

A - General description

Programme Title – Trade and Services Management

Qualification awarded – First-cycle degree (BSc degree) (180 ECTS)

Admission requirements – Enrolment in the Degree Course can be achieved through the National Competition for Access to Higher Education, Special Admission Schemes, Special Access Competition or Re-Enrolment, Change and Transfer.

In order to qualify for admission to higher education through the national competition, students are required to (access to higher education is subject to numerus clausus):

- Hold a Secondary School diploma or equivalent qualification;
- Have completed the national specific examinations in accordance with the higher education degree the student wishes to attend (Cast proof of national specific examinations in the course of Trade and Services Management are the following: 04 Economy, 09 Geography, 16 Mathematics);
- Have obtained a minimum mark required (Minimum marks required for the Trade and Services Management programme are: Application mark: 95 points; national specific examinations: 95 points);
- Have fulfilled the prerequisites for the higher education programme the student wishes to attend, if required.

Educational and Professional Goals – The Undergraduate Studies in Trade and Services Management has a 6 semester-duration (3 years) comprising a first year of general studies that allow the students to acquire basic knowledge of enterprise sciences and create a flexible management profile. In the two subsequent years, complementary training is provided through theoretical and practical courses. With this the students are expected to gain specialized qualifications designed to meet the specificities of the Trade and Services sector.

This programme aims at delivering specialized managers in such areas as Great Distribution, Logistics, Shopping Centres, Merchandising and Retail Management, Franchising, Consumer Behaviour and Enterprises. Special emphasis is placed on the services area producing highly-qualified professionals in Banking, Insurance and Real Estate.

Access to further studies – The degree in Trade and Services Management allows access to second-cycle degrees in this area and where such a degree is established as a prerequisite.

Course structure diagram with credits (60 per year) –

Course Title	Year	Semester	Number of credits
General Accounting	1st	1st	6
Macroeconomics	1st	1st	5
Mathematics	1st	1st	5
General Principles of Law	1st	1st	5
Business Management	1st	1st	4
eServices and Information Technologies	1st	1st	5
Microeconomics	1st	2nd	5
Statistics	1st	2nd	5
English	1st	2nd	5
Corporate Law	1st	2nd	5
Organizational Behaviour	1st	2nd	5
Introduction to Marketing	1st	2nd	5
Stocks Management	2nd	1st	5
Management Systems and Budgetary Control	2nd	1st	5
Consumer Behaviour	2nd	1st	5
Business Contracts and Consumer Protection Law	2nd	1st	5
Financial Calculus	2nd	1st	5
Strategic Marketing	2nd	1st	5
Foreign Language: English (Advanced) or German or French	2nd	2nd	4
Market Strategy and Development	2nd	2nd	6
Retail Management and Merchandising	2nd	2nd	5
Human Resources Management	2nd	2nd	5
Corporate Communication	2nd	2nd	5
International Economic Relations	2nd	2nd	5
Distribution Marketing	3rd	1st	5
eMarketing and eBusiness	3rd	1st	5
Market Surveying	3rd	1st	6

Project Analysis	3rd	1st	5
Brand Management	3rd	1st	4
Prospective Analysis and Planning	3rd	1st	5
Applied Management Project	3rd	2nd	6
Commerce and Services	3rd	2nd	6
Quality Management	3rd	2nd	4
Corporate Internationalization	3rd	2nd	6
Management of Family Companies	3rd	2nd	3
Services Marketing	3rd	2nd	5

Final examination, if any – Not applicable

Examination and assessment regulations – final examination not required; examination and assessment defined for each individual course unit.

ECTS departmental co-ordinator – Maria de Fátima Rodrigues Pedro

	B - Description of individual course units
Course title	General Accounting
Course code	963901
Type of course	One semester course
Level of Course	NA
Year of study	First
Semester/trimester	First
Number of credits	6
Name of lecturer	Manuel Silvério Garcia Esparteiro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Justify the need for accounting in enterprises and organizations. Know the tools of accounting: POC, Accounts, and Releases. Daily, Reason, Report, Balance Sheet, Profit and Loss Statements and the Annex.
Prerequisites	None
Course contents	1-Introduction.2-The Property.3-The Account.4-Inventory and Balance 5-Patrimonial Facts 6-Development of Accounts.7-Methods of Accounting Records.8-Accounting Standards.9-Entries. 10-Settlement of Accounts. 11- POC classes: 1-Cash, 2-Third-party, 3-Stocks, 4-Fixed Assets, 5- Equity, 6-Costs and Losses, 7-Income and Gains, 8-Earnings. Closing provisions.
Recommended reading	BORGES, António, Azevedo Rodrigues e Rogério Rodrigues, <i>Elementos de Contabilidade Geral</i> . Plano Oficial de Contabilidade, Rei dos Livros, Porto Editora.
Teaching methods	Theoretical explanation, problem exploration and practical exercises.
Assessment methods	Continuous Assessment and final exam.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Macroeconomics
Course code	963902
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	First
Number of credits	5
Name of lecturer	Maria do Rosário Baeta Neves (Professor) and Luís Carlos Cardoso (Lecturer)
Objectives of the course (preferably expressed in terms of learning outcomes competences)	At the end of the course, students should be able to understand and describe macro economic issues using the reasoning of economic science, to use sources of statistical and bibliographic data to obtain the relevant information for approaching each problem, and write reports on economic issues.
Prerequisites	NA
Course contents	Basic concepts in economic science. National accounting as measurement technique of the economic activity. Productive and monetary markets. Flows of the external commerce and the world-wide interdependence. Policy-mix and the impact in the external environment of an economic unit: application to the Portuguese economy.
Recommended reading	1. Cunha, Paulo Pitta e Cunha e Morais, Luís Silva (2008), A Europa e os Desafios do Século XXI, Coimbra, Almedina. 2. Frank, Robert H. e Bernanke, Ben S. (2003), Princípios de Economia, Lisboa, McGraw-Hill. 3. Medeiros, Eduardo Raposo (2000), Economia Internacional, Lisboa, ISCSP. 4. Neves, João César das (1992), Introdução à Economia, Lisboa, Editorial Verbo. 5. Samuelson, Paul A. e Nordhaus, William D. (2005), Economia, Lisboa, McGraw-Hill. 6. Ucha, Isabel (1995), Introdução à Economia — Sínteses, Exercícios e Soluções, Lisboa, Editorial Verbo.
Teaching methods	Topic units of the study program are presented through lectures and case study analyses
Assessment methods	The student can choose between: <ul style="list-style-type: none"> a) Continuous assessment: individual mid-term tests with a minimum arithmetic mean of 10 points. b) Final exam: minimum grade of 10 points.
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Mathematics
Course code	963903
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	First
Number of credits	5
Name of lecturer	José M. Faria Paixão. Ana Cristina Nata
Objectives of the course (preferably expressed in terms of learning outcomes competences)	It is intended that the students acquire and consolidate the mathematical aspects needed to study the realities of economic and social nature. The concepts are presented from a mathematical point of view, but always emphasizing the direct link to practical applications. With this goal, the contents are introduced in order to serve as a support for all the units of the course that may need them, thus promoting cross interdisciplinarity.
Prerequisites	NA
Course contents	1st Part – Mathematical Analysis 1. Calculus; 2. Functions, limits, derivatives and applications: extremes, marginal functions and elasticity; 3. Integration. Methods of integration; 4. Sequences and applications to financial mathematics 2nd Part – Linear Algebra 1. Matrices; 2. Determinants
Recommended reading	1. Barnett, R. & Ziegler, M. & Byleen, K. (2007), “Calculus for Business, Economics, Life Sciences and Social Sciences”, Pearson Education 2. Gonçalves, J.V. (1953) “Curso de Álgebra Superior”, 3ª ed. Lisboa 3. Harshbarger, Ronald J & Reynolds J. (2006): “Matemática Aplicada- Administração, Economia e Ciências Sociais e da Saúde” McGraw-Hill
Teaching methods	In class
Assessment methods	Assessment is done through a written test (from 0 to 20 points) about all the concepts taught during the semester. There will be a mid-term exam, a final exam and a special exam. In each of them the students will pass if the obtained mark is higher than or equal to 9.5 points. Students who pass the mid-term exam are exempt from final examination.
Language of instruction	Portuguese

