in the EU
- V. The nexus humanitarianism - development - security
- VI. The humanitarian reform (2005) and the World Humanitarian Summit (2016)

Head Lecturer(s)

Daniela Rute dos Santos Nascimento

Assessment Methods Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Barnett, Michael (2011) *Empire of Humanity: A History of Humanitarianism*. Ithaca: Cornell University Press; *Introdução, capítulo 8 e conclusões*.

Weiss, Thomas (2013) *Humanitarian Business*. Cambridge: Polity Press (978-0-7456-6331-9)

(1996) "The changing context of humanitarian action" *The Adelphi Papers* 36(305): 10-18.

O'Sullivan, Kevin; Hilton, Matthew; Fiori, Juliano (2016) "Humanitarianisms in context" *European Review of History: Revue européenne d'histoire* 23(1-2): 1-15.

Skinner, Rob; Lester, Alan (2012) "Humanitarianism and Empire: New Research Agendas" *The Journal of Imperial and Commonwealth History* 40(5): 729-747.

Munro, Sir Alan (1998) "Humanitarianism and conflict in a post-Cold War World" *The RUSI Journal*, 143(6): 14- 19.

Chandler, David G. (2001) "The Road to Military Humanitarianism: How the Human Rights NGOs Shaped A New Humanitarian Agenda" *Human Rights Quarterly* 23(3): 678-700.

Nascimento, Daniela (2015) "One step forward, two steps back? Humanitarian Challenges and Dilemmas.

Environmental Economics

Code: 01621832

Scientific Area: Economics

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Microeconomics.

Teaching Methods

The lectures are organized to encourage students' active involvement in learning, fostering student-teacher and student-student interaction. In some classes the theoretical contents are exposed, stimulating the discussion of their importance and validity. In others, theoretical knowledge is applied to discuss and analyse (real and/or simulated) problems, hence contributing to the course objectives' achievement. Complementarily, tutorial guidance is provided to students, in order to seek clarification, explanations, guidance for the essay or to debate a specific theme.

Learning Outcomes

Overall objectives:

Provide analytical tools for the critical analysis of the existence of environmental problems, the challenges they entail, and possible (policy or market) solutions.

Specific objectives:

To know the main approaches to the interaction between the Environment and the Economy;
To establish the concept of sustainable development and identify action strategies for its promotion;
To study and promote a critical analysis of the range of environmental policy instruments, providing students with a global view of environmental policies aimed at the major current challenges.

Skills:

Capacity of analysis, to communicate, and group interaction;
Capacity to establish, critically and wisely, the relationship between concepts and economic agents' behaviour;
Capacity to carry out multidisciplinary work, as well as versatility and capacity for dialogue to act in response to the challenges posed by the complexity of environmental problems faced by today's society.

Syllabus

1. The conceptual matrix of the Environmental Economics course
Economic functions of the environment
Appraisal Frameworks: Benefit-Cost Analysis and other decision-making metrics
Property Rights, Externalities, and Environmental problems
2. Trade-offs: economic activity versus environmental conservation?
Limits to economic growth
Sustainability concepts and models
3. Economics of pollution control
The optimal level of pollution
The need for environmental regulation
Externalities: theory and policy strategies
4. Economic valuation of environmental goods
Concept(s) of Value
Methods of environmental goods evaluation
5. Environmental Strategies and Policies.

Head Lecturer(s)

Luís Miguel Guilherme Cruz

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

ANDERSEN, David A. - Environmental economics and natural resource management. 5th ed., Routledge, 2019.

TIETENBERG, Tom; LEWIS, Lynne - Environmental and natural resource economics. 11th ed., Routledge, 2018.

The list of International institutions' reports for the students' essays will be supplied in the beginning of each semester.

Ethics Responsibility & Sustainability

Code: 01020854

Scientific Area: Management

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

NA

Teaching Methods

Exposure of fundamental contents and analysis of real cases in a Problem-Based Learning approach.

Learning Outcomes

To enable students with general knowledge in business ethics and sustainability, with a particular focus on the challenges that companies face at the local and global levels. It is intended that students can know and be able to discuss the main perspectives and their evolution of the addressed concepts, to critically evaluate and comment on specific problems and cases, while creatively searching for solutions to these crucial issues nowadays. It also intends to explore critical thinking about the individual and collective, purpose-driven role toward a more sustainable future.

Syllabus

Chap. 1 - Business Ethics

1.1 - Behaviour in the Workplace

1.2 - Morality and Personal Values

1.3 - Business Values

1.4 - Business ethics in practice Chapter 2- Corporate Sustainability

2.1 - The role of companies in sustainable development

2.2 - Stakeholder Involvement

2.3 - Strategic Corporate Social Responsibility

2.4 - Circular Economy

2.5 - The Blue Economy

2.6 - Our role and commitment in the future

Head Lecturer(s)

Carmina Simion Simescu Martinho Nunes

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Haski-Leventhal, D. *Strategic Corporate Social Responsibility: Tools and Theories for Responsible Management*, Sage Publications, 2018.

Joseph Sarkis, *Handbook on the Sustainable Supply Chain in Business and Management series*, Edward Elgar Publishing.

BOATRIGHT, John R. - *Ethics and the conduct of business*. 4th ed.. New Jersey : Prentice Hall, 2003.

Fear and Affection in International Relations

Code: 01021773

Scientific Area: International Relations / Political Science

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Basic knowledge of English.

Teaching Methods

With recourse to lectured based seminars, the class structure presupposes active student participation, centred on core readings. On top of key lectures, critical analysis and discussion of case studies are privileged throughout the course.

Learning Outcomes

Main learning outcome:

- Understanding the modes of production and dissemination of emotions that influence international politics
- Specific outcomes and methodological skills:
- Knowledge of IR literature on the place of emotions in international politics
- Understanding the relative weight of structural and emotional conditions or international politics
- Deconstruction of discourses based on emotions in international politics
- Elaborate a bibliographical revision and discuss critically and comparatively relevant literature
- Elaborate a research work
- Present and discuss orally the main conclusions of autonomous study
- Use the comparative or case study method
- Critically analyse various sources of information.

Syllabus

1. Theoretical debates

1.1. Realism and fear in IR

1.2. Constructivism and shared subjectivities in IR

1.3. Feminism and empathy in IR

2. Emotions, agency and power in IR

2.1. Populism and IR

2.2. Politics of pity and IR

3. An affective turn in IR? Empathy, friendship and love in the global sphere.

Head Lecturer(s)

José Manuel Marques Silva Pureza

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

- Buzan, B. (1983): *People, states and fear. The national security problem in International Relations*. Brighton, Weatsheaf Books
- Boltanski, L. (1999): *Distant suffering. Morality, media and politics*. Cambridge, Cambridge University Press
- bell hooks (2004): *The will to change. Men, masculinity and love*. N. York, Atria Books
- Pashakhanlou, A. H. (2017): *Realism and fear in International Relations*. Morgenthau, Waltz and Mearsheimer reconsidered. London, Palgrave
- Cossarini, P. and Vallespín, F. (2019): *Populism and passions*. London and N. York, Routledge
- Koshut, S. (2020), *The power of emotions in world politics*. London and N. York, Routledge

Financial Products and Markets

Code: 01021103
Scientific Area: Economics
ECTS: 6.0
Duration: First Semester
Language of Instruction: English

Recommended Prerequisites

Course Units: Mathematics for Economics and Management I, Statistics for Economics and Management I. Basic knowledge of mathematics and statistics for economics.

