

**COMMUNICATION AND MANAGEMENT SCIENCES TEST PROGRAMME FOR THE ACCESS AND
ADMISSION TO HIGHER EDUCATION FOR OVER 23 YEARS OLD, AT UFP**

General Aims:

To gauge the candidates' knowledge on the areas of Communication and Management Sciences by assessing their ability to a) interpret and critically comment on texts and documents related to broad issues on business and communication, and b) understand and interpret direct questions related with the courses in this department.

Syllabus:

1. Critical analysis of journalistic tests on contemporary issues and elaboration of an individual comment on the themes proposed.
2. Analysis of the scope of economics and interpretation of some economic indicators.

Bibliography:

Leading daily and weekly broadsheets and magazines.

Mankiw, N. G. (2015) Principles of Microeconomics. Stamford: Cengage Learning.

McQuail, D. (2003) McQuail's Mass Communication Theory, 6th edition. London: Sage.

Graham, A. (2013). Basic Mathematics: An Introduction. NY: McGraw-Hill Education.

Rodgers, S. (2019) Advertising Theory. Routledge.

West, R.; Turner, L. (2017) Introducing Communication Theory: Analysis and Application. McGraw Hill.