	B - Description of individual course units
Course title	General Principles of Law
Course code	963904
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	First
Number of credits	5
Name of lecturer	Paula Almeida
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide an overview of the legal framework for trade and services activities; the sources of law and their different branches. Interpretation, integration, and enforcement of Law into time and space.
Prerequisites	NA
Course contents	Part I -General Principles Chapter I - Introduction; Chapter II - Sources of Law; Chapter III - Branches of Law; Chapter IV - Interpretation and Integration of Law; Chapter V - Enforcement of Law into Time; Chapter VI - Enforcement of Law into Space; Chapter VII - Acting according to the Law; Chapter VIII - Acting against the Law; Chapter IX - Coactive fulfilment of Law; Chapter X – Juridical relations.
Recommended reading	Almeida Costa, <i>Noções de Direito</i> , Almedina. Castro Mendes, <i>Introdução ao Estudo do Direito</i> , Lisboa, 1994.
Teaching methods	Lectures and written exercises.
Assessment methods	Two mid-term exams or a final exam.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Business Management
Course code	963905
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	First
Number of credits	4
Name of lecturer	António Anacleto Viegas Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Acquire knowledge, skills and abilities to understand Management concepts.</p> <p>Develop critical thinking through analysis of case studies.</p>
Prerequisites	NA
Course contents	<p>What is an Organization</p> <p>The Objective Administration</p> <p>The Production Function</p> <p>The Financial Function</p> <p>The Commercial Function</p> <p>The Human Resources Function</p>
Recommended reading	<p>- Arnold, J. R. T.; Chapman, S. N. (2000). Introduction to Materials Management, Prentice Hall.</p> <p>Firmino, Manuel (2007), Gestão das Organizações, Conceitos e Tendências Actuais, 2ª Edição, Escolar Editora</p> <p>Teixeira, Sebastião (2005), Gestão das Organizações, 2ª Edição, Editora McGraw-Hill.</p>
Teaching methods	Theoretical and practical presentation with examples, exercises and applications in oral and written forms.
Assessment methods	Test (100%). Students whose mark is below 10 points should take an exam (100%)
Language of instruction	Portuguese

	B – Description of individual course units
Course title	eServices and Information Technologies
Course code	963906
Type of course	One-semester course
Level of course	NA
Year of study	First
Semester/Trimester	First
Number of credits	5
Name of lecturer	José Ribeiro Mendes
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Consolidate basic notions of computer science and architecture of computers.</p> <p>Develop capabilities of exploring tools such as word processors, spreadsheets and presentations.</p> <p>Importance of security and privacy of information.</p> <p>Informatics Solutions in Trade and Services Management.</p>
Prerequisites	NA
Course contents	<p>Introduction to Information Technology (IT) and Computer Architecture Notions.</p> <p>Operating systems.</p> <p>Text Processing: Microsoft Word.</p> <p>Spreadsheet: Microsoft Excel.</p> <p>Presentations: Microsoft Powerpoint.</p> <p>Networks and Internet.</p> <p>Computer Solutions in Trade and Services Management.</p>
Recommended reading	<p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Noções de Arquitectura de Computadores</i>, AIDTIC, IPT, 2007.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Sistemas Operativos e Ambiente de Trabalho</i>, AIDTIC, IPT, 2007.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Processamento de Texto: Microsoft Word 2003</i>, AIDTIC, IPT, 2007.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Apresentações: Microsoft Powerpoint 2003</i>, AIDTIC, IPT, 2007.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., Folha de Cálculo: Microsoft Excel 2003, AIDTIC, IPT, 2007.</p>
Teaching methods	In class
Assessment methods	Test (50%) + Project (45%) + Practical Work (5%)
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Microeconomics
Course code	963907
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	Second
Number of credits	5
Name of lecturer	Maria do Rosário Baeta Neves (Professor). Luís Carlos Cardoso (Lecturer)
Objectives of the course (preferably expressed in terms of learning outcomes competences)	At the end of the course, students should be able to understand and describe micro economic issues using the reasoning of economic science, to use sources of statistical and bibliographic data to obtain the relevant information for approaching each problem, and write reports on economic issues.
Prerequisites	NA
Course contents	Basics of supply and demand. Application of the elasticity concept. Positive behaviour of consumers and enterprises towards equilibrium. Essential features of competitive, monopolistic and oligopolistic markets.
Recommended reading	1. Castro, Alberto de, Barbot, Cristina e Nascimento, Álvaro (1994), Microeconomia, Lisboa, McGraw-Hill. 2. Frank, Robert H. e Bernanke, Ben S. (2003), Princípios de Economia, Lisboa, McGraw-Hill. 3. Frank, Robert H. (1998), Microeconomia e Comportamento, Lisboa, McGraw-Hill. 4. Mata, José (2002), Economia da Empresa, Lisboa, Fundação Calouste Gulbenkian. 5. Neves, João César das (1992), Introdução à Economia, Lisboa, Editorial Verbo. 6. Samuelson, Paul A. e Nordhaus, William D. (2005), Economia, Lisboa, McGraw-Hill. 7. Ucha, Isabel (1995), Introdução à Economia — Sínteses, Exercícios e Soluções, Lisboa, Editorial Verbo.
Teaching methods	Topic units of the study program are presented through lectures and case study analyses.
Assessment methods	The student can choose between: <ul style="list-style-type: none"> c) Continuous assessment: individual mid-term tests with a minimum arithmetic mean of 10 points. d) Final exam: minimum grade of 10 points.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Statistics
Course code	963908
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	Second
Number of credits	5
Name of lecturer	Francisco Paulo Vilhena Antunes Bernardino Carvalho. Ricardo Jorge Viegas Covas
Objectives of the course (preferably expressed in terms of learning outcomes competences)	By the end of the course students should possess critical skills towards information and be able to analyse data and make appropriate decisions. Special emphasis will be placed on economic data.
Prerequisites	NA
Course contents	I – Descriptive Statistics. 1.1 Concepts; 1.2 Tables, Charts and Numerical Indicators. II – Probabilities. 2.1 Definition; 2.2 Conditional Probabilities and Bayes Theorem. III – Distributions. 3.1 Discrete Random Variables; 3.2 Continuous Random Variables. IV – Estimation. 4.1 Punctual Estimation; 4.2 Confidence Intervals. V – Hypothesis Tests. 5.1 Concepts; 5.2 Significance Level; 5.3 Tests for various parameters. VI – Index Numbers. 6.1 Concepts; 6.2 Properties; 6.3 Laspeyres, Paasches and Fisher Indexes; 6.4 Time Series Deflation.
Recommended reading	Guimarães, R.; Sarsfield Cabral, J.A. – Estatística – McGraw Hill Murteira, B.J., <i>et al</i> – Introdução à Estatística – McGraw Hill Murteira, B.J., Black, G.H. – Estatística Descritiva, McGraw Hill Robalo, António – Estatística – Exercício, Vol I e Vol II – Edições Sílabo
Teaching methods	In class
Assessment methods	Final test
Language of instruction	Portuguese

