

2021/22

COURSES LECTURED IN ENGLISH

First cycle (Licenciatura)

Last updated: 17/11/2021

Course unit	CODE	Scientific area	semester	ECTS	REMARKS (on page 3)
Business Strategy	01010096	GES/Management	1	6	
Corporate Social Responsibility and Business Ethics	01010120	GES/Management	1	6	
Data Manipulation and Statistical Operations with R	01009093	ECO/Economics	1	6	
International Relations, Feminisms and Masculinities	01019510	RI/International Relations	2 1	6	NEW
International Water Politics	01015823	IR/International Relations	1	6	
Management and People	01010103	GES/Management	1	6	
Marketing Management	01010131	GES/Management	1	6	
Marxism(s) in World Politics	01017347	IR/International Relations	1	6	
Media, Political Communication and International Relations	01019504	RI/International Relations	1	6	NEW
Politics, Literature and Film	01016329	RI/International Relations	1	6	
Public Economics	01007073	ECO/Economics	1	6	
Relationship Marketing	01010158	GES/Management	1	6	
Transport Economics	01014627	ECO/Economics	1	6	
China and International Society in Asia	01019491	RI/International Relations	2	6	NEW
Contemporary Humanitarian Action	01016307	RI/International Relations	2	6	NEW
Corporate Social Responsibility and Business Ethics	01010120	GES/Management	2	6	
Discourses and Practices in the EU	01017353	IR/International Relations	2	6	Lectured in E-learning
Economic Policy	01621703	ECO/Economics	2	6	(*)
Europe in the World	01017364	IR/International Relations	2	6	
Interpretivist International Relations	01016445	IR/International Relations	2	6	
Looking East: EU instruments and Policies	01016073	IR/International Relations	2	6	
Mobilities and Global Migration	01016428	SOC/Sociology	2	6	NEW
Sociology of Organizations	01621336	SOC/Sociology	2	6	NEW (*)

1ST SEMESTER

Business Strategy

Code: 01010096

Scientific Area: Management

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: NA

Syllabus:

1. INTRODUCTION
2. PROSPECTIVE ANALYSIS
 - 2.1 Concept and impact on the Strategy
 - 2.2 Phases of a process
 - 2.3 Construction of scenarios
3. STRATEGIC ANALYSIS
 - 3.1 Mission, Vision and Strategy
 - 3.2 External strategic analysis
 - 3.3 Internal strategic analysis
 - 3.4 SWOT, Strategic Creativity and Business Competitiveness
4. COMPETITIVE STRATEGIES
 - 4.1 Advantage and Competitive Strategies
 - 4.2 Porter's Five Forces Model
 - 4.3 Strategic Sustainability
5. TYPES OF STRATEGIES
 - 5.1 Integration Strategies
 - 5.2 Internationalization strategies
 - 5.3 Diversification strategies
 - 5.4 Development strategies
6. STRATEGIC CONTROL AND MANAGEMENT POLICY.

Corporate Social Responsibility and Business Ethics

Code: 01010120

Scientific Area:

Management ECTS: 6.0

Duration: First and Second Semesters (you are only allowed to register to one semester)

Recommended Prerequisites: General and technical knowledge regarding the main areas of business management.

Syllabus:

Chap. 1 - Introduction

Chap. 2 - CSR Models

Chap. 3 - Stakeholder engagement

Chap. 4 - Corporate Sustainability

Chap. 5 - Responsible Leadership

Chap. 6 - CSR Reporting

Chap. 7 - Business Ethics.

Data Manipulation and Statistical Operations with R

Code: 01009093

Scientific Area:

Economics

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites:

NA

Syllabus:

1. An overview of the background and features of the R statistical programmingsystem
2. How to start: installation on Windows, Linux and MacOS, customizing thestartup 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

International Relations, Feminisms and Masculinities

Code: 01019510

Scientific Area: International Relations

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: Knowledge of English.

Syllabus:

1. Start me Up: Comparing Feminist Theories of IR.
2. It's the end of the world (as we know it): Feminist reconceptualizations of war, violence, peace and security
3. Is it only about war?: The Women, Peace and Security Agenda(s)
4. Sex(ed) Pistols: Violence, Peace and Masculinities - Understanding Linkages in and outside of Wars
5. Case Studies.

International Water Politics

Code: 01015823

Scientific Area: International Relations

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: Knowledge of English as the main bibliographical references supporting this curricular unit are in English and the classes are taught in English.