Teaching Methods

Theoretical sessions using expository methods, with audiovisual techniques, where basic concepts are presented and discussed and examples and news of real markets are presented. Practical sessions are used to resolve problems and exercises. Students are encouraged to solve the problems and exercises as independently as possible. These sessions are complemented with individual attention periods for clarification of doubts.

Learning Outcomes

It is intended that students get acquainted, at an introductory-medium level, with the terminology and basic concepts on financial products and markets. Students should be able to: (1) concisely interpret information publicly available from financial markets, (2) analyse and interpret financial statistics and the functioning of financial markets, (3) understand the relationship between profitability and risk of investments in financial markets. and (4) apply basic methodological tools for the evaluation of financial products.

Syllabus

1. STATISTICAL ANALYSIS OF FINANCIAL INVESTMENTS
 - 1.1 Returns
 - 1.2 Statistical measures
 - 1.3 Portfolios
 - 1.4 Continuous or discrete returns?
 - 1.5 Sharpe ratio
2. FINANCIAL PRODUCTS AND MARKETS
 - 2.1 The different types of financial assets
 - 2.2 Taxonomy of financial markets
 - 2.3 The formation of stock exchange prices
3. THE MEAN-VARIANCE MODEL
 - 3.1 Diversification and risk reduction
 - 3.2 Combinations of two risky assets
 - 3.3 The efficiency frontier, the Funds Separation Theorem and the market portfolio
4. THE MARKET MODEL, CAPM AND PERFORMANCE MEASURES
 - 4.1 The Market Model and the decomposition of risk
 - 4.2 The Capital Asset Pricing Model (CAPM)

4.3 Portfolio Performance Measurement

5. THE YIELD TERM AND DURATIONS

5.1 Estimating the yield term

5.2 The explanatory theories of the yield term

5.3 Market expectations about future interest rates

5.4 Bond durations

6. THE EFFICIENT MARKET HYPOTHESIS

Head Lecturer(s)

Hélder Miguel Correia Virtuoso Sebastião

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Sebastião, H. "Lessons on Financial Products and Markets", [unpublished book]
Elton, E. J., Gruber, M. J., Brown, S. J. and Goetzmann, W. N. Modern Portfolio Theory and Investment Analysis. 9th ed., Wiley, 2014.
Bodie, Z., Kane, A. and Marcus, A. Investments. 12th ed., McGraw-Hill, 2021.

Health Economics

Code: 01621821
Scientific Area: Economics
ECTS: 6.0
Duration: First Semester
Language of Instruction: English

Recommended Prerequisites

Basic knowledge of microeconomics and public economics may facilitate learning. However, this unit should be accessible also to students from related areas, other than economics. Proficiency in the English language, both oral and written, is obviously essential.

Teaching Methods

Teaching methodologies include: the contextualisation of themes using the presentation of relevant national and international data and indicators; the explanation of concepts and models; discussion of texts and concrete health policy measures.

Additionally, students are expected to participate in this process, including the oral presentation of works; in this case, critical appraisals, preferably using concepts discussed during the course, are encouraged.

Learning Outcomes

Future graduates in Economics should understand the specificities, potentialities and limitations of the economic analysis applied to the health sector and how this analysis might support, in a context of resource scarcity, individuals' choices and policy measures.

At the end of the course, the student should have learned about the main topics of discussion concerning the health sector and also to be able to use basic principles and tools typical of economic analysis to critically evaluate aspects and events in the health sector as well as to be able to critically discuss scientific articles published in the related literature.

Syllabus

1. Relevance and specificities of the health sector
2. Organisation and financing of health systems
3. Production of health, demand for health and health care
4. Asymmetric information, supplier induced demand and clinical practice variations
5. Health insurance
6. Production and health care
7. Payment to providers
8. Equity in the health sector
9. Concepts of economic evaluation in health
10. Pharmaceutical industry

Head Lecturer(s)

Carlota Maria Miranda Quintal

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

FOLLAND, Sherman ; GOODMAN, Allen C ; STANO, Miron - *The economics of health and health care. 8th ed. London ; New York : Routledge, 2017. [BP 614 FOL]*

DRUMMOND, Michael et al. - *Methods for the economic evaluation of health care programmes. 4th ed. Oxford: Oxford University Press, 2015. [BP 614 MET]*

Complementary: PHELPS, Charles E. - *Health economics. 6th ed. New York: Routledge, 2017. [BP 614 PHE]*

Industrial Economics

Code: 01020882

Scientific Area: Economics

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Principles of Microeconomics, Microeconomics, Mathematics for Economics and Management I and II.

Teaching Methods

In theoretical classes discussion of recent news around I.O. and actual markets will motivate showing and explaining the theory that helps to understand them; in practical classes, numerical exercises, solved by the students or jointly show what the models can do, the results they achieve and measure.

Learning Outcomes

General goals:

Understand the dynamics of markets and their structure, and the consequences of the strategic interaction between companies in terms of market power, efficiency and welfare, static and dynamic.

Specific cognitive skills that allow students to:

- (i) assess the impact of market power in terms of efficiency and welfare;
- (ii) understand the classic models of oligopoly, including its formalization through game theory;
- (iii) identify companies' anti-competitive strategies and the dynamics around entry/exit;
- (iv) identify companies' policies towards mergers, product differentiation;
- (v) identify the consequences for the welfare and innovation of different approaches towards patents

Syllabus

Introduction

1.1 Definition

1.2 Major issues around market power, public policies and regulation

1.3 Technology and market structures.

2. Oligopoly, Collusion and Games

2.1 Models of oligopoly: Cournot, Bertrand, Stackelberg.

2.2 Tacit collusion and cartels

2.3 Game Theory

3. Strategic behavior

3.1 Exercise of Market Power

3.2 Entry Barriers and Limit Price

3.3 Horizontal and vertical fusions/break-ups

4. Product differentiation and Innovation

4.1 Product differentiation models. Advertising.

4.2 Research and Development. Patents.

4.3 Network Economies and Externalities.

Head Lecturer(s)

Carlos Manuel Gonçalves Carreira

Assessment Methods

Assessment

Periodic or by final exam as given in the course information.: 100.0%

Bibliography

CABRAL, Luís — Introduction to Industrial Organization. Cambridge, MA, : Editora MIT Press, 2017. [BP 338.45

PEPALL, Lynne ; RICHARDS, Daniel J. ; NORMAN, George — Industrial organization : contemporary theory and empirical applications. 5th ed.. Malden : Wiley-Blackwell, 2014. [BP 338.45 PEP]

CARLTON, Dennis W. ; PERLOFF, Jeffrey M. — Modern industrial organization. 4th ed.. Boston : Pearson/Addison Wesley, 2005. [BP 338.45 CAR]

Interpretivist International Relations

Code: 01016445

Scientific Area: International Relations / Political Science

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Not applicable.

Teaching Methods

Classes will be organized in seminar-based teaching, combining brief lectures, albeit with student participation in order to ease the overall understanding of certain concepts with active participation through discussion among students so as to analyse the ideas, their consequences and likely implementation to international relations.

Learning Outcomes

Main learning outcome:

- Understand how approaches to temporality, space, narrative and ascription lead to specific depictions of international relations with concrete - not to mention unavoidable - practical consequences.

Specific learning outcomes and skills:

- Identify thinkers and key ideas in hermeneutics;
- Understand the importance of methodological and ethical reflexivity, especially their impact on the study of international relations;
- Promote an interpretative capacity of events in international relations which accounts for the political impact of ideas of space, time and agency.