B - Description of individual course units	
Course title	English
Course code	963909
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	Second
Number of credits	5
Name of lecturer	Teresa Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> - Be able to produce business letters, make interviews, and participate in meetings and negotiations; - Describe professional duties; - Be able to correctly use the Business English vocabulary and expressions; - Strengthen grammar structures within the context of Business English
Prerequisites	Intermediate knowledge of the English language.
Course contents	<ul style="list-style-type: none"> - Communication in business; - Description of people and situations - Formal letters and e-mails; - Behaving in society
Recommended reading	<p><i>Oxford Advanced Learner's Dictionary</i>, Oxford, O.U.P., 2002.</p> <p><i>MacMillan English Dictionary for Advanced Learners</i>, Oxford, MacMillan Publishers, 2002.</p> <p>MURPHY, Raymond, <i>English Grammar in Use. With Answers</i>. Cambridge, C.U.P., 2006.</p> <p>THOMSON, A.J., A.V. Martinet, <i>A Practical English Grammar</i>, Oxford, O.U.P., 2004.</p> <p>- Business English glossary in: www.gesbanha.pt/manag/dic.htm</p>
Teaching methods	Lectures and tutorials.
Assessment methods	<p>Continuous assessment:</p> <ul style="list-style-type: none"> - class attendance and tutorials - 30% - written test - 70% <p>Final assessment: written exam - 100%</p>
Language of instruction	English

B - Description of individual course units	
Course title	Corporate Law
Course code	963910
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	Second
Number of credits	5
Name of lecturer	Baeta Neves
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide the students with a complete perspective of the legal framework for economic activities and its agents.
Prerequisites	NA
Course contents	Introduction; commercial acts; general rules for commercial acts; the subjects of commercial activity; the trader's organization; the company; the commercial establishment; company protection; insolvency, bankruptcy, and company recovery; business contracts; credit bonds; commercial companies.
Recommended reading	<p>ABREU, J.M. Coutinho de, <i>Curso de Direito Comercial</i>, 4, Coimbra, Almedina, 2003.</p> <p>ABREU, J.M. Coutinho de, <i>Direito das Sociedades Comerciais</i>.</p>
Teaching methods	Lectures and written exercises.
Assessment methods	Two mid-term exams and a final exam.
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Organizational Behaviour
Course code	963911
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	Second
Number of credits	5
Name of lecturer	Ana Isabel de Santiago Vaz Cotta Guerra Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> - Be able to acquire, identify and integrate the major concepts, theories and approaches of Organizational Behaviour. - Be able to reflect upon theoretical contents of Organizational Behaviour. - Be able to understand the logic underlying research methodologies used in the Organizational Behaviour domain. - Be able to acknowledge the significance of Organizational Behaviour in personal relationships, work relationships and self-knowledge.
Prerequisites	NA
Course contents	<ol style="list-style-type: none"> 1. The human behaviour and the organization 2. People in the organization 3. Behavioural guidelines for organizations 4. The dynamics of organizations 5. Leadership.
Recommended reading	Chiavenato, I. (1992). <i>Teoria Geral da Administração</i> . São Paulo: Mc Graw Hill. Drucker, P. (1999). <i>Desafios da Gestão para o séc. XXI</i> . Lisboa: Editora Civilização. Firmino, M. (2002). <i>Gestão das Organizações: Conceitos e Tendências Actuais</i> . Lisboa: Escolar Editora.
Teaching methods	To support the students in the development of an exploratory study based on the scientific method, involving appropriate research and methodology. To favour and organize oral presentation of the exploratory study in class context. To evaluate the presentation of the exploratory study based in pre-defined criteria. To promote evaluation among colleagues of presentation of the exploratory study based in pre-defined criteria. To provide guidance of exploratory.
Assessment methods	Mid-term exam: 70%. Exploratory study: 30%
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Introduction to Marketing
Course code	963912
Type of course	One-semester course
Level of Course	NA
Year of study	First
Semester/trimester	Second
Number of credits	5
Name of lecturer	José Gaio M. Dias
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Apply the appropriate procedures to implement planned activities. Organise work distribution plans, monitor execution quality and meet the relevant deadlines.</p> <p>Analyse quantitative and financial information on market performance, products, costs and other information with a view to supporting logical and economical market surveys.</p>
Prerequisites	NA
Course contents	Marketing and consumer society: the social dimension of marketing; the consumer; psychosociological variables; theories and study approaches; segmentation; positioning; brand management; marketing-mix; marketing plan; strategic evaluation.
Recommended reading	<p>LINDON, Denis e outros (2004): <i>Mercator XXI. Teoria e Prática do Marketing</i>, Lisboa, Dom Quixote (10^a ed.)</p> <p>KOTLER, Philip (2000): <i>Marketing para o Século XXI</i>, Lisboa, Presença, trad Saul Barata</p> <p>PIRES, Aníbal (2002): <i>Marketing. Conceitos, Técnicas e Problemas de Gestão</i>, Lisboa, Verbo (3.^a ed revista e actualizada)</p>
Teaching methods	Lectures resorting to data show, coursework and on-site visits.
Assessment methods	Practical assignment, mid-term test and final exam.
Language of Instruction	Portuguese

