



# UNIVERSIDADE FEDERAL DO CEARÁ

**FEDERAL UNIVERSITY OF CEARÁ  
OFFICE OF THE VICE PROVOST FOR UNDERGRADUATION (PROGRAD)  
COORDINATION FOR PROJECT AND CURRICULUM DEVELOPMENT  
CURRICULUM DEVELOPMENT DIVISION**

**1. Academic unit offering the curricular component** (Faculty, Center, Institute, Campus):

Center of Technology

**2. Department offering the curricular component** (when applicable):

Production Engineering Department

**3. Undergraduate course(s) offering the curricular component**

Code of the Course	Name of the Course	Course Degree <sup>1</sup>	Curriculum (Year/Semester)	Nature of the Component <sup>2</sup>	Semester of Offer <sup>3</sup>	Habilitation <sup>4</sup>
91	Telecommunications Engineering	Bachelor	2015.1	Mandatory	05	-

**4. Name of the curricular component:**

Fundamentals of Business Administration

**5. Code of the curricular component** (filled by PROGRAD):

TK0134

**6. Prerequisites**

No ( )

Yes (x)

Code

Name of the curricular component / activity

TI0115

Applied Electromagnetism

**7. Co-requisite**

No (x)

Yes ( )

Code

Name of the curricular component / activity

**8. Equivalences**

No ( )

Yes (x)

Code

Name of the curricular component / activity

TE0134

Fundamentals of Business Administration

**9. Day period of the curricular component** (more than one option can be selected):

(x) Morning

(x) Afternoon

(x) Night

<sup>1</sup> Fill with *Bachelor (Engineer), Licenciante, or Technologist.*

<sup>2</sup> Fill with *Mandatory, Optional, or Elective.*

<sup>3</sup> Fill when mandatory.

<sup>4</sup> When elective, fill with the habilitation or emphasis to which the curricular component is linked.

**10. Regime of the curricular component:**

(x) Semester                      ( ) Yearly                      ( ) Modular

**11. Justificatory for the creation/regulamentation of this curricular component**

This course of the engineering basic cycle aims to show the student the importance of management for organizational systems. By presenting the various approaches to management; through planning, organizing, executing and controlling functions; and using motivational and leadership ideas, the course provides the student with basic knowledge that enables the best use of resources to achieve organizational goals.

**12. Syllabus:**

The organizations and their administration. The beginnings of administration and management. Management approaches. The performance of organizations and the Japanese model of administration. Administration process. Human resources administration.

**13. Program:**

1. **Organizations and their administration:** Organizations: concept; Organizational functions: Production, marketing, human resources, research and development, finance; The engineer as a manager: managerial skills.
2. **The beginnings of administration and management:** Main contributions from the earliest organizations to the Industrial Revolution; The movement of scientific administration.
3. **Modern administration:** Classic approach: Taylor and the scientific administration, Ford and the assembly line, Fayol and the school of management process, and Max Weber and the bureaucracy; behavioral approach: Hawthorne's experiment and the modern behavioral approach; Systemic approach: systems structure, process; Contingency approach.
4. **Organizational performance and the Japanese model of management:** Production principles of Toyota' system: waste elimination and quality manufacturing; quality management concepts; efficiency and organizational effectiveness.
5. **Management process:** decision-making: decision types, decision-making support techniques, errors in decision-making; planning process and strategic plan; organizational process: division of labor, responsibilities, authority, organizational structure and organization chart, departmentalization criteria; execution and control: concepts, relationship between control and performance evaluation.
6. **Human resources management:** motivation and performance; leadership; groups.

**14. Workload description**

Number of Weeks:	Number of Credits:	Total Workload in Hours:	Theory Workload in Hours:	Practice Workload in Hours:
16	02	32	32	-

**15. Basic bibliography:**

- 1- CHIAVENATO, Idalberto. Introdução à Teoria Geral da Administração: edição compacta.: Editora Elsevier, 2004
- 2- MAXIMIANO, Antônio C. A. Fundamentos de Administração: manual compacto para cursos de formação tecnológica e seqüenciais. São Paulo: Atlas, 2004.

## **16. Complementary bibliography:**

- 1- CHIAVENATO, Idalberto. Introdução à Teoria Geral da Administração. Rio de Janeiro: Editora Campus, 2000
- 2- CHIAVENATO, Idalberto. Administração: Teoria, processo e prática. Pearson Education do Brasil Ltda., 1999
- 3- CHIAVENATO, Idalberto. Administração de empresas: uma abordagem contingencial. Pearson Education do Brasil Ltda., 1994.
- 4- CRAINER, Stuart. Grandes pensadores da administração: as idéias que revolucionaram o mundo dos negócios, São Paulo: Ed. Futura, 2000
- 5- MAXIMIANO, Antônio C. A. Teoria Geral da Administração 3 ed. São Paulo: Atlas, 2003.