Syllabus

Part I: Hermeneutics

- Introduction: The art of interpretation and hermeneutics
- Phenomenology and Hermeneutics: why interpret?
- Connections amid interpretation, understanding and explanation
- The problem of narrative
- Classic authors of hermeneutics and the thought of Hans-Georg Gadamer
- Interpreting space in international relations
- Temporality and its implications in international relations
- Language and Metaphors in international relations
- The act of ascription in international relations
- Reflexive methodology
- Ethical reflexivity in international relations.

Head Lecturer(s)

Bernardo da Silva Relva Teles Fazendeiro

Assessment Methods Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Amoureux, Jack L. 2015. A Practice of Ethics for Global Politics: Ethical Reflexivity. London: Routledge.
Amoureux, Jack L, and Brent Steele, eds. 2015. Reflexivity and International Relations: Positionality, Critique and Practice. London: Routledge.
Gadamer, Hans-Georg. 2008. Philosophical Hermeneutics. ed. David E. Linge. Berkeley: University of California Press.
Gadamer, Hans-Georg. 2013. Truth and Method. London: Bloomsbury.
Hutchings, Kimberly. 2008. Time and World Politics: Thinking the Present. Manchester: Manchester University Press.
Marks, Michael. 2011. Metaphors in International Relations. New York: Palgrave Macmillan.

Palmer, Richard. 1969. Hermeneutics: Interpretation Theory in Schleiermacher, Dilthey, Heidegger and Gadamer. Evanston: Northwestern University Press.

Pettman, Ralph. 2008. Intending the World: A Phenomenology of International Affairs. Melbourne: Melbourne University Publishing.

Management and People

Code: 01620346

Scientific Area: Management

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Reading knowledge and understanding of English.

Teaching Methods

Proactive participation makes possible achieving both reflective group practice of the contents worked and reflection on the practice observed. So, the course seeks to promote and facilitate a real understanding of the issues involved in the conceptual framework presented through grounded criticism of everyday work contexts. News/documentaries are analysed and discussed to promote the development of professional and personal skills related to the issues in question. Reflection on the limits and strengths of the key concepts presented in the curricular unit is encouraged.

Learning Outcomes

Students, in a world in which flexibility and creativity are increasingly important both for organisational competitiveness and individual self-fulfilment at work, should be able to:

- a) Identify different ways of resourcing organisations, developing people and establishing employment relationships, including personal development and life-long learning;
- b) Understand how policies and practices of people management can either frustrate or facilitate high performance organisational management and employee wellbeing;
- c) Discuss the principles of fordist and post-fordist paradigms of organisation in the context of competitiveness, continuous improvement, and operational and organizational learning ;
- d) Appreciate how psychological wellbeing contributes to organisational performance;
- e) Justify how values, dispositions, tacit rules and implicit norms can promote or obstruct innovation and performance.

Syllabus

1. Strategic and contextual factors in people management
2. Integrating strategic vision and line management
3. Fordist and Post-Fordist paradigms
4. Japanese, US and European models
5. Policy and sets of practices for a positive employment relationship: (a) investing in employees; (b) interesting work; (c) positive social and physical environment; (d) voice; and (e) organizational perceived support
6. Job demands – resources model (JD-R)
7. Financial focus approach: sets of practices for a High Performance Work System (HWPS)
8. Relational focus approach: sets of practices and employee well-being

9. Examples of outcomes: (a) attitudes to organisational commitment, work satisfaction, perceived procedural and distributive justice, and work life styles; (b) behavioural implications on effort, sense of organisational citizenship, stay or quit intentions.

Head Lecturer(s)

Teresa Carla Trigo de Oliveira

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Coyle-Shapiro, Jacqueline A-M.; Shore, Lynn M. ; Taylor, M. Susan & Lois E. Tetrick (eds.) (2005). The Employment Relationship: Examining Psychological and Contextual Perspectives, Oxford, Oxford University Press
Guest, David (2017). Human resource management and employee well-being: towards a new analytic framework. Human Resource Management Journal, Vol 27, no 1, pag. 22–38
Grote G, & Guest, D. (2017). The case for reinvigorating quality of working life research. Human Relations, 70(2) 149–167
Livne-Ofer, E., Coyle-Shapiro, J. A., & Pearce, J. L. (2019). Eyes wide open: Perceived exploitation and its consequences. Academy of Management Journal, 62(6), 1989-2018.
Oliveira, T. C., & Holland, S. (2020). To be or not to be? Confronting challenges from contagion, artificial intelligence and climate breakdown. In P. P. Silva, S. Jorge & P. M. Sá, Emerging Topics in management studies (pp. 405-430). Imprensa da Universidade de Coimbra.

Marketing

Code: 01620148

Scientific Area: Management

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Not applicable.

Teaching Methods

The teaching methodologies used in this course involve exposition of contents, the development and presentation of assignments based on a true case, and the resolution of a number of exercises.

Learning Outcomes

With the frequency of the curricular unit students will develop skills for making decisions, particularly regarding the formulation and implementation of marketing strategies, which also require skills in understanding the marketing environment. Specifically, it is intended that students will be able, at the marketing environment diagnosis level, to analyse and understand competition, consumers / buyers and the macro-environment, and at the level of marketing strategy, to make and implement decisions about choices to serve target segments, positioning, product strategy,

pricing, distribution and communication.

The focus in developing these skills is on a process of strategic marketing planning that is market oriented.

Syllabus

In order to achieve the objectives of the course, the program begins by providing a framework for the role of marketing within an organization. Subsequently, the programme approaches the analysis of the external environment and the major decisions to be taken in the context of marketing strategy. Finally, we conclude the program with the role of marketing planning, focusing attention on the marketing plan.

1. Marketing and market-Driven Strategy
2. Markets and Competitive Space
3. Strategic Market Segmentation
4. Market Targeting and Strategic Positioning
5. Innovation and New Product Strategy
6. Strategic Brand Management
7. Value Chain Strategy
8. Pricing Strategy
9. Promotion strategy: Sales promotion, Advertising, Sales Force, Public relations, Merchandising, and Direct Marketing Strategies
10. Marketing Plan.

Head Lecturer(s)

Filipe Jorge Fernandes Coelho

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Kotler, Philip; Keller, Kevin Lane (2015). Marketing Management, 15th ed./Global ed., Boston: Pearson.

Politics, Literature and Film

Code: 01016329

Scientific Area: International Relations / Political Science

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Basic notions of international politics. Good English skills. Knowledge of techniques and styles of academic writing.

Teaching Methods

Seminars are organized to encourage students' active involvement in learning, fostering student- teacher and student- student debate. Following the historical and conceptual contextualisation of each textual and visual work, students are expected to actively participate. This involves carefully reading, watching and preparing oral and written comments to the literary texts and films in order to contribute to a productive class discussion and

reflection.

Learning Outcomes

Main learning outcome:

Understand international relations through the lens of literature and films, familiarising the students with the intersection of politics with literature and film, in order to enrich the intellectual discussions about both the macro concepts of international politics and the micro practices embodied in our societies.

Specific learning outcomes and methodological skills:

- Understand the role works of fiction play in the reflection and constitution of international politics;
- Understand the relevance of the political and cultural contexts in which these works are created and received;
- Discuss how works of fiction engage with the effect of key political concepts – such as freedom, equality, community, democracy, migrations, inclusion, oppression, racism, etc. – on our everyday lives;
- Develop skills of critical analysis, synthesis and argument, as well as oral and written presentation.

Syllabus

1. The intersection between Politics, Literature and Film
2. Analysing textual and visual works: reflections on narrative and critique
3. Discussion of various fictional works (from different times and different societies) [chosen each academic year].