B - Description of individual course units	
Course title	Stocks Management
Course code	963913
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	First
Number of credits	5
Name of lecturer	José Manuel B. P. Nogueira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	In a phase where supply management assumes an increasing importance in all companies, in this course aims at providing the students with theoretical principles and particularly specific tools and techniques, which will allow them to perform professional activities in such sectors as stock and purchase management.
Prerequisites	NA
Course contents	Introduction Economic management of stocks Administrative management of stocks Physical management of stocks Purchase management Computer-based supply and inventory
Recommended reading	- Reis, Lopes dos; Paulino, António (2000), Gestão dos Stocks e Compras, Editora Internacional, 3ª edição, Lisboa. - Zermati, Pierre (2000), A Gestão de Stocks, Editorial Presença, 5ª edição, Lisboa. - Marques, Ana Paula (1993), Gestão da Produção – diagnóstico, planeamento e controlo, Texto Editora, 3ª edição, Lisboa. - Tavares, Luís; Oliveira, Rui; Themido, Isabel; Correia, F. (1996), Investigação Operacional, McGraw-Hill, Lisboa.
Teaching methods	In class
Assessment methods	Exams (face-to-face exams)
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Management and Budgetary Control Systems
Course code	963914
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	First
Number of credits	5
Name of lecturer	Manuel Silvério Garcia Esparteiro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	At the end of the course, the student should know how to model and develop a strategic plan for an organization as a support to management. The student should be acquainted with the tools, concepts and budgetary control methods.
Prerequisites	NA
Course contents	1-Management Accounting Goals. The support of Management Accounting to Organization Management.2- Basic Concepts of Management Accounting. 3 - Calculation of the cost of production and manufacturing systems.4-Cost centres. 5- Budget Management Principles. 6-Annual Budget. 7- Basic Costs. 8-Budgetary Control
Recommended reading	1. Pereira, Carlos Caiano e Victor Seabra Franco, Contabilidade Analítica, Lisboa, Rei dos Livros, 6. ^a edição, 2001; 2. Pereira, Carlos Caiano e Victor Seabra Franco, Contabilidade Analítica – Casos Práticos, Lisboa, Rei dos Livros, 1. ^a edição, 2001
Teaching methods	Theoretical explanation. Problem exploration and practical exercises.
Assessment methods	Continuous Assessment and end-of-semester examination
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Consumer Behaviour
Course code	963915
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	First
Number of credits	4
Name of lecturer	Maria Alexandra Falcão Bento Baptista Vilhena de Carvalho
Objectives of the course (preferably expressed in terms of learning outcomes competences)	This course aims, from the theoretical and practical point of view, to understand the consumption process, its evolution and the variables that influence it as well as the significance of marketing to understand consumer behaviour.
Prerequisites	NA
Course contents	I – Consumption as an Object of Sociological Study. II – Theoretical Approaches to the Consumption Phenomenon. III – Genesis of the Needs and Consumption. IV – Group Influences and Consumption. V – The Process of Consumption and Learning. VI – Media bodies. Production/Consumption relationship and its Impact on Consumer Behaviour.
Recommended reading	BAUDRILLARD, Jean – <i>A sociedade de Consumo</i> – Edições 70 CIPOLLA, M. Carlo – <i>História Económica da Europa Pré-Industrial</i> – Celta Editora DUBOIS, Bernard – <i>Compreender o Consumidor</i> – D. Quixote SANTOS, Beja – <i>O livro dos Consumidores</i> – Bertrand, 1994
Teaching methods	In class
Assessment methods	Final test and two works to be presented and discussed in class
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Business Contracts and Consumer Protection Law
Course code	963916
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	First
Number of credits	5
Name of lecturer	Paula Almeida
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide the students with a complete perspective of the legal framework for economic activities and national and European consumer protection legislation.
Prerequisites	NA
Course contents	Commercial contracts; consumer protection; sources of Consumption Law; institutional boards; advertising; responsibility of manufacturers and consumer convenience.
Recommended reading	ABREU, J.M. Coutinho de, <i>Curso de Direito Comercial</i> , 4ªed., Coimbra, Almedina, 2003; ABREU, J. M. Coutinho de, <i>Lei de Defesa do Consumidor</i> ; Código da Publicidade.
Teaching methods	Lectures and written exercises.
Assessment methods	A mid-term exam and a group assignment. A final exam.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Financial Calculus
Course code	963917
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	First
Number of credits	5
Name of lecturer	Pedro Manuel Frouco Marques
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> - Promote knowledge and application of financial calculus including simple and compound interests and interest rate policies. - Provide knowledge of loans including amortization through direct or periodic repayments.
Prerequisites	NA
Course contents	<ol style="list-style-type: none"> 1. Introduction to the Financial Calculation; 2. Capitalization schemes; 3. Interest rate policies; 4. Loan repayment. Loans and bonds.
Recommended reading	<ul style="list-style-type: none"> - Mateus, Alves (1999), Cálculo Financeiro, Lisboa, Editora Sílabo, 2ª Edição. - Matias, Rogério (2004), Cálculo Financeiro, Teoria e Prática, Lisboa, Editora Escola.
Teaching methods	Attendance-based classes.
Assessment methods	Exams (attending exams)
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Strategic Marketing
Course code	963918
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	First
Number of credits	5
Name of lecturer	Inês Bettencourt da Câmara
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Create a marketing plan adapted to the different activity sectors. Linking the various implications of the marketing mix and new variables within a socio-economic context at local and global level. Identify the main functions and nature of brands; understand the scope of the concept of brand identity and image. Identify the importance of depending on brand loyalty. Create a personal brand. Evaluate a marketing plan, according to several indicators. Design, implement and manage marketing strategies. Analyze the markets, structuring and developing studies that are relevant to the diagnosis of the situation and decision. Be able to make decisions and solve problems in an ever changing environment.</p>
Prerequisites	NA
Course contents	A market-oriented company deals with all the dimensions, forces and trends in its marketplace. To meet these needs, this course addresses such issues as marketing programs, brand management and marketing audit. Working in teams, students develop case studies and group debates.
Recommended reading	<p>PEDRO, Dionísio, et al. Mercator – Teoria e Prática do Marketing. Lisboa: Publicações Dom Quixote, 2000. KOTLER, Philip. Marketing para o Século XXI. Lisboa: Presença, 1999. LAMBIN, Jacques. Marketing Estratégico. Lisboa: McGraw-Hill, 2002. TROUT, Jack. Estratégia de Marketing. M. Books, 2004. WEISSMAN, Arnold. A Arte do Marketing Estratégico. Lisboa: Edições CETOP, 2000.</p>
Teaching methods	In class
Assessment methods	Final test, and presentation and discussion of research works in classroom; or final exam.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Foreign Language – French (Optional)
Course code	963940
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Second
Number of credits	4
Name of lecturer	Sofia Mota
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> - Strengthen the knowledge of the French language and civilization; - Be able to articulate vocabulary and sentence structures in written productions concerning the work environment; - Know and understand the business world, specifically the commerce and service sector; - Deepen the knowledge of the grammatical structures within the context of the course contents.
Prerequisites	Intermediate knowledge of the French language.
Course contents	<ul style="list-style-type: none"> - The different types of French language; - Commerce, industry, and the service sector; - The globalization; - The money; - The organization of work; - Political, economic and social world situation; - Acting in a social and professional environment.
Recommended reading	<i>Dictionnaire du Français</i> , référence apprentissage, dir. Josette Rey-Debove, dictionnaires Le Robert, Clé International. CHEVALIER, Jean Claude, Claire Blanche Benveniste, Michel Arrivé, Jean Peytard, <i>Grammaire du Français Contemporain</i> , Larousse. <i>Bescherel 3, La Grammaire pour tous</i> , Hatier. <i>Bescherel 1, La Conjugation, dictionnaire de douze mille verbes</i> , Hatier.
Teaching methods	Lectures and tutorials
Assessment methods	Continuous assessment: - Class attendance and tutorials - 20 %; Coursework assessment (extra-class) - 40%; Written test - 40 %. Final assessment: Written exam - 100 %.
Language of instruction	French

