

BUSINESS MANAGEMENT

Coordinator: João Manuel da Silva Carvalho • jcarvalho@ismai.pt

Who is this course for? People who have a Bachelor's degree in Communication Sciences, Accounting, Economics, Business Management, Marketing Management, Human Resource Management, Sport Management, Computer Science for Business Management, Public Relations, Tourism, a similar subject, or a legal equivalent.

Publication in the Official Gazette: Notice no. 10782/2015 (2nd series), no. 185 of 22 September

The main aim of this Master's course is to train professionals who have skills in the different fields of management, i.e. its strategic, operational and technological aspects. Students of the Master's degree in Business Management should develop scientific and functional skills in the field of management that are cross-cutting and multidisciplinary and allow them to implement strategic and operational solutions focused on the market, founded on a high-value supply of products and/or services that help enhance social sustainability and the well-being of society.

The course allows students to acquire and update knowledge, increase their employability and pursue an academic career if they wish.

Individual course units of the course can be attended, up to 45 ECTS, even if students have not yet completed their Bachelor's degree. Completion of the course's first year units grants students a Postgraduate diploma in Business Management.

Professional opportunities

All professions in the field of business management: general manager, finance director, director of marketing, director of human resources, as well as all planning, organisation, coordination and control duties within organisations.

What makes this course different?

This Master's course is adapted to non-managers who wish to develop their skills in business sciences. The course has been attended by graduates and professionals in health, engineering, computer science, psychology, law, tourism and sport, as well as managers and accountants.

The course is taught in the evening, outside normal working hours, although it can also be taught as a daytime course if enough students are interested.

The Master's course enables students to develop entrepreneurial characteristics and helps them to create their own businesses. These skills also mean that graduates from the Master's degree in Business Management at ISMAI are better qualified to carry out duties as general managers or managers of particular departments in any area of business and have an intrapreneurial perspective. Candidates who hold an undergraduate degree from before the Bologna process, or who have completed at least 180 ECTS without finishing a degree, or who have relevant work experience, may be awarded credits on this Master's course.

YEAR 1
SEMESTER 1 • 30 ECTS

- 4 Strategic Planning
 - 5 Fundamentals of Accounting (a)
 - 5 Management Control and Financial Reporting (a)
 - 5 Business Finance
 - 4 Business Economics (b)
 - 4 Advanced Topics of Organisational Psychology (b)
 - 5 Applied Marketing
 - 4 Entrepreneurship and Innovation
 - 3 Company Law
-

YEAR 1
SEMESTER 2 • 30 ECTS

- 3 Taxation
 - 5 Management of Knowledge and Intellectual Capital
 - 4 Team Leadership
 - 4 Research Methods
 - 3 Decision Support Systems
 - 3 Research Project
 - 4 Operations Management
 - 4 Skills Management and Assessment (c)
 - 4 Communication Techniques (c)
-

YEAR 2
SEMESTER 1 • 30 ECTS

- 30 Dissertation or Project
-

YEAR 2
SEMESTER 2 • 30 ECTS

- 30 Dissertation or Project

(a) (b) (c) Optional. Choose one of the two course units.

NOTE: The request to record the changes to the course structure for subsequent publication in the Official Gazette, sent to the Directorate-General for Higher Education (DGES), is still pending.