Head Lecturer(s)

Teresa Paula Almeida Cravo

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

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Bagghi, 2018, *Human Nature and Politics in Utopian and Anti-Utopian Fiction*. R&L Barthes, 1978, *Image-Music-Text*. Hill & Wang
Carter & Dodds, 2014, *International Politics and Film: Space, Vision, Power*. Wallflower Press
Cresswell & Dixon, eds., 2002, *Engaging film*. R&L
Danchev, 2009, *On Art and War and Terror*. EUP
Downing, ed., 1987, *Film & Politics in the Third World*. Autonomedia
Gregg, 1998, *International Relations on Film*. Lynne Rienner
Hale, 2016, *The Politics of Perfection: Technology and Creation in Literature and Film*. Lexington Books
Monaco, 2009, *How to read a film: Movies, Media and Beyond*. OUP
Said, 1978, *Orientalism*. Penguin
Scott, 2016, *The Limits of Politics: Making the Case for Literature in Political Analysis*. Lexington Books
Wachs & Schaff, 2021, *Age of Anxiety: Meaning, Identity, and Politics in 21st Century Film and Literature*. R&L Weber, 2001, *International Relations Theory*. Routledge

Relationship Marketing

Code: 01010114

Scientific Area: Management

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

No prerequisites are required for this course, even though knowledge of the Marketing course is considered important.

Teaching Methods

In this course team work will be stimulated and the teaching will be deeply interactive, involving all the participants in the working plan. It will be given a practical component to the teaching subjects, as often as possible with the involvement of private companies or real cases.

In each session, there will be multiple groups of students in action: one group will present a case of the day, a current case, relevant, on the topics of the UC; two groups will present and animate the two themes of the session. 2 additional groups will make structured comments on each of topics of the session.

Learning Outcomes

Relationship marketing intends to assume itself as a new vision of marketing, committed to creating value for stakeholders and guaranteeing customer loyalty. In this course, we intend to understand the essence of this approach and understand its contributions to a more effective marketing strategy, and to the creation of a highly profitable customer base, based on a long-term perspective. The program presented here is based on the assumption that its participants have a basic training in marketing. As a final result, participants will have to show a new vision of marketing, based on the creation of stable, lasting and mutually beneficial relationships between companies and their customers.

Syllabus

- I. From transactional marketing to relationship marketing
 - The essence of Loyalty
 - Customer rotation costs
 - The benefits of loyalty
 - What does loyalty mean
- II. Relational marketing according to recipients:
 - B2B
 - B2C
 - Services
- III. A new segmentation
 - The search for relational customers
 - Segmentation of the customer portfolio
- IV. The role of CRM
- V. The Customer Journey
 - Manage multiple touchpoints
 - An Omnichannel Strategy
 - Convert leads into business.

Head Lecturer(s)

Arnaldo Fernandes Matos Coelho

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Alzira Marques: *Marketing Relacional. 2ª Edição - setembro de 2014*
Gart Capote: *A Jornada do Cliente: Guia essencial para entender clientes, desenvolver soluções, projetar experiências, repensar processos e prosperar (Portuguese Edition) Paperback – November 26, 2020.*

R for Economics and Business

Code: 01020925

Scientific Area: Information Systems

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

NA

Teaching Methods

Theoretical-practical lessons with computers. The main concepts, instructions and routines will be shown to the students using practical examples. The students will then have an opportunity to apply these to several practical applications associated with business and economics.

Learning Outcomes

Overall objectives: Introduction to the programming language R and how to write elementary programs and to demonstrate how statistical models are implemented and applied
Specific objectives: Topics include creating data, importing data, accessing subsets of data, exporting data, plotting and graphing, loops and functions. It also will provide a basic knowledge of R that would help master the elementary and more advanced statistical tools available in R.
Generic competencies: How to use quantitative and qualitative data information and how to organize it with R.
Specific competencies: Students will be able to import, manage and structure elementary and complex data files; to write simple program scripts for data analysis; to produce and use illustrative data plots; to carry out some important statistical tests characterizing the data; to use appropriate linear models and interpret them correctly.

Syllabus

1. An overview of the background and features of the R statistical programming system
2. How to start: installation on Windows, Linux and MacOs, customizing the startup environment, graphic user interfaces and updating
3. Introduction to R commands. Creation and use of scripts, saving data and results. Extending R through packages
4. Creating a dataset, import and export external data
5. Introduction to basic graphs. Creation, editing and storing graphics
6. Data management and data manipulation with logical operators
7. Basic statistics and hypothesis testing
8. Simple and multiple linear regression
9. Basic programming: conditional statements, looping operations, vector operations and functions
10. Intermediate graphs
11. Sampling, resampling and bootstrapping

12. Principal components and factor analysis
13. The manipulation of big data
14. Reproducible Research

Head Lecturer(s)

Joshua Dias Duarte

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

João Sousa Andrade, How to Use R - an introductory text, pdf, FEUC, 2019
Robert I. Kabacoff, R in Action, Data Analysis and Graphics with R, 2nd Ed., Manning Pub Co, 2015
Hadley Wickham & Garret Grolemond, R for Data Science: Import, Tidy, Transform, Visualize, and Model Data, O'Reilly, 2017
Oscar Baruffa, Big Book of R, <https://www.bigbookofr.com/>

States and Conflicts in the Post-Soviet Space

Code: 01015855

Scientific Area: International Relations / Political Science

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

General knowledge of contemporary international politics. Knowledge of English (reading and comprehension). Knowledge of techniques and styles of academic writing.

Teaching Methods

This seminar privileges the analysis of academic bibliography, in-class debates conducted by teacher, case study analysis and evidence-based teaching.

Learning Outcomes

The course aims to:

- Familiarise students with the political and security dynamics in the post-Soviet space;
- Supply students with the relevant theoretical frameworks to analyse these dynamics;
- Analyse the formation of state entities in the post-Soviet context;
- Analyse the separatist conflicts in the post-Soviet space, including the role of international actors.

The students should be able to:

- Identify the main events shaping the political and security processes of the post-Soviet period;
- Apply the relevant analytical frameworks to the formation of state entities and conflicts in the post-Soviet space;
- Relate the security dynamics to the consolidation of states in the region.

Head Lecturer(s)

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Technology and International Politics

Code: 01021918

Scientific Area: Political Science — International Relations

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Knowledge of English.

Teaching Methods

The seminar-based format of the curricular unit presupposes active participation by the students. Besides the lecturer providing a conceptual framework from the outset, critical analysis and discussion of key texts are privileged throughout the sessions.

Learning Outcomes

Main goal: to provide essential knowledge for understanding the role of technology in contemporary international politics, and critically assess its concrete usages, its effects, and its (geo)political, ethical and social implications.

Specific objectives and competences:

- Understand the key conceptual and theoretical debates that frame the use of technology in international relations, particularly at the level of war, security, defence and diplomacy, among others.
- To identify actors, their objectives and policies involved in the implementation and use of technologies with an international impact, through concrete and current case studies.

Syllabus

Theoretical and conceptual foundations: technological determinism; actor-network theory; critical theories; post-humanism; biopower.

Case studies (examples): drone warfare; surveillance & biometrics; space policies (Europe, US, China); privatization of space; cyberwarfare; cognitive warfare; cyberdiplomacy; gender, race & technology; AI; hypersonic weapons; tech for peace; electoral interference & democracy.