B - Description of individual course units	
Course title	Foreign Languages - Advanced English (Optional)
Course code	963940
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Second
Number of credits	4
Name of lecturer	Teresa Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> - Fluent and correct use of the English language; - Acquisition of an argumentative and critical attitude when analyzing a text.
Prerequisites	<p>To take this Advanced English course, completion of first-year English course is required.</p> <p>Upper-intermediate knowledge of the English language.</p>
Course contents	<ul style="list-style-type: none"> - Reading and analyzing texts from newspapers and magazines; - Debates led in class on Politics, Economics, Environment, and Culture; - Production of essays on current subjects.
Recommended reading	<p>SWAN, Michael, <i>Practical English Usage</i>, 3rd ed., Oxford, O.U.P., 2005.</p> <p><i>Oxford Advanced Learner's Dictionary</i>, Oxford, O.U.P., 2002.</p> <p><i>MacMillan English Dictionary for Advanced Learners</i>, Oxford, O.U.P., 2002.</p>
Teaching methods	Lectures and tutorials.
Assessment methods	<p>Continuous assessment:</p> <ul style="list-style-type: none"> - class attendance and tutorials - 30% - written test - 70% <p>Final assessment:</p> <p>Written exam - 100%</p>
Language of instruction	English

B - Description of individual course units	
Course title	Foreign Language – German (Optional)
Course code	963940
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Second
Number of credits	4
Name of lecturer	Jorge Lágea
Objectives of the course (preferably expressed in terms of learning outcomes competences)	In this unit emphasis will be given to the acquisition of oral and lexical skills applied to all the commercial correspondence from and to German-speaking companies (memorandums, reports, summaries, CVs etc.). The student should be able to use the German language to analyze graphics and to participate and represent the company in meetings.
Prerequisites	NA
Course contents	Greetings and farewells, Personal data, Numbers, hotel business and Restaurants
Recommended reading	<p>Macaire, Dominique und Nicolas, Gerd (2005) Wirtschaftsdeutsch für Anfänger – Grundstufe. Klett Verlag, Stuttgart</p> <p>Langenscheidts Taschenwörterbuch, Portugiesisch – Deutsch / Deutsch – Portugiesisch. (2001) Langenscheidt, Berlin</p>
Teaching methods	<p>Development of comprehension and writing skills through exercises from the chosen manuals;</p> <p>Development of comprehension and oral skills through simulations and through the analysis of audio and video documents.</p>
Assessment methods	Continuous evaluation with a written test at the end of the semester. Final evaluation with final exam at the end of the semester.
Language of instruction	German

	B - Description of individual course units
Course title	Market Strategy and Development
Course code	963920
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Second
Number of credits	6
Name of lecturer	Maria de Fátima Rodrigues Pedro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Formulate and implement the company's strategy for developing markets.</p> <p>Analyze the various markets.</p> <p>Identify business opportunities.</p> <p>Analyze the Markets, structuring and developing studies that are relevant to the diagnosis of the situation for decision-making.</p> <p>Be able to make decisions and solve problems in an ever-changing environment.</p>
Prerequisites	NA
Course contents	<p>Basic concepts.</p> <p>Strategic Analysis.</p> <p>Strategy design and implementation.</p> <p>Globalization of economies, markets and enterprises.</p> <p>Analyse Eastern Asian, African, North-American and Latin American markets and identify business opportunities.</p>
Recommended reading	<p>ARNOLD, David, The Mirage Global Markets How Globalizing Companies can Succeed as Markets Localize, Prentice Hall, 2003.</p> <p>ARNOUD DEMEYER, WILLIAMSON, Frank, RICHTER, Frank-Jürgen, Global Future: The Next Challenge for Asian Business, Publisher: John Wiley & Sons, 2005</p> <p>FREIRE, Adriano, Estratégia - Sucesso em Portugal, Lisboa, Editorial Verbo, 1997.</p> <p>GEORGE, Zhibingn, ANDRÉ, Gunder Frank, China,s Global Reach: Markets, Multinationlas, and Globalization, Fultus Corporation, 2006.</p>
Teaching methods	In class
Assessment methods	Final test, presentation and discussion of research work in classroom.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Retail Management and Merchandising
Course code	963921
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Second
Number of credits	5
Name of lecturer	José Carlos Duque Rodrigues Pedro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Identify the main factors contributing to sale success; Identify the main factors that guarantee customer's loyalty; Organize and promote motivation and training of sales force. Design and implement point-of-sale and promotion. Create, implement and control after-sales services systems. Select, train and manage sales force teams.
Prerequisites	NA
Course contents	Retail management is an important function in sales and marketing planning. Students will analyse the role of the salesperson and the function of sales management and all the aspects related to retail planning.
Recommended reading	ALVES, Carlos Teixeira. Satisfação do Consumidor. Lisboa: Escolar Editora, 2003 BRITO, Pedro Quelhas. Como Fazer Promoção de Vendas. Lisboa: McGraw-Hill, 2000 CUMMINS, Julian. A Promoção de Vendas. Lisboa: Pub. E-A, 2000 DIONÍSIO, Pedro et al. Mercator – Teoria e Prática do Marketing. Lisboa: Publicações Dom Quixote, 2000 MACHURET, Jean-Jacques, Dominique Deloche e Jacques Charlot d' Amert. Comerciator – Teoria e Prática da Via da Qualidade nos Sistemas de Venda. Lisboa: Pub. D. Quixote, 1993 MASSON, J. E. Que é o Merchandising?. Lisboa: Cetop, 1997 STANTON, William. Administração de Vendas. Editora LCT, 2000
Teaching methods	In class
Assessment methods	Final test, presentation and discussion of research works in classroom, or final exam.
Language of instruction	Portuguese

B – Description of individual course units	
Course title	Human Resource Management
Course code	963922
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Second
Number of credits	6
Name of lecturer	Pedro Dias dos Santos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To publicize the students an overview of human resources management and some of the essential tools of the same in order to facilitate the work in managing the business in general and with regard to uniting people to achieve the objectives and to address and respond to problems in another.
Prerequisites	NA
Course contents	The place and role of Human Resources Management in the development business. 2 - Analysis of different factors at the Human Resources Management. Linking the practice of Human Resource Management with the strategy of company. Administration. Legal framework. Analysis and job description. Evaluation of performance. Organization and planning careers. Recruitment and selection of personnel. Systems of remuneration. Training and training. Motivation. organizational change
Recommended reading	Câmara, P. Guerra, P. Rodrigues, J. (2000). Humanator – Recursos Humanos e Sucesso Empresarial. Publicações. D. Quixote. Ceitel, Mário (2006) Gestão dos Recursos Humanos para o séc. XXI, Edições Sílabo. Chiavenato, I. (2000). Recursos Humanos. Colecção Atlas. Chiavenato, I. (2006). Recursos Humanos. Edição Compacta, Colecção Atlas
Teaching methods	Expositive and Active
Assessment methods	Theoretical and practical classes. The evaluation of the discipline is through the final examination. But the students are allowed the opportunity to waive the examination by carrying out a test with written notice of at least 10 values. The test will have a weighting of 100%.
Language of instruction	Portuguese

