

MANAGEMENT FOUNDATION

Program



ORGANIZATION INSTITUTION

ISG | Business & Economics School imposes itself since 1978 as a school of reference in the context of teaching management in Portugal. Among business schools, the project **ISG | Business & Economics School**, stands out for its innovative multidisciplinary training, tailored to the real needs of the labor market.

In **ISG | Business & Economics School**, education for management, taking into account key factors vocational nature, integrating knowledge with practice, and the rigor with relevance, reflecting the complex challenges faced by managers in their day to day.

ISG | Business & Economics School focuses its activity in getting closer to the business environment, particularly through partnerships with national companies with large base of market deployment.

ISG | Business & Economics School in generating synergies bet for a higher education, being able to maintain focus on the scientific component, to apply to other forms of knowledge increasingly focused on vocational and optical know-how.

ISG is equipped with modern and functional educational facilities featuring undeniably one of the most generous area ratios / student of our university park.

DURATION

- Total Number of Classes: 180hours
- Hours in Classroom: 135hours
- Visits To Portuguese Enterprises: 45hours
- Other: Cultural Visits; Cultural Activities; Movies presentation: 45 hours
- Individual Study Time: 45 hours

COURSE REFERENCE DATES

Beginning of the

Program: May 20th

End of the Program: July 20th

Registration: until the April 15th

COURSE MATERIAL

All material will be provided to the Students.

TARGET GROUP

International Students

ACADEMIC COURSE ORGANIZATION

Professor Doutor Miguel Varela

PROGRAM MANAGEMENT AND ECONOMICS

1. The basic economic problem
 - Understand and explain the link between business and economics
 - Explain the basic economic problem, scarcity, efficiency and opportunity costs
 - Describe and produce 'Production Possibility Frontiers'
 - Understand that in the economy decisions are made by millions of individuals and firms about:
 - What to make? How to make it? For whom to make it?
 - Explain that there is specialisation by countries, regions and individuals
 - Explain the 'Division of Labour' and its importance in modern society
 - Describe the 'Sectors of the Economy'
 - Explain who the Economic Actors are and what are their motives
2. Market and economic analysis
 - Explain the link between Free Markets, the Economic Actors, and Ownership and Competition
 - Explain the role of government in a Free Market
 - Explain the role of government in a mixed and planned economy
 - Access the pros and cons of free and mixed economies
 - Describe the relative degree of mixing in the world's Economies
 - Apply to current markets
 - Draw a typical demand curve
 - Explain the inverse relationship between price and quantity demanded
 - Explain that price changes cause a movement along the demand curve
 - Explain what causes shifts in the demand curve
 - Show that individual demand curves can be added together to form an industry demand curve
 - Explain consumer surplus and show graphically
 - Apply to current markets
 - Explain the positive relationship between price and quantity supplied on the supply curve
 - Explain producer surplus and show it graphically
 - Explain the reasons why supply curves shift
 - Demonstrate graphically how supply curves shift
 - Explain how one can derive an industry supply curve from individual firms' supply curves
 - Demonstrate how to derive an industry supply curve from individual firm supply curves
 - Explain consumer surplus and show graphically
 - Apply to current markets
3. Business and Enterprise & Entrepreneurship
 - Understand types of business activity
 - Understand and explain the terms 'enterprise' and 'entrepreneurship'
 - Describe the potential risks, rewards and opportunity cost of becoming an entrepreneur
 - Identify the characteristics of successful entrepreneurs
 - Explain the main motives and drawbacks of becoming an entrepreneur

THE CULTURAL COMPONENT COURSE

The cultural component of the course will be based in Cultural Visits – the main goal is to provide an overview of the Portuguese History as well as a small introduction to the Lisbon area, monuments, environment, literature and natural resources. We will provide guide (orientated) visits several places in: Lisbon, Mafra and Sintra.

ASSESSMENT

There is an on-going assessment of the students work throughout the course. However, there will also be a written and oral examination at the end of the course.

The student's evaluation will be written and oral.

The students will receive a Diploma of participation in the Course and an Evaluation Certificate with 6 ECTS and a qualitative/quantitative grade.

FEES AND REGISTRATION

Fees Option 1

EUR 2.300,00

This fee includes:

- The study programme
- Cultural activities

This fee does not include:

- The costs of daily living
- Insurance
- Travel from the airport to City Center
- Travel from the accommodation place to the university
- Travel from the university to the accommodation place
- Flights

Fees Option 2

EUR 8.300,00

This fee includes:

- Housing
- The study programme
- Cultural activities
- Transports in town

This fee does not include:

- The costs of daily living
- Insurance
- Travel from the airport to City Center
- Flight

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REGISTRATION

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