Syllabus:

This course presents and discusses theoretical debates which cross-cut several areas of study, but which have a direct impact on international water politics. These debates include the analysis of national and international water governance models, highlighting issues of sovereignty, security, development aid and marketization. The questions associated to the different debates will be illustrated with specific cases.

Management and People

Code: 01010103

Scientific Area:

Management ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: Reading knowledge and understanding of English.

Syllabus:

- (1) The changing local and global contexts of people management.
- (2) Integrating strategic vision and line management.
- (3) Significant differences in people management between Fordist-Weberian and Post Fordist paradigms.
- (4) Differing Japanese, US and European assumptions about human resource management.

(5) Policy and practice of management concerning: (a) ability and skills: recruitment and selection; training and development; (b) motivation: performance appraisal; financial rewards; feedback; (c) opportunities for participation: job design; and communication; (d) identification: internal promotion; job security and psychological contract.

(6) In terms of outcomes it covers: (a) change in attitudes to organizational commitment, work satisfaction, perceived procedural and distributive justice, and work-life balance; (b) behavioral implications on effort, sense of organizational citizenship, and stay or quit intentions.

Marketing Management

Code: 01010131

Scientific Area: Management

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: NA

Syllabus:

- a. Analysing the marketing environment: Capturing marketing insights
- b. Analysing consumer and business markets: Buyer behaviour
- c. Consumer-driven marketing strategy: Segmentation, targeting, positioning
- d. Building customer value: Products, services and brands
- e. New product development and product life-cycle strategies
- f. Understanding and capturing customer value: Developing pricing strategies
- g. Delivering customer value: Marketing channels
- h. Communicating customer value: Integrated marketing communications strategy

- i. Advertising and public relations
- j. Managing digital communications: Online, social media, and mobile

Marxism(s) in World Politics

Code: 01017347

Scientific Area: International Relations

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: Knowledge of English.

Syllabus:

1. Introduction
2. The materialist conception of history
 - 2.1 Labour, production and nature
 - 2.2 Alienation
 - 2.3 Class struggles
 - 2.4 The state
 - 2.5 Capitalism and imperialism
 - 2.6 Revolution and socialism
3. Class struggles in world politics
 - 3.1 The Internationals
 - 3.2 The Russian revolution
 - 3.3 The German and Chinese revolutions
 - 3.4 The historical defeat of 'scientific socialism'
4. Counter-revolution, totalitarianism and 'socialism from above'
 - 4.1 USSR
 - 4.1.1 'Socialism in one country'
 - 4.1.2 Civilising offensives, authoritarianism and modernity in the USSR
 - 4.1.3 Class struggles in the USSR and beyond
 - 4.2 People's Republic of China
 - 4.2.1 'Marxism with Chinese characteristics'
 - 4.2.2 Civilising offensives, authoritarianism and modernity in China

4.2.3 Class struggles in China and beyond

5. 'Socialism from below'?
6. Conclusion

Politics, Literature and Film

Code: 01016329

Scientific Area: International Relations

ECTS: 6.0

Duration: First Semester

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

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]

Public Economics

Code: 01621577

Scientific Area: Economics

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: A good knowledge of microeconomic concepts and analytical tools is desirable. Competence of reading texts in English is also recommended.

Syllabus:

1. Introduction: The central questions of public economics
2. The public sector in Portugal
 - 2.1. Indicators of government intervention in the economy
 - 2.2. Public expenditure and public revenues
 - 2.3. The question of the size of the public sector
3. The rationale for public action in the economy
 - 3.1. Two different approaches

- 3.2.Externalities and social costs
- 3.3.Public goods and public provision
- 3.4.Social justice and the promotion of equity
- 4. Collective choice and government failures
 - 4.1.The problems of collective choice
 - 4.2.Majority decisions and efficiency
 - 4.3.The public choice theory
- 5. The budget constraint
 - 5.1.The state budget
 - 5.2.The budget constraint and sustainability of public finances

Relationship Marketing

Code: 01010158

Scientific Area: Management

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: No recommended prerequisites although the course unit of Marketing is important.