B – Description of Individual Course Units	
Course title	Corporate Communication
Course code	963923
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Second
Number of credits	5
Name of lecturer	José Gaio M. Dias
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Create and apply a communication plan applied to a given concept, product or service; ensure the conditions for an effective communication with the target audience; understand the significance of evaluation; decide as a function of available media and supports; manage the institutional communication media and the external and internal communication media.
Prerequisites	NA
Course contents	What is communication? The communication process; the communication organization and management; the internal corporate communication; the external corporate communication; the media; corporate communication types; communication tools, strategy and planning.
Recommended reading	<p>RIES, AI; RIES, Laura (2002): A Queda da Publicidade e a Ascensão das Relações Públicas, Lisboa, Editorial Notícias, trad Luís Paixão Martins</p> <p>LINDON, Denis e outros (2004): Mercator Lisboa, Publicações Dom Quixote (10.ª ed)</p> <p>GRANADO, António; MALHEIROS, José Vítor (2001), Como falar com jornalistas sem ficar à beira de um ataque de nervos: guia para investidores e profissionais de comunicação, Lisboa, Gradiva.</p> <p>MARTINS, Luís Paixão (2002): Schiu... Está Aqui Um Jornalista, Lisboa, Editorial Notícias (2.ª edição)</p>
Teaching methods	Lectures resorting to data show, coursework and on-site visits.
Assessment methods	Practical assignment, mid-term test, final exam.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	International Economic Relations
Course code	963924
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Second
Number of credits	5
Name of lecturer	Maria do Rosário Baeta Neves (Professor)
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Using sources of statistical and bibliographic data, students should be able to understand and describe the main international economic and political problems and rules.
Prerequisites	NA
Course contents	Characterization of international organizations evaluating the impact in the micro and macroeconomic equilibriums of the respective common politics and applicable rules to the international transactions. Analysis of the composition, origin and destination of transactions. Development of relevant subjects in current and future contexts of international relations.
Recommended reading	Medeiros, Eduardo Raposo (2000), <i>Economia Internacional</i> , Lisboa, ISCSP. Medeiros, Eduardo Raposo de (1998), <i>Blocos Regionais de Integração Económica no Mundo</i> , Lisboa, ISCSP. Porto, Manuel (2001), <i>Teoria da Integração e Políticas Comunitárias</i> , Lisboa, Livraria Almedina. Porto, Manuel et al (1999), <i>Organizações Internacionais</i> , Lisboa, Fundação Calouste Gulbenkian.
Teaching methods	Topic units of the study program are presented through lectures and case study analyses.
Assessment methods	The student can choose between: <ul style="list-style-type: none"> a) Continuous assessment: individual mid-term reports with a minimum arithmetic average of 10 marks. b) Final exam: minimum grade of 10 marks.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Distribution Marketing
Course code	963925
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	First
Number of credits	5
Name of lecturer	Jorge Manuel Martins
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Design an appropriate distribution plan adapted to the different activity sectors: recognise advantages and disadvantages of the different distribution circuits; master the management techniques and methods of sales point as a function of their typology. Manage distribution and logistic channels at strategy and operations level.
Prerequisites	NA
Course contents	Organizational and final customers. Marketing policies of distributors. Organization and management of channels and salesforces. Modern distribution and value creation. The new corporate paradigm of the "value-added network". Supply and demand in a global network economy. The different markets and distribution social networks.
Recommended reading	BRITO, Carlos Melo e outros (2000): <i>Os Horizontes do Marketing</i> , Lisboa, Verbo. CARVALHO, José Crespo e outros (2001): <i>E-Business e Distribuição. Sectores em Mudança</i> , Lisboa, Bertrand. CARVALHO, José Crespo; DIAS, Eurico Brilhante (2004): <i>Estratégias Logísticas. Como Servir o Cliente a Baixo Custo</i> , Lisboa, Sílabo. CASTELLS, Manuel (2002, 2003): <i>A Era da Informação. Economia, Sociedade e Cultura</i> (3 vols.), Lisboa, Fundação Gulbenkian. KOTLER, Philip (2000): <i>Marketing para o Século XXI</i> , Lisboa, Presença
Teaching methods	Lectures
Assessment methods	Continuous assessment: fieldwork under the lecturer's supervision. Fieldwork has an impact on assessment: written project report (10% of final grade), progress report (20% of final grade) and final report with public presentation (20%) or Final Exam.
Language of instruction	Portuguese

	B - Description of individual course units
Course title	e-Marketing and e-Business
Course code	963926
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	First
Number of credits	5
Name of lecturer	José Ribeiro Mendes. Célio Gonçalo Marques. Inês Bettencourt da Câmara
Objectives of the course (preferably expressed in terms of learning outcomes competences)	This course aims to systematize concepts and strategies for online presence for the creation and development of electronic businesses. Know and use tools and utilities to the presence in virtual markets. Establish an implementation plan for an electronic business.
Prerequisites	NA
Course contents	What is Relational Marketing? Customer Relationship Management (CRM). Acquisition and retention of customers. The electronic media in the service of relational marketing. Database marketing. Introduction to Data Mining. Information and Knowledge Society. eCommerce. eWork. Legislation. Safety and Protection Data. Information Systems in the Organizations. Communications Infrastructures. Internet Presence. Tools. Internet Applications and Services.
Recommended reading	Mendes, J. R., <i>Comércio Electrónico</i> , AIDTIC, IPT, 2008. Mendes, J. R., <i>Teletrabalho</i> , AIDTIC, IPT, 2008. Mendes, J. R., <i>Segurança</i> , AIDTIC, IPT, 2008. Mendes, J. R., <i>Legislação</i> , AIDTIC, IPT, 2008. Mendes, J.R., Marques, Célio C.G., Silva, V., Campos, R., <i>A Internet</i> , AIDTIC, IPT, 2008.
Teaching methods	In Class
Assessment methods	Test (60%) + Project (40%)
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Market Surveying
Course code	963927
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	First
Number of credits	6
Name of lecturer	Francisco Paulo Vilhena Antunes Bernardino Carvalho. Maria de Fátima Rodrigues Pedro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	By the end of the course, students must have necessary knowledge to conduct a market study, since its definition, questionnaire, information gathering and its treatment. The course will be divided in modulus, where the issues of the course contents will be approached.
Prerequisites	NA
Course contents	I – Complements in Data Analysis. 1.1 Hypothesis Tests and Confidence Intervals; 1.2 Non-Parametric Tests; 1.3 Simple and Multiple Linear Regression; 1.4 Cross-Tabs. II – Introduction to Market Research. 2.1 Concepts, Process and Industry; 2.2 Definition and Objectives of Study; 2.3 Information Sources; 2.4 Information Gathering. III – Gathering, Preparation, Analysis and Presentation. 3.1 Conjoint Analysis; 3.2 Factorial Analysis; 3.3 Discriminante Analysis; 3.4 Perceptual Maps; 3.5 Multidimensional Scalling.
Recommended reading	Burn, Alvin; Bush, Ronald F. – <i>Marketing research, online research applications, 4ed</i> – Prentice Hall, 2003 Malhotra, N. K. – <i>Marketing Research 4ed</i> – Prentice Hall, 2003 Malhotra, N. K.; BIRKS, David F. – <i>Marketing Research, an applied approach, 2ed</i> – Prentice Hall, 2003
Teaching methods	In class
Assessment methods	Final test
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Project Analysis
Course code	963928
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	First
Number of credits	5
Name of lecturer	Manuel Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Knowledge of project analysis concepts and methods. Ability to design and analyse investment projects.
Prerequisites	NA
Course contents	<ol style="list-style-type: none"> 1. Investment projects 2. Preliminary studies 3. Organization of investment projects 4. Concepts and methods of investment appraisal 5. Economic analysis of project feasibility 6. Project financing 7. Investment equity analysis
Recommended reading	<ul style="list-style-type: none"> - Barros, H. (2005) <i>Análise de Projectos de Investimento</i>, Edições Sílabo, Lisboa. - Cebola, A. (2005) <i>Elaboração e Análise de Projectos de Investimento – Casos Práticos</i>, Edições Sílabo, Lisboa. - Soares, J. O. et alii (2006) <i>Avaliação de Projectos de Investimento na Óptica Empresarial</i>, Edições Sílabo, Lisboa.
Teaching methods	Classes are both theoretical and theoretical-practical, the theoretical issues being followed by practical cases and exercises, with the active participation of students.
Assessment methods	<p>A final written test. Students attending at least two thirds of total number of classes may be exempt from taking final test, being assessed through a written test with a minimum pass mark of 10 points (out of a 0-20 scale).</p> <p>Final grade may be increased up to 1 point with basis on students' assiduity and class participation.</p>
Language of instruction	Portuguese.

