



# 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

TI0135

Integrated Actions of Science and Technology I

**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

TE0143

Economy for Engineers I

**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**

The course presents the basic concepts of economics, aiming to allow the student a better understanding of economic phenomena in the actuality. Aspects related to the behavior and interaction of the various economic agents will be discussed, as well as aspects of the economic system as a whole, through analysis of aggregated data.

**12. Syllabus:**

Basic Concepts of Economics. Economic resources and the production process. The key issues of economics: productive efficiency. Allocation effectiveness, distributive justice and institutional ordering. Fundamentals of microeconomics. Fundamentals of macroeconomics. Currency. National Accounts.

**13. Program:****Unit I - Basic Concepts**

- Relevance of the course: scope and limitations of the economy, major global economic challenges;
- Concepts of economics: classical, neoclassical, the socialist perspective and the Robbins' systematization.

**Unit II - Economic Resources and the Production Process**

- Economic resources: land, labor, capital, technological capacity and entrepreneurial capacity;
- The Production process: the interaction of the factors of production, usual classification of the production sectors;
- The economic system;
- Economic agents: family units, companies and government.

**Unit III - Key Economic Issues**

- Productive efficiency: production possibility curves, the law of decreasing yields and the occurrence of rising opportunity costs;
- Allocation effectiveness: the sword and plow dilemma, the consumption and investment dilemma;
- Distributive justice: the issue of economic inequality, income distribution structure in Brazil, concepts of inequality and poverty;
- Institutional ordering: the classical liberal thinking and the market economy, the socialist thinking and the central command economy, the social market economy as a new paradigm.

**Unit IV - Fundamentals of Microeconomics**

- Market structures: main structures, market equilibrium mechanisms;
- Demand: conformation, price elasticity of demand;
- Supply: conformation: price elasticity of supply;
- Market equilibrium: concept, relationship between elasticity and displacements of demand and supply;
- Consumer behavior: demand and marginal utility curve, indifference curves and budget constraints;
- Producer behavior: concepts of total and marginal revenue, fixed cost concepts, variables, totals, average and marginals, profit maximization.

**Unit V - Fundamentals of Macroeconomics**

- Measurement of economic activity: social accounting, concept of value added, income and expenditure;

- The conventional aggregate concepts: differences between domestic and national, GDP, GNP, NIB, RN and RPD.

#### **Unit VI - National Accounts**

- Aggregate concepts and the three angles of GDP;
- The systematization of national accounts in Brazil;
- The interconnections of Brazil's national accounting systems.

#### **Unit VII - Currency**

- Monetary financial assets and quasi-monetary assets;
- The measurement of the money supply;
- The banking system and the multiplication of means of payment;
- Control of the money supply;
- The interaction of supply and demand for currency;
- The change in the value of money: causes and consequences.

#### **14. Workload description**

<b>Number of Weeks:</b>	<b>Number of Credits:</b>	<b>Total Workload in Hours:</b>	<b>Theory Workload in Hours:</b>	<b>Practice Workload in Hours:</b>
16	04	64	64	-

#### **15. Basic bibliography:**

- 1- ROSSETI, José P. Introdução à Economia. São Paulo: Ed. Atlas. 2003.
- 2- GALBRAITH, John K..A economia ao alcance de quase todos. São Paulo: Thomson Pioneira. 2001.

#### **16. Complementary bibliography:**

- 1- DE VASCONCELLOS, Marco Antônio S. Economia: Micro e Macro. São Paulo: Editora Atlas, 2002.
- 2- DE LACERDA, Antônio C. Economia Brasileira, 2ed., São Paulo: Ed. Saraiva, 2003.
- 3- DE SOUZA, Nali de Jesus . Curso de Economia. São Paulo: Ed. Atlas. 2002.
- 4- LEITE, Antônio Dias. A economia Brasileira: de onde viemos e aonde estamos. Rio de Janeiro: Ed. Campus, 2004.
- 5- KUPFER, David. Economia Industrial. Rio de Janeiro: Ed. Campus, 2002.