Syllabus:

- Chap 1 - Introduction
- Chap 2 - Relationship Marketing from different perspectives
- Chap 3 - Relationship Economics
- Chap 4 - Experiential Marketing
- Chap 5 - Building Loyalty and CRM
- Chap 6 - Marketing 3.0

Transport Economics

Code: 01014627

Scientific Area: Economics

ECTS: 6.0

Duration: First Semester

Recommended Prerequisites: Microeconomics II; Industrial Organization; Public Economics

Syllabus:

- 1. Introduction and definition of Transport Economics; importance of the

sector in the economy.

2. Analysis of transport markets:

- 2.1. Passengers by road, both individual and collective;
- 2.2. Passenger by rail;
- 2.3. Urban passenger, referring Coimbra;
- 2.4. Freight, by road and rail;
- 2.5. Air;
- 2.6. Shipping (by sea) of goods.

3. The mutual influence of transport on the location of people and activities; location models; externalities in cities.

4. Transport costs: for the user; with infrastructure; external and for operators.

5. The transport demand: the time constraint; the generalized cost; modeling.

6. Organization of supply and public intervention – motivations, limits.

7. Optimum public choice; the general interest and welfare; private financing.

8. Choices in transportation projects.

9. Correcting externalities: traffic and pollution.

10. Transport policies: principles and practice.

2ND SEMESTER

China and International Society in Asia

Code: 01019491

Scientific Area: International Relations

ECTS: 6.0

Duration: Second Semester

Recommended Prerequisites: Basic knowledge of English.

Syllabus:

1. Theorising Regions and Great Powers: English School and Political Economy approaches
2. Contextualizing China: Revolutionary China
3. Contextualizing China: After Mao
4. Contextualizing China: After the 1990s
5. China and the Great Powers: Geostrategy and Political Economy
6. China and the Far East
7. China and South East Asia
8. China and South Asia
9. China and Central Asia.

Contemporary Humanitarian Action

Code: 01016307

Scientific Area: International Relations

ECTS: 6.0

Duration: Second Semester

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.

Syllabus:

I. Classic Humanitarian Action

1.1 Actors

1.2 Principles

1.3 Legal framework

II. Contemporary humanitarian action

2.1 New conflicts/complex emergencies

2.2 New humanitarianism: dilemmas (politicization, militarization...)

2.3 New actors

2.4 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)

Corporate Social Responsibility and Business Ethics

Code: 01010120

Scientific Area:

ManagementECTS: 6.0

Duration: First and Second Semesters (you are only allowed to register to one semester)

Recommended Prerequisites: General and technical knowledge regarding the main areas of business management.

Syllabus:

Chap. 1 - Introduction

Chap. 2 - CSR Models

Chap. 3 - Stakeholder engagement

Chap. 4 - Corporate Sustainability

Chap. 5 - Responsible Leadership

Chap. 6 - CSR Reporting

Chap. 7 - Business Ethics.

Discourses and Practices in the EU (e-learning)

Code: 01017353

Scientific Area: International Relations

ECTS: 6.0

Duration: Second Semester

Recommended Prerequisites: General knowledge of English.

Syllabus:

1. Discursive meaning and construction of meaning
2. Knowledge practices
3. The EU's discourse: unpacking the process of narrative-building
4. Analysis of case studies of EU discourse
5. EU practices: defining spaces for intervention?
6. Analysis of case studies of EU practice
7. Discourses, practices and the use of new technologies: challenges and opportunities.

Economic Policy (one class lectured in English language)

Code: 01621703

Scientific Area: Economics

ECTS: 6.0

Duration: Second Semester

Recommended Prerequisites: Microeconomics I, II, Macroeconomics I, II; Calculus I, II; Statistics and Econometrics; Monetary and Financial Economics; Public Economics; Economic Growth and Development; English knowledge.

Syllabus:

I. Foundations of Economic Policy

- I.1. Individual decisions, efficient outcomes and the rationale for government intervention.
- I.2. Powers and actors in economic policy

I.3. A brief story of economic policy

II. Principles of Economic Policy

II.1 A synthetic analysis of economic policy

II.2. The institutional framework of economic policy

II.3. Economic policy constraints

II.4. Conducting economic policy

II.5. Economic policy approach through objectives

III. Macroeconomic Stabilization Policies

III.1. Principles of monetary policy

III.2. Principles of budgetary policy

III.3. Principles of exchange rate policy

IV. Growth Policies

IV.1. Principles of infrastructure policy

IV.2. Principles of education policy

IV.3. Principles of R&D policy

V. Economic Policies for the XXI century: “The Global Financial Crisis”

Europe in the World

Code: 01017364

Scientific Area: International Relations

ECTS: 6.0

Duration: Second Semester

Recommended Prerequisites: Basic knowledge of English.