B - Description of individual course units	
Course title	Brand Management
Course code	963929
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	First
Number of credits	4
Name of lecturer	Inês Bettencourt da Câmara
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>The students should be able to design a brand strategy in its various levels, both in terms of its scope, association with other products, communication.</p> <p>The course also deals with brand and management of franchise systems and trade centres (anchor stores, insignia, brand positioning, etc.), management of institutional communication channels and internal marketing policies.</p> <p>Design and execution of a marketing plan.</p>
Prerequisites	NA
Course contents	The students will be able to recognize and manage aspects related to the creation and growth of a powerful brand. Marketing, graphic, legal and financial aspects are discussed. Team work and student presentations are crucial for the success of this course.
Recommended reading	<p>ALVES, Carlos Teixeira. Satisfação do Consumidor. Lisboa: Escolar Editora, 2003</p> <p>BRITO, Pedro Quelhas. Como Fazer Promoção de Vendas. Lisboa: McGraw-Hill, 2000</p> <p>CUMMINS, Julian. A Promoção de Vendas. Lisboa: Pub. E-A, 2000</p> <p>DIONÍSIO, Pedro et al. Mercator – Teoria e Prática do Marketing. Lisboa: Publicações Dom Quixote, 2000</p> <p>MACHURET, Jean-Jacques, Dominique Deloche e Jacques Charlot d' Amert. Comerciator – Teoria e Prática da Via da Qualidade nos Sistemas de Venda. Lisboa: Pub. D. Quixote, 1993</p>
Teaching methods	In class
Assessment methods	Final test, presentation and discussion of research works in classroom, or final exam.
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Prospective Analysis and Planning
Course code	963930
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	First
Number of credits	5
Name of lecturer	Luís Carlos Cardoso
Objectives of the course (preferably expressed in terms of learning outcomes competences)	At the end of the course, students should have acquired prospective and diagnostic skills on business planning and be able to apply methodologies and research techniques used by modern economic science both at local and regional level.
Prerequisites	NA
Course contents	Basic concepts of business planning. Diagnosis of a geographic space including demographic, economic and social aspects. Prospective planning intervention. Evaluation methods in alternative plannings: cost-benefit and multicriteria.
Recommended reading	<p>Godet, Michel (1997), <i>Manuel de Prospective Stratégique</i>, vol. I e II, Paris, Dunod.</p> <p>Jouvenel, Hugues de (1993), "Sur la démarche prospective: un bref guide méthodologique", <i>Futuribles</i>, 179, Septembre, Paris, pp. 51-71.</p> <p>Lopes, A. Simões (1980), <i>Desenvolvimento Regional: Problemática, Teoria e Modelos</i>, Lisboa, Fundação Calouste Gulbenkian.</p> <p>Reigado, Felisberto Marques (2000), <i>Desenvolvimento e Planeamento Regional: Uma Abordagem Sistémica</i>, Lisboa, Editorial Estampa.</p>
Teaching methods	Course contents are presented through lectures and case study analyses.
Assessment methods	<p>Students can choose between:</p> <p>a) Continuous assessment: individual mid-term reports with minimum arithmetic average of 10 marks.</p> <p>b) Final exam: minimum grade of 10 marks.</p>
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Applied Management Project
Course code	963931
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	Second
Number of credits	6
Name of lecturer	Carlos Duarte / Fátima Pedro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Development of skills to promote learning through practical experience, providing students with knowledge to use the tools of theoretical preparation and evaluation of an investment project that supports investment-related decision-making process.
Prerequisites	Basic concepts of management.
Course contents	1-Theory of investment projects. 2- Market studies. Industry analysis 3- Distribution systems at different stages in the value chain. 4- Technical, operational and organisational studies. 5- Economic and financial evaluation of investment projects 6- Sensitivity and risk analysis. 7- Theory and decision-making.
Recommended reading	1- Costa, Horácio e Ribeiro, Pedro (2004). <i>Criação & Gestão de Microempresas & Pequenos Negócios</i> , Lisboa: Lidel-Edições Técnicas. 2- Carvalho, João (1999). <i>Cultura Empresarial e Criação de Empresas</i> . Lisboa: Edições Sílabo. Páginas – 21:189.
Teaching methods	Theoretical-practical classes in which theory is presented and discussed, with presentation of case studies that support the theoretical field. Students execute Business Plans with the lecturer's supervision.
Assessment methods	Presentation and discussion of the Analysis/Opportunity Plan, the Business Plan and the Final Report of the Project. Examination for failing students.
Language of instruction	Portuguese

