

Em Inglês:

Curricular Unit: **Sports Economy**

Objectives:

- Allow students to understand the fundamental concepts of economic science;
- Illustrate the importance of the sports economy;
- Define and understand instruments, methods and models of economic science, in order to promote practical intervention in the world of sport.

Contents:

- Introductory notions of economics: the origin of economics, methodological particularities in the analysis of reality, systematic and rigorous study of problems, economics as a human science, and its basic principles (rationality, balance, invisible hand and market failures).
- Economic science: concept and scientific approach.
- Economic problem: choose from scarce resources and balanced markets.
- Solutions of the economic problem: tradition, austerity and market.
- The Marshallian cross: the demand and supply curves and the equilibrium point of the market.
- Consumer Theory: consumer behavior, economic and rational consumer choice, relationship between marginal utility and demand curve, consumer surplus, indifference curve, marginal rate of substitution, and optimal point conditions.
- Producer Theory: producer behavior, production problems, production function characteristics, marginal productivity curve, consequences arising from technological progress, isoquant curve properties, marginal rate of technical substitution, optimum point conditions, technologies and fixed and variable costs, and alternative market structures.
- Value Theory - Balanced markets: perfect competition, monopoly, and state intervention policies and instruments.
- Economy of sport mega events.

Evaluation:

- a) Continuous – written presentation (50%) and oral defense (50%) of a 'Critical Reflection Report from studies carried out in the area of Sports Economics'; group/individual work to be decided in the first classes.
- b) Terminal – Written and oral examination (in the case of a grade between 7.5 and 9 points in the written test).

Bibliography:

SAMUELSON, Paul A.; NORDHAUS, William D. (2011). *Economia* (19.^a edição). Lisboa: McGraw Hill de Portugal.

NEVES, João Luís César. (2011). *Introdução à Economia* (9.^a edição). Lisboa: Editorial Verbo.