Head Lecturer(s)

Sarah Carreira da Mota

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

- * ERIKSSON, J, and Giacomello, G (2007) International Relations and Security in the Digital Age. London & New York: Routledge
- * HOIJTINK, M, and Leese, M (2019) Technology and Agency in International Relations. Oxon & New York: Routledge
- * LELE, A (2019) Disruptive technologies for the military and security. Smart innovation, systems and technologies Series, vol. 132. Springer
- * MAYER, M; Carpes, M; and Knoblich, R (2014) The global politics of Science & Technology – Vol. 1. Concepts from IR and other disciplines. Springer
- * ROLAND, A (2016) War & Technology: a very short introduction. Oxford University Press
- * SCHROGL, K.U; Hays, P.L.; Robinson, J; Moura, D; and Giannopapa, C (2015) Handbook of Space Security. Policies, Applications and Programs. New York: Springer Reference
- * TAYLOR, M. Z. (2016) The politics of innovation: Why some countries are better than others at science and technology. Oxford University Press.

Terrorism and Counter-Terrorism

Code: 01020288

Scientific Area: International Relations / Political Science

ECTS: 6.0

Duration: First Semester

Language of Instruction: English

Recommended Prerequisites

Basic knowledge of English.

Teaching Methods

Seminars are organized to encourage students' active involvement in learning, fostering student- teacher and student-student debate. Following the historical and conceptual contextualisation of the terrorism and counterterrorism phenomena, students are expected to actively participate. This involves carefully reading, watching and preparing oral and written comments to case studies explored in order to contribute to a productive class discussion and reflection.

Learning Outcomes

- Acquire a solid knowledge of key theoretical and empirical developments in the literature on terrorism and counterterrorism.
- Develop the ability to think critically and originally about fundamental concepts in the field of terrorism and counterterrorism studies.
- Develop the ability to engage critically with the literature, providing comments, critiquing established explanations, and proposing additional, original perspectives and hypotheses.
- Develop and/or strengthen in-class participation and discussion skills.
- Develop and strengthen analytical writing skills, in particular by producing a piece of independent work that is intended to show an intention to understand material for oneself, vigorous and critical interaction with the content (both theoretical and empirical), as well as the capacity to relate ideas to one's previous knowledge and experience.

Syllabus

1. Introduction: What is terrorism?
2. The study of terrorism: Orthodox and critical approaches

3. Cultural constructions of terrorism
4. Types of terrorism
5. Counter-terrorism strategies and impacts
6. Radicalisation, counter-radicalisation and prevention of radicalisation
8. Gender and terrorism
9. The global war on terrorism: A reflection.

Head Lecturer(s)

Raquel Beleza Pereira da Silva

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Jackson, R., ed. (2016) Routledge Handbook of Critical Terrorism Studies. Abingdon: Routledge
 Jackson, R., and Pisiou, D., eds. (2018) Contemporary Debates on Terrorism (2nd edition). Abingdon: Routledge
 della Porta, D. (2013) Clandestine political violence. Cambridge: Cambridge University Press.
 da Silva, R. (2019) Narratives of political violence: life stories of former militants. London: Routledge.
 da Silva, R. and Martini, A. (2021). How has 9/11 changed the field of Critical Terrorism Studies? Main debates and theoretical advancements. Locus: Revista de História. DOI: 10.34019/2594-8296.2021.v27.33772
 Zulaika, J., and Douglass, W., 1996. Terror and Taboo: The Follies, Fables, and Faces of Terrorism, London: Routledge.

2ND SEMESTER

Banking Economics

Code: 01621810

Scientific Area: Economics

ECTS: 6.0

Duration: Second Semester

Language of Instruction: English

Recommended Prerequisites

Monetary Economics.

Teaching Methods

Theoretical-practical sessions using expository and interactive methods and audiovisual techniques. These sessions also include the individual/group resolution of practical exercises and group discussion of problems in a real world framework. The presentation of indicators from the Portuguese and European banking sectors enhances student motivation and the discussion of the issues addressed. The theoretical-practical sessions are complemented with periods of office hours (individual assistance).

Learning Outcomes

The fundamental objective of this curricular unit is to provide students with basic knowledge about the functioning of the banking sector and its role and importance in financing the economy.

After attending this course, the student should be able to:

- To identify the distinctive features of the intermediation activity;
- To analyze the characteristics of the Portuguese and European banking sectors and their challenges and trends (specially, their role in sustainable development and the response to climate change);
- To recognize the factors that influence and determine the banking activity;
- To analyze the formation of prices and quantities in the banking sector, depending on the type of market;
- To recognize and assess the various risks present in banking activity;
- To understand the justification and principles of regulation of the banking sector at national and international level.

Syllabus

1. Banking intermediation.
2. The importance of banking intermediation.
3. The theory of the banking firm.
4. The interest rate transmission mechanism.
5. Credit rationing.
6. Securitization.
7. Banking management: balance sheet structure, performance and risks.
8. Banking crisis.
9. Bank regulation and supervision.

Head Lecturer(s)

Fátima Teresa Castelo Assunção Sol Murta

Assessment Methods

Assessment

Periodic or by final exam as given in the course information.: 100.0%

Bibliography

CAO, Jin (2021). The Economics of Banking. Routledge.
CASU, Barbara; GIRARDONE, Claudia; MOLYNEUX, Philip (2015). Introduction to Banking. Harlow : Prentice Hall/Financial Times, 2nd edition.
ECB. Financial Stability Review [Em linha]. <https://www.ecb.europa.eu/pub/financial-stability/fsr/html/index.en.html>
HANDBOOK of european financial markets and institutions. Ed. Xavier Freixas, Philip Hartmann, Coin Mayer. Oxford : Oxford University Press, 2008.
KEIDING, Hans (2015). Economics of Banking. Red Globe Press.
MATTHEWS, Kent; THOMPSON, John (2014). The Economics of banking. Chichester: John Wiley & Sons, 3rd edition.
PORTUGAL. Banco de Portugal - Relatório de estabilidade financeira [Em linha]. Lisboa : Banco de Portugal, 2022, Junho. https://www.bportugal.pt/sites/default/files/anexos/pdf-boletim/ref_06_2022_pt.pdf

Economic and Social Development

Code: 01021010

Scientific Area: Economics

ECTS: 6.0

Duration: Second Semester

Language of Instruction: English

Recommended Prerequisites

Microeconomics; macroeconomics; statistics; English.

Teaching Methods

Lectures: exposition of core contents and illustrative examples.
Active participation of students in the class, based on research in the media of news, reports and debates on the topics covered in each class.
Presentation of works of synthesis and critical analysis by groups of students

Learning Outcomes

This course is designed for students interested in addressing questions on economic development trajectories and policies. By the end of the course students should be able to answer and/or apply a critical analytical perspective to questions such as: What does development mean? Why are purchasing power and well-being so intensely disparate across countries? What are the root causes and the proximate causes of economic underdevelopment? To what extent are education and health decisive for development? Does high population growth block development? Why is gender inequality harmful to development? What is the role of institutional frameworks in development trajectories? Can the relaxation of credit and saving constraints help alleviate poverty? Is foreign aid effective? Corruption is a relevant problem for development? Does globalization enhance development?

Syllabus

1. Meaning and measurement of economic and social development

2. Poverty and income distribution
3. Geography, endowments and institutions
4. Fertility and population growth
5. Health and nutrition
6. Education and human capital
7. Gender equality and the human rights of women and girls
8. Credit markets and microfinance
9. Corruption and dysfunctions in the global finance and trade systems.

Head Lecturer(s)

Lina Paula David Coelho

Assessment Methods

Assessment

Periodic or by final exam as given in the course information.: 100.0%

Bibliography

ACEMOGLU, Daron; ROBINSON, James A. Why nations fail: The origins of power, prosperity, and poverty. Currency, 2012.
BANERJEE, Abhijit V.; DUFLO, Esther, Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty. New York: PublicAffairs, 2011.
BOSERUP, Ester; TAN, Su Fei; TOULMIN, Camilla. Woman's role in economic development. Routledge, 2013.
SACHS, Jeffrey D. The age of sustainable development. Columbia University Press, 2015.
TAYLOR, J. Edward; LYBBERT, Travis J. Essentials of development economics. Univ of California Press, 2020.
TODARO, Michael P.; SMITH, Stephen C. Economic development. Pearson Education, 2015.

