



UNIVERSIDADE DE LISBOA
Faculdade de Medicina Veterinária

Economics, Management and Entrepreneurship

Curricular Year: 3rd

Duration: 2nd Semester

Credits: 4 ECTS

Teachers: Magda Aguiar Fontes (CCP and R).

Contact Hours: 56H Total.

28H Lectures; 28H Practical and laboratory teaching.

Learning objectives:

The aim is for students to obtain knowledge of economics and management and to be able to apply it in the context of veterinary medicine, as well as to understand the basic methods of economic analysis in the areas of animal health and production. The aim is for them to master and apply the main concepts and functions of organizational management and also to learn the basics of business management by providing a framework of concepts and procedures to support the decision-making process in optimizing management. In this sense, they should also grasp the meaning of the main accounting and financial variables and the main challenges facing companies. Likewise, the aim of this course is for students to acquire skills in creating their own jobs, stimulating the search for solutions to boost the knowledge economy based on entrepreneurship and integration into a dynamic, competitive labor market.

Program contents:

This syllabus has been developed to take into account the objectives of this course as well as its framework in this Master's program. The theoretical syllabus includes a first introductory section, where basic concepts are presented, followed by two chapters on the elementary theory of Demand and Supply, Production and Costs. This is followed by point 4 of the program, where notions of business management and some basic notions on the economic activity of companies are presented. This is followed, in points 5 and 6, by a brief presentation of economic activity and accounting as an information system, economic and financial analysis, the strategic horizon of management and, finally, ethics and social responsibility in management. Point 7 deals with entrepreneurship, including the creation of a business plan, and point 8 concludes with a brief look at public policies in the agricultural sector. The practical program content ensures an approach to concrete problems covering this course.

Bibliography:

Mandatory: Presentations to support theoretical classes, scientific and technical articles, and other documents, available on the Moodle e-learning platform.

Additional: Other scientific and technical articles, links to websites, available on the Moodle platform.

- Dijkhuizen, A.A. and Morris, R.S. (1997). Animal health economics. Principles and applications. Post Graduate Foundation in Veterinary Science, University of Sidney,
- Henriques, P.D.; Carvalho, M.L.S.; Branco, M.C. and Bettencourt, E.M. (2004). Economia da Saúde e da Produção Animal. 1^a Ed, Edições Sílabo, Lisboa.



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- Reis, F. L. (2020). Manual de Gestão das Organizações. Teoria e Prática. 2ª Ed. Edições Sílabo, Lisboa.
- Sotomayor, A.M, Rodrigues,J., Duarte,M.(2014). “Princípios de gestão das organizações”, Rei dos Livros, 2ª Edição.
- Henry, C. (2013). Veterinary Business and Enterprise. Theoretical Foundations and Practical Cases. Elsevier.
- Pigneur, Y. e Osterwalder, A. (2011). Criar Modelos de Negócio. Dom Quixote

Assessment:

The assessment of the theoretical component will be accomplished through a written examination including short answer / closed ended questions, multiple-choice questions (MCQ), true and false, missing words / incomplete sentences. The practical component will be evaluated through a written examination in which students solve problems. The theoretical component is weighted at 65 per cent and the practical component at 35 per cent.