

ECTS - Instituto Superior de Contabilidade e Administração do Porto

Degree: Business Communication

Course: Organizational Management

Academic Year: 2015/2016

Academic year: 2

Term: Summer Semester

Attendance: Mandatory

Course Responsible Teacher: Doutora Susana Bernardino

Number of Credits (ECTS): 6.0

Theoretical/Practical Work (hours): 3.0 h

Lab work (hours): 1.5 h

Objectives:

The main objective of this course is to provide students with theoretical and practical understanding of the multiple functional areas of an enterprise, and to understand its management.

The skills to develop along the course are:

General Skills:

- Capacity to learn and apply generic knowledges of management;
- Capacity to work in group with entrepreneurial spirit;
- Capacity to research and interpret different sources of data;
- Capacity to analyse problems and search viable solutions.

Specific Skills:

- Understand the role of the various functional areas of a company;
- Understand and characterize the activities conducted by HRM;
- Understand the basic conceptual framework of marketing;
- Recognize the importance of production and operations management;
- Know the main activities of the financial department;

Syllabus:

1. Human Resources

Planning, recruitment and selection

Development and training

Performance assessment

2. Marketing

Market analysis

Segmentation, targeting and positioning

Marketing mix

3. Production

The production management and the enterprise strategy

Production structure

Conceiving the manufacturing process and competitiveness

Production planning and control

4. Supply and stock management

Types of stocks, the role of stocks in a company and its costs

Article

Economic Order Quantity, ABC methodology and Material Requirements Planning

Just in Time philosophy

5. Financial Department

Financial reporting, accounting and accounting reports

Cost accounting

Funding and capital sources

Objectives:

Expository classes (with PowerPoint support) to transmit the basic concepts related with the different subjects. Use of case study methodology related with the organizational contexts.

Group presentation and discussion.

Assessment Methods:

Students may choose two assessment systems: continuous assessment and final examination.

References:

Teixeira, Sebastião (2013), *Gestão das Organizações*, 6ª edição, Escolar Editora, Lisboa;

Donnelly, James, James Gibson e John Ivancevich (2000), *Administração: Princípios de Gestão Empresarial*, Alfragide: McGraw-Hill Portugal.

Lisboa, J. et al. (2004), *Introdução à gestão de organizações*, 2.ª edição, Vida económica, Lisboa;

Câmara, P. (2007), *Novo humanator : recursos humanos e sucesso empresarial*, Dom Quixote, Lisboa;

Lindon, D. et al. (2004), *Mercator XXI # Teoria e prática do Marketing*, Publicações Dom Quixote;

S. Mamede Infesta, 26 de Fevereiro de 2016