*Uma lista de artigos científicos, órgãos de comunicação social e fontes de dados para suporte às apresentações e participação dos/as estudantes nas aulas será disponibilizada no início de cada semestre | A list of relevant sources to support students' presentations and participation in classes will be supplied at the beginning of each semester

Economic Policy

Code: 01621703

Scientific Area: Economics

ECTS: 6.0

Duration: Second Semester

Language of Instruction: English

Recommended Prerequisites

Microeconomics; Macroeconomics; Monetary Economics; Economic Growth and Development; Public Economics and Finance; English knowledge.

Teaching Methods

Lectures and tutorials
Theoretical component:
- Presentation of fundamental theoretical contents and case studies of national and international reality.
Practical component:

- Exercise solving.
- Statistical analysis of data.
- Encouraging "learning by doing": students are encouraged to solve practical exercises as independently as possible.

Learning Outcomes

Overall objectives:

To understand the foundations and principles of economic policy; the economic policies in the short run and the structural economic policies.

Specific objectives:

To understand the behavior of policymakers; the business cycle, the exchange rate, fiscal and monetary policies, and the infrastructure, education and research and development policies.

Generic competencies:

To be able to read, communicate and discuss economic policy documents using the most appropriate languages.

Specific competencies:

To be able to verify stylized facts with econometric software and solve problems about stabilization and structural economic policies.

Syllabus

I. Foundations of Economic Policy

I.1. The Concept of Economic Policy

I.2. Public Intervention and the Functions of Economic Policy

I.3. Economic Policy Evaluation

II. Economic Policy in a Complex World

II.1. The Limits of Economic Policy

II.2. Living with Interdependence

III. Economic Policies in the Short Run

III.1. The Business Cycle

III.2. Exchange Rate Policy

III.3. Fiscal Policy

III.4. Monetary Policy

IV. Structural Economic Policies

IV.1. Infrastructure Policy

IV.2. Education Policy

IV.3. Research and Development Policy

Head Lecturer(s)

António Manuel Portugal Duarte

Assessment Methods

Assessment

Periodic or by final exam as given in the course information.: 100.0%

Bibliography

Alexandre, F.; Martins, I.; Andrade, J. S.; Castro, P. e P. Bação (2009), Crise Financeira Internacional, Estado da Arte, Coimbra: Imprensa da Universidade de Coimbra.

Amaral, J. F. (1996), Política Económica: metodologia, concepções e instrumentos de actuação, Lisboa: Cosmos.

Bénassy-Quéré, A.; Coeuré, B.; Jacquet, P. e J. P. Ferry (2019), Economic Policy: Theory & Practice, New-York: Oxford University Press, 2ª Edição.

Duarte, A. P. (2015), O Sistema Monetário Internacional: Uma Perspetiva Histórico-Económica, Conjuntura Actual Editora.

Ghosh, A.; Gulde, A-M. e H. Wolf (2003), Exchange Rate Regimes: Choices and Consequences, MIT Press.

Pereira, P. T.; Santos, J.; Arcanjo, M. e A. Afonso (2016), Economia e Finanças Públicas, 5ª Edição Revista e Atualizada, Escolar Editora.

Sorenson, P. e W-J., Hans (2010), Introducing Advance Macroeconomics: Growth and Business Cycles, 2nd Edition, London: McGraw-Hill.

Experimental Economics

Code: 01021043

Scientific Area: Economics

ECTS: 6.0

Duration: Second Semester

Language of Instruction: English

Recommended Prerequisites

Microeconomics, statistics, econometrics

Teaching Methods

All the classes will have both a theoretical and a practical component, allowing a flexible mix between periods of exposition of the topics and periods of interaction with the students while they do exercises. In particular, during the classes we will use software to analyze the results of experiments and apply econometric procedures. There will also be time allocated to presentations by the students.

Learning Outcomes

- 1) discuss the problems of identifying causality and testing economic theories
- 2) present the experimental approach in economics
- 3) identify advantages and disadvantages of the experimental approach
- 4) present some of the important results in the field of experimental economics
- 5) identify key aspects of designing and running experiments and evaluate the adequacy of an experimental design
- 6) analyze the results of experiments and apply appropriate econometric methods to the study of causality

Syllabus

1. Why study experimental economics

1.1. The problems of identifying causality and testing economic theories

1.2. The experimental approach

2. Experiments in economics

2.1. Behavioural economics

2.2. Designing and running experiments

2.3. Case studies

3. Econometric methods

Head Lecturer(s)

Pedro Miguel Avelino Bação

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Angrist, J.; Pischke, J.-S. (2014). Mastering 'metrics. Princeton University Press.
Bardsley, N.; Cubitt, R.; Loomes, G.; Moffatt, P.; Starmer, C.; Sugden, R. (2010). Experimental Economics: Rethinking the Rules. Princeton University Press.
Cunningham, S. (2021). Causal Inference - The Mixtape. Yale University Press.
Gerber, A.S.; Green, D.P. (2012). Field Experiments. W.W. Norton&Co.
Glennerster, R.; Takavarasha, K. (2013). Running randomized evaluations. Princeton University Press.
Holt, C.A. (2019). Markets, games and strategic behavior. Princeton University Press.
Imbens, G.W.; Rubin, D.B. (2015). Causal inference for Statistics, Social, and Biomedical Sciences. Cambridge University Press.
Jacquemet, N.; L'Haridon, O. (2018). Experimental Economics: Method and Applications. Cambridge University Press.
Moffatt, P. (2016). Experimentics. Red Globe Press.
Wilkinson, N.; Klaes, M. (2017). An Introduction to Behavioral Economics. Palgrave.

International Business and Global Governance

Code: 01021120
Scientific Area: Economics
ECTS: 6.0
Duration: Second Semester
Language of Instruction: Portuguese / English

Recommended Prerequisites

Not applicable.

Teaching Methods

TP classes presuppose active participation and debate with and between students. In more lecture-based classes, the aim is to stimulate discussions regarding current affairs. The others are dedicated to analysing practical problems (real and/or simulated) with a view to consolidating students' understanding of the topics at hand. Those goals are complemented with tutorial guidance, so as to clarify any doubts as they may arise, and to assist students with group work and/or a debate.

Learning Outcomes

Upon finishing the course, student should be able to:

1. Outline the bases of the International Liberal Order, including the political-economic principles behind Global Governance, as proposed at the end of the 20th century;
2. Determine the origins of the informal principles that have shaped the rules which multinational companies tend to practice, as well as their effects on the distribution of authority and power in the international system;
3. Discuss the business internationalization strategy, understand the evolution of Foreign Direct Investment, the importance of multinationals and the theories that explain it;
4. Know and explain the importance of global value chains, critically analyse the explanations for this increase and discuss the implications for global production;
5. Critically analyse the issues raised by sustainability in international business and understand the dilemma posed to multinationals.

Syllabus

1. Intro: Power, Authority, the State and Multinationals
2. Global Governance and Globalization
3. Norms and the Standardization of Multinational business
4. Foreign direct investment and Multinationals
5. Global Production and Global Value Chains
6. Sustainable Business Strategy cases: Africa/South America/China.