Syllabus:

1. Conceptual framework: Regional spaces and Europe's position within global dynamics

2. European Union Foreign Policies
3. Other European organisations and their roles
4. The foreign policies of key European powers
5. Strategic positioning of Europe's smaller powers
6. The impact of transatlantic relations in Europe
7. Other dynamics within the European space.

Interpretivists International Relations

Code: 01016445

Scientific Area: International Relations

ECTS: 6.0

Duration: Second Semester

Recommended Prerequisites: Basic knowledge of English.

Syllabus:

Part I: Hermeneutics

1. Introduction: The art of interpretation and hermeneutics
2. Phenomenology and Hermeneutics: why interpret?
3. Connections amid interpretation, understanding and explanation
4. The problem of narrative
5. Classic authors of hermeneutics and the thought of Hans-Georg Gadamer

Part II: Applying Hermeneutics

1. Interpreting space in international relations
2. Temporality and its implications in international relations
3. Language and Metaphors in international relations
4. The act of ascription in international relations
5. Reflexive methodology
6. Ethical reflexivity in international relations

Looking East: EU Instruments and Policies

Code: 01016073

Scientific Area: International

RelationsECTS: 6.0

Duration: First Semester

Recommended Prerequisites: Knowledge of English as the curricular unit working language is English

Syllabus:

1. EU dynamics of integration and enlargement and the development of relations with the EU's eastern neighborhood
2. Issues: political and security triangulation in EU-Russia-EaP countries relations
3. New agents: business, civil society, parliamentary cooperation
4. Possibilities and limits to the development of the Eastern Partnershipagenda: from decision-making to implementation
5. Challenges ahead

Media, Political Communication and International Relations

Code: 01019504

Scientific Area: International Relations

ECTS: 6.0

Duration: ~~Second~~ First Semester

Recommended Prerequisites: Basic notions of international politics. Good English (reading and listening) comprehension and (speaking and writing) expression skills.

Syllabus:

1. Introduction to political communication in the international sphere
 - 1.1 Understandings of “political”, “international”, “media”, “political communication”
 - 1.2. Fundamental theoretical concepts and perspectives
2. Contexts that shape political communication
 - 2.1. (Dis)information order

- 2.2 Media and political systems
- 2.3. Mass media and digital media
- 2.4. Information, entertainment and soft news
3. Political processes of creating narratives, beliefs and profiles
 - 3.1. Strategic use of language
 - 3.2. Dissemination strategies
4. Actors, dynamics and languages
 - 4.1. States
 - 4.2. International organizations
 - 4.3. Social movements
 - 4.4. NGOs
 - 4.5 Arts, music and cinema
5. Thematic case studies
 - 5.1. Fake news, bots and computational propaganda
 - 5.2. Extreme-right, masculinities and #metoo
 - 5.3. “War against Terrorism”: micro and macro narratives
 - 5.4. Climate justice and political and media representations
6. Challenges to political communication in international relations.

Mobilities and Global Migration

Code: 01016428

Scientific Area: Sociology

ECTS: 6.0

Duration: Second Semester

Recommended Prerequisites: NA

Syllabus:

1. Why Study Migration?
2. Why people move? Where do they go and why? Economics and Social Networks
3. History of Migration
4. How immigrants affect their communities, the labor market and how does this translate into politics?
5. The politics of immigrants in the labor market
6. Firms and Immigration. How do business perceive immigration? How has this changed over time?
7. The politics of immigrants and welfare
8. Regulating Immigration: Family reunification or Skill Based

- Systems;Citizenship and Rights
9. Why do states allow people to leave?
 10. Brain Drain. How does the migration of high-skilled workers affect the states they came from?
 11. Remittances. How do they affect the sending community back home?
 12. How migration affects trade, investment and foreign aid
 13. International Cooperation on Migration
 14. What Causes Refugee flows? What are the differences between IDPs and international refugees? Where are there major refugee flows?
 15. Refugee and Asylum: Definitions and History
 16. The politics of refugee and asylum policy

Sociology of Organizations

Code: 01621336

Scientific Area: Sociology

ECTS: 6.0

Duration: Second Semester

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.

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