	B – Description of individual course units
Course title	Commerce and Services
Course code	963932
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	Second
Number of credits	6
Name of lecturer	António Manuel Monteiro Luzio Marques. Pedro Miguel Serejo Mateus
Objectives of the course (preferably expressed in terms of learning outcomes competences)	- Sensitise the students to the need/usefulness of knowing the insurance sector at the concept, principles, organization, business and market level. - Sensitise the students to the significance of risk transfer the economical and fiscal advantages of insurance products.
Prerequisites	NA
Course contents	Historical context of insurance activity; insurance activity framework; the insurance contract; insurance types; consumer rights and insurance companies; insurance activity and the capital market; the difficulties of Welfare State; market, commercial organization and results; solvency II, introduction to real estate market; real estate market survey; construction licensing; evaluation of real estate investments; real estate project financing; real estate law; real estate taxation; real estate marketing, promotion and mediation; building management;
Recommended reading	-Cosciência, Eurico Heitor -Sobre seguros Casos Práticos, 3ª Edição – Revista Actualizada e Ampliada Editora:Almedina -Geraldés, António Santos Abrantes - Temas de responsabilidade Civil – 1º Volume Indemnização do dano de privação de uso – 2ª Edição - Almedina -Chiavenato, Idalberto, "Recursos Humanos", S. Paulo, Ed. Atlas, 1989
Teaching methods	Lectures
Assessment methods	Insurance activity: Final test or final exam. Real estate market: Assignments with oral presentation and final exam.
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Quality Management
Course code	963933
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	Second
Number of credits	4
Name of lecturer	Isabel Maria Neves Monteiro Freire dos Santos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Mainstream organizations that have adopted the GQT and continuously improve quality management systems. Develop communication skills, motivation and teamwork needed to GQT and models of self-evaluation. Devising a Quality System meeting the requirements of the standard NP EN ISO 9001:2000. Solving problems in a structured manner using the right tools to do so.
Prerequisites	NA
Course contents	The concept and definitions of quality; The Quality in Portugal: The Portuguese Quality System (SPQ); Quality Management System: The family of standards ISO 9000:2000. Introduction to Evaluation System: Technical Audit (NP EN ISO 19011:2003). Quality Tools. Costs of Quality. By Total Quality Management. Other benchmarks: Environmental Management Systems (NP EN ISO 14001:2006); Systems Management of Corporate Social Responsibility (SA 8000:2001); Management Systems Research, Development and Innovation (NP 4456/4457/4458: 2007).
Recommended reading	CROSBY, Philip B. (1979); <i>Quality is Free</i> ; New York; Mcgraw-Hill, Inc ISHIKAWA, Kaoru (1985); <i>What is Total Quality Control? The Japanese Way</i> ; London; Prentice-Hall, Inc. JURAN, J. M. e GRZYNA, Frank M.(1993); <i>Quality Planning and Analysis</i> ; 3. ^a edição; New York; Mcgraw-Hill, Inc PIRES, A. Ramos (2004); <i>Qualidade – Sistemas de Gestão de Qualidade</i> ; 2. ^a edição; Lisboa; Edições Sílabo SOIN, Sarv Singh (1992); <i>Total Quality Control Essentials</i> ; New York; Mcgraw-Hill, Inc.
Teaching methods	Lectures and practical classes with resolution of practical exercises. Research oriented work.
Assessment methods	Continuous assessment: theoretical and practical work, short work of research to be presented in class, exercises in class and final test. Not continuous assessment: theoretical and practical work and written exam.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Corporate Internationalization
Course code	963934
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	Second
Number of credits	6
Name of lecturer	Maria de Fátima Rodrigues Pedro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Develop a plan for internationalisation of micro and SMEs. Identify business opportunities. Think over the importance of globalization in the open market. Be able to make decisions and solve problems.
Prerequisites	NA
Course contents	Globalisation and corporate internationalisation are the main topics of this course. Students will be provided with theoretical concepts that will allow them to analyse and implement the process of internationalisation of a business firm. Strategy, culture, marketing, finance and legal aspects are discussed. EU and other potential markets are discussed. Funding and project management are also analysed.
Recommended reading	Brito, Pedro, Alves, José, Silva, Libório, (2002). Experiências de Internacionalização - A Globalização das empresas Portuguesas, Centro Atlântico, Lisboa. George, Zhibin Gu, Andre, Gundu Frank, (2006). "Markets, Multinationals and Globalization", Fultus Corporation. Bartlett, Christopher A., Ghoshal, Sumantra e Birkinshaw, Julian (2004), Transnational Management: Text, Cases, and Readings in Cross-Border Management, 4 ^a Ed., McGraw-Hill. Finuras, Paulo, (2003).
Teaching methods	Lectures and practical lessons materials using practical applications, real or simulated.
Assessment methods	Final testing and presentation and discussion of research work in classroom
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Management of Family Companies
Course code	963935
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	Second
Number of credits	3
Name of lecturer	António Anacleto Viegas Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Acquire knowledge, skills and abilities in the particular field of family business; the interaction between company systems and the succession of family businesses problematics.
Prerequisites	NA
Course contents	The concept of family companies; Strong and Weak points of family companies; The life cycle of family companies; The succession in the family company; family company management agencies; The institutionalization of family companies; Corporate Governance in family companies.
Recommended reading	Rock, Stuart, Empresas Familiares, (2005), Edições CETOP Ussman, Ana Maria, Empresas Familiares, (2004), Edições Sílabo Lima, Maria, Grandes Famílias Grandes Empresas, (2003), Publicações Dom Quixote. Loureiro, Maria, O Problema da Sucessão nas Empresas Familiares, O caso da indústria dos moldes, (2001), Serviços de Economia e Gestão Gallo, Miguel e Ribeiro, Vítor, A Gestão das Empresas Familiares, (1996), Cadernos Iberconsult.
Teaching methods	Theoretical and practical presentation with examples, exercises and orak and written applications. Practical assignments on topics dealt with.
Assessment methods	Practical works with presentation, 40% and test, 8 (eight) points minimum, 60%. Students who do not meet the prior requirement (mark below 10 points) may sit an exam, 100%.
Language of instruction	Portuguese

B – Description of individual course units	
Course title	Services Marketing
Course code	963936
Type of course	One-semester course
Level of Course	NA
Year of study	Third
Semester/trimester	Second
Number of credits	5
Name of lecturer	José Gaio M. Dias
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Understand the specificity of services marketing and its growing importance in the developed countries; Adapt the services as a function of the customer quality/satisfaction relationship; Create and evaluate a marketing plan for a service providing company.
Prerequisites	NA
Course contents	Service characterization; Services and commercialization; Service marketing; The specificities of services marketing; The service purchasing process; Service quality and customer's satisfaction; Marketing management of services companies; Positioning and segmentation; Service strategic management; Services and webmarketing.
Recommended reading	VIEIRA, José Manuel Carvalho (2000): <i>Inovação e Marketing de Serviços</i> , Lisboa, Verbo BATESON, John; HOFFMAN, K. Douglas (2001): <i>Marketing de Serviços</i> , Porto Alegre, Artmed-Bookman, trad Lúcia Simonini PIRES, Aníbal (2002): <i>Marketing. Conceitos, Técnicas e Problemas de Gestão</i> , Lisboa, Verbo (3.ª ed revista e actualizada) LINDON, Denis e outros (2004): <i>Mercator XXI. Teoria e Prática do Marketing</i> , Lisboa, Dom Quixote (10ª ed.) KOTLER, Philip (2000): <i>Marketing para o Século XXI</i> , Lisboa, Presença, trad Saul Barata
Teaching methods	Lectures resorting to data show, coursework and on-site visits.
Assessment methods	Practical assignment, mid-term test and final exam.
Language of instruction	Portuguese