Head Lecturer(s)

Luís Miguel Peres Lopes

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Daniels, J. et al. (2022). International business: environments and operations. 17th ed. New York: Pearson.
Hill, C.W.L. (2021) International business: competing in the global marketplace. 13th ed. New York: McGraw-Hill/Irwin, 2021.
Mellahi, K. et al. (eds) (2021) The Oxford handbook of international business strategy. Oxford: Oxford University Press.
Strange, S. (1996) The Retreat of the State: Diffusion of Power in the World Economy. Cambridge: Cambridge University Press.
Verbeke, A. et al (eds) (2018) Distance in international business: concept, cost and value. 1st ed. Bingley: Emerald Publishing.

A cada edição poderá ser disponibilizada uma lista de artigos científicos e/ou de relatórios de instituições relevantes para complemento dos manuais.

A list of scientific articles and/or reports from relevant institutions may be supplied annually to complement the manuals.

Mobilities and Global Migration

Code: 01016428
Scientific Area: Sociology
ECTS: 6.0
Duration: Second Semester
Language of Instruction: English

Recommended Prerequisites

None.

Teaching Methods

Classes are theoretical practical, appealing strongly to the participation of students. The teacher proceeds to theoretical systematization and presentation of issues and themes of the program, promoting the debate about the bibliography. The course is organized based on the weekly discussion topics and reference texts. Classes encourage strong involvement of students, who are expected to submit materials and different types of problems

for discussion in class, allowing the operationalization of theoretical issues.

Learning Outcomes

Acquire knowledge of core concepts and theories of migration such as diaspora and transnationalism;
Encourage students to interrogate the historical roots of simplified explanations, stereotypes and naturalizations of socially created differences;
Promote students' ability to analyze power dynamics from the micro-level to the macro-level and connect theory with contemporary issues and practices;
Express in writing a critical position and well-structured logical argument, sustained by examples, figures, and relevant evidence;
Experiment with new ideas, and critically interrogate prejudices and inherited world views.

Syllabus

Why Study Migration?

Why people move? Where do they go and why? Economics and Social Networks History of Migration

How immigrants affect their communities, the labor market and how does this translate into politics? The politics of immigrants in the labor market

Firms and Immigration. How do businesses perceive immigration? How has this changed over time? The politics of immigrants and welfare

Regulating Immigration: Family reunification or Skill Based Systems; Citizenship and Rights Why do states allow people to leave?

Brain Drain. How does the migration of high-skilled workers affect the states they came from? Remittances. How do they affect the sending community back home?

How migration affects trade, investment and foreign aid International Cooperation on Migration

What Causes Refugee flows? What are the differences between IDPs and international refugees? Where are there major refugee flows?

Refugee and Asylum: Definitions and History The politics of refugee and asylum policy.

Head Lecturer(s)

Pedro Manuel Rodrigues da Silva Madeira e Góis

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

Amelina, A., Horvath, K., & Meeus, B. (2016). An anthology of migration and social transformation : European perspectives IMISCOE Research

Brettell, C., & Hollifield J. (2015) Migration Theory: Talking across Disciplines. Third edition. ed. New York: Routledge.

Bonifazi, C., & IMISCOE (Organization). (2008). International migration in Europe : new trends and new methods of analysis. Amsterdam: Amsterdam University Press.

Goldin, I., Cameron, G. & Balarajan M. (2011) Exceptional People: How Migration Shaped our World and Will Define our Future. Princeton: PUP.

Martiniello, M., & Rath, J. (2010). Selected studies in international migration and immigrant incorporation. Amsterdam: AUP.

Martiniello, M., Rath, J., & IMISCOE (Organization). (2012). An introduction to international migration studies: European perspectives. Amsterdam: AUP.

Penninx, R., Berger, M., & Kraal, K. (2006). The dynamics of international migration and settlement in Europe: a state of the art IMISCOE joint studies.

Public Economics and Finance

Code: 01020908

Scientific Area: Economics

ECTS: 6.0

Duration: Second Semester

Language of Instruction: English

Recommended Prerequisites

Princípios de Microeconomia; Princípios de Macroeconomia

Teaching Methods

Lectures make use of the expositive method and are intended to provide students with the basic concepts and analytical tools of the economics of the public sector. In the tutorials ('practical' classes) students are exposed to more "practical" issues and are encouraged to become actively involved in the resolution of practical questions and problems. The tutorials aim to contribute to develop conceptual rigour and the application of the acquired knowledge to the formulation and resolution of problems as well as to develop students' written and oral skills.

Learning Outcomes

Be able to:

- Identify the key issues of Public Economics in articulation with the discussion of the SDG of the UN and become aware of the plurality of theoretical approaches to the study of public action in the economy
 - Discuss the rationale of public action
 - Analyze market failures
 - Analyze social justice and the promotion of equity
 - Discuss, in a reasoned way, social and environmental issues
 - Understand the process of collective choices and discuss government failures
 - Analyze the size of the public sector in an international perspective
 - Analyze the structure and evolution of public expenditures and revenues in Portugal and the EU
 - Understand the principles of taxation and tax incidence
 - Know how the Portuguese State Budget is structured and how it works.
- To develop the capacity of analysis and synthesis, oral and written communication, problem solving, critical thinking, ability to work autonomously and in group, and to apply knowledge in practice.

Syllabus

1. Introduction

Public action in the economy and the central issues of the economics of the public sector. Positive analysis and normative analysis. Normative criteria. The functions of the public sector. Different views on the role of the state. Government tools.

2. The size of the public sector in an international perspective.

Expenditures and revenues in Portugal and the EU.

3. Market failures

Efficiency and market failures. The institutional critique. Externalities. Public goods, public provision and public production. Information, uncertainty and social insurance.

4. Equity

Social welfare, theories of justice and income redistribution.

5. Collective choice

Social choices, decision rules and government failures. The majority rule and efficiency. Social choices in democracy.

6. Public Finance

Taxation and the desirable characteristics of any tax system. Tax incidence. The State Budget. Fiscal deficits and public debt.

Head Lecturer(s)

Renato Nunes Rosa

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

- STIGLITZ, Joseph E.; Jay K. Rosengard - Economics of the Public Sector, fourth edition, New York: W. W. Norton & Company, 2015.

- TANZI, Vito - Advanced Introduction to Public Finance, Cheltenham: Edward Elgar, 2020.
(Supplementary readings will be provided for specific topics)

Sociology of Organizations

Code: 01621336

Scientific Area: Sociology

ECTS: 6.0

Duration: Second Semester

Language of Instruction: English

Recommended Prerequisites

Once this is an optional course unit for different graduations, it is recommended to the students a transposition to the field of sociology of the main topics concerning the life of organisations.

Teaching Methods

The teaching of this subject is in person. The classes have a theoretical-practical status, based on the contextualization of themes and problems related to the life of organizations. A prior reading of the texts under discussion is crucial so that each student can contribute to a dynamic debate in class. Since the curricular unit works in periodic evaluation (see below evaluation methods), it is expected a strong attendance to the classes, because only in this way can be reinforced the participation component.

Learning Outcomes

Overall objectives

Understanding the key role of social, cultural, political and symbolic dimensions of organizations. Specific objectives

- Capturing the importance of individual and group dynamics;
- Understand the role of people in organizations as "resources" and the factors surrounding the formation of identities and motivations at work;
- Identify power relations (formal and informal);
- To characterize the processes of negotiation and conflict;
- Locate the role and perspectives of organizational culture;
- Identify mechanisms of change Generic competencies

Identification and characterization of general issues related to the sociology of organizations Specific competencies

- Instrumental: cognitive (reading and learning), methodological (combination of methodological tools and forms of assessment), language (oral and written summary of topics on the program);
- Interpersonal: the participation (individual and /or group) in teaching sessions is valued

Syllabus

1. The organization, the individual and the group. 2. The identity, people and work at the organizations. 3. The actor and the system: power relations and strategic analysis. 4. Conflict, negotiation and associative strategies. 5. The role of culture in organizations. 6. Leadership and organizational development

Head Lecturer(s)

Hermes Augusto Tadeu Moreira da Costa

Assessment Methods

Periodic or by final exam as given in the course information: 100.0%

Bibliography

BERNOUX, Philippe — A sociologia das organizações. Porto : Rés, [1998]. [BP 65.01 BER]

BERNOUX, Philippe — Sociologie du changement dans les entreprises et les organisations. Paris : Editions du Seuil, 2004. [BP 65.01 BER]

BILHIM, João Abreu de Faria — Teoria organizacional : estruturas e pessoas. 4ª ed. rev. e act.. Lisboa : ISCSP, 2005. [BP 65.01 BIL]

FERREIRA, J. M. Carvalho ; NEVES, José ; CAETANO, António Alves - Manual de psicossociologia das organizações. Lisboa : Escolar Editora, 2011. [BP 65.01 FER]

FILLEAU, Marie-Georges ; MARQUES-RIPOULL, Clotilde— Teorias da organização e da empresa : das correntes fundadoras às práticas actuais. Oeiras : Celta Editora, 2002. [BP 65.01 FIL]

HOFSTEDE, Geert — Culturas e organizações : compreender a nossa programação mental. Lisboa : Edições Sílabo, 1997. [BP 316.7 HOF]

VELOSO, Luísa — Empresas, identidades e processos de identificação. Porto : Editora da Universidade do Porto, 2007. [BP 334.7 VEL]

Strategic Management

Code: 01620073

Scientific Area: Management

ECTS: 6.0

Duration: Second Semester

Language of Instruction: English

Recommended Prerequisites

Not applicable.

Teaching Methods

The theoretical presentation of the course program and implementation of all program contents in the study of real cases is based on the andragogical approach.

Evaluation: General regime (final exam - 100%) or mixed regime (final exam – 50%; written work –

50%)

Learning Outcomes

Overall objectives

It is intended that students should:

- Understand in-depth the importance of Strategic Management;
- Develop conceptual skills at the analysis level and of strategy formulation. Specific objectives

In addition, it is intended that students should:

- Develop leadership and teamwork capabilities, as well technical skills in utilizing many aiding models of strategic analysis, strategy formulation and evaluation, and of problem solving.

Generic competencies

It is intended that students should:

- Develop the ability to manipulate concepts, ideas and strategic thoughts. Specific competencies

It is intended that students should:

- Develop social skills, such as the ability to work in group and interact with the business world by relating the course material with the business reality and the ability to formulate and present well- founded strategy proposals.

Syllabus

1- INTRODUCTION

2- STRATEGIC ANALYSIS

2.1- Mission, Vision and Strategy 2.2- External Strategic Analysis 2.3- Internal Strategic Analysis

2.4- SWOT, Strategic Creativity and Business Competitiveness 3- COMPETITIVE STRATEGIES

3.1- The Competitive Strategies 3.2- The Competitive Advantage

3.3- Generic Strategies and Sources of Advantages 4- INTEGRATION STRATEGIES

4.1- The Integration Strategies

5- INTERNATIONALIZATION STRATEGIES

5.1- Motivations to Internationalization 5.2- Internationalization Models

5.3- Internationalization Strategies

6- DIVERSIFICATION STRATEGY

6.1- The Diversification Strategies 6.2- Portfolio Planning

7- DEVELOPMENT STRATEGIES

7.1- The Development Strategies

7.2- Development strategies and Strategic Management 7.3- Mergers and Acquisitions

7.4- Strategic Alliances

8- ORGANIZATIONAL STRUCTURE AND STRATEGY

8.1- Structure and Strategy 8.2- Types of Structure

9- MANAGEMENT POLICY AND STRATEGIC CONTROL.

Head Lecturer(s)

Pedro Marcelo Amado Garcia da Rocha Torres

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

ADRIANO FREIRE (2020), Estratégia-Criação de Valor Sustentável; Bertrand Editora, (1ª edição)

DESS, LUMPKIN, EISNER (2006). Strategic Management: Text and Cases. McGraw- Hill, International Edition.

FRED, F. (2017): "Conceptos de Administración Estratégica" (16ª Edición). Ed. Pearson

GRANT, R. M. (2016): "Contemporary strategy analysis: Text and cases edition". John Wiley & Sons JOHNSON, G., SCHOLLES, K. y WHITTINGTON, R. (2010). Dirección estratégica. Pearson - Prentice Hall, Madrid. NAVAS LÓPEZ, J. E.; MARTÍN,

L. A. G. (2018) La Dirección Estratégica de la Empresa. Civitas Ediciones, Madrid.

Total Quality Management

Code: 01620360

Scientific Area: Management

ECTS: 6.0

Duration: Second Semester

Language of Instruction: English

Recommended Prerequisites

Not applicable.

Teaching Methods

In each of the topics, a combination of expository methodologies and interactive and participatory methodologies is used, based on the critical analysis of a set of cases and exercises, many of them real. Students are expected to engage in various activities and take on the presentation of some cases.

Within the scope of each topic addressed, in addition to the key bibliographic references, opinion articles are suggested and testimonies published in professional journals or available in audiovisual formats are analyzed.

Learning Outcomes

Looking at Quality as a management philosophy supported by a set of methodologies, the aim is to provide students with the fundamental knowledge and skills so that they correctly use the terminology of the area, understand the nature of operational problems that threaten the quality of products and services, and apply some techniques and tools to improve processes and systems.

In particular, students are expected to:

- Develop a multidimensional and interdisciplinary perspective on Quality;
- Identify organizational principles and practices that support the organization's commitment to Quality;
- Be aware of the main requirements and steps to be followed in the design and implementation of Integrated Quality, Environment and Safety Management Systems
- Be capable of selecting and applying tools and methodologies appropriate to the characteristics of the problems;

Understand the impacts of quality (and non-quality) on sustainability at different levels.

Syllabus

(1) Quality Movement. Origins and evolution of the concept. From product quality to organizational quality.

(2) Quality Principles. Customer focus, people involvement and improvement.

(3) Quality in Services: specificities and determinants.

(4) Quality Assurance. International standards for the implementation of Quality, Environment and Safety Management Systems. Structure and requirements of ISO 9001, 14001 and 45001. The certification phenomenon on an international scale.

(5) Problem solving and the PDCA cycle. The 7 Basic Tools.

(6) Fundamentals of Statistical Process Control. Control charts for attributes and variables.

(6) Integrated approaches to fighting waste: 5S, Lean and Six Sigma.

(7) Challenges and motivations for implementing Total Quality in different contexts.

Head Lecturer(s)

Patrícia Helena Ferreira Lopes de Moura e Sá

Assessment Methods

Assessment

Periodic or by final exam as given in the course information: 100.0%

Bibliography

EVANS, James R. ; LINDSAY, William M. - Managing for quality and performance excellence. Eleven ed.. Mason : South-Western/Cengage Learning, 2019.

PIRES, António Ramos – Sistemas de gestão da qualidade : ambiente, segurança, responsabilidade social, indústria, serviços, administração pública e educação. Lisboa : Edições Sílabo, 2ª edição, 2016.

ROSA, Maria João; SÁ, Patrícia Moura e & SARRICO, Cláudia (Org.) – Qualidade em Ação. Lisboa: Sílabo 2014.

