



BUSINESS SCIENCES – 1st cycle

Courses offered during Winter semester (academic year 2026-27)

Companies Management (1st year, 5 ECTS)

Syllabus:

1. The company as a system
2. Organisational structures
 - a) Determinants of structure
 - b) Types of structures
3. Decision-making
 - a) Process
 - b) Models and tools
4. Quality management
 - a) Quality tools (Pareto chart; Ishikawa diagram; Control charts)
 - b) Quality costs (Prevention and evaluation costs; Internal and external failure costs)
 - c) Lean Management (Objectives; Losses; Tools)
 - d) Six Sigma (Objectives; Tools)
 - e) Quality in services (Quality: definition, models and evaluation; Satisfaction: definition, models and evaluation; Failure management: customer recovery and retention)

Assessment:

2 tests (70%) + exam (30%)

Bibliography:

- [1] Bitner, M. J. e Zeithaml, V. A. (2000). Services Marketing (2nd Ed.). New -York, McGraw Hill.
- [2] Chase, Jacobs & Aquilano (2006), Administração da Produção e Operações, McGraw Hill, 11^a Ed.
- [3] Hoffman, J. e Bateson, K. (2003) Princípios de Marketing de Serviços, Ed. Thompson.
- [4] Kumar, M. and Antony, J. (2014), Lean Six Sigma Research and Practice, bookboon.com
- [5] Teixeira, S., (2022), Gestão das Organizações, 4^a Ed., Escolar Editora

Marketing and Corporate Communication (2nd year, 5 ECTS)

Syllabus:

1. Definition, Concepts, Process, and Functions of Marketing
2. The Evolution of Marketing's Primary Function
3. From Marketing Orientation to Market Orientation
4. The Marketing Environment
5. Consumer Behavior

6. Segmentation, Differentiation, and Positioning
7. Strategic Planning and Marketing Audit
8. Marketing Mix Management
9. Corporate Communication Management

Teaching methodology and assessment:

The course content will have a theoretical approach (complemented through various readings, expository, interrogative and demonstrative methodology), and a practical approach (through the execution, presentation and discussion in class of practical work and applied business cases (theoretical-practical classes), which requires the correct application of the acquired theoretical knowledge and its correct communication, enhancing the capacity for self-learning.

The course adopts a continuous assessment system:

- Written knowledge assessment test (50%);
- Team work (20%);
- Final comprehensive exam (30%)

Bibliography:

- [1] Cravens, D. & Piercy, N. (2012). Strategic Marketing. Sinagapore: McGraw-Hill
- [2] Kotler, P. & Keller, K.L. (2015). Marketing Management, 15 edition, Prentice Hall.
- [3] Kotler, P., Hermawan, K. e Setiawan, I. (2012). Marketing 3.0: As Forças que Estão Definindo o Novo Marketing Centrado no Ser Humano. Editora: Campus Elsevier.
- [4] Kotler, P., Setiawan, I. e Hermawan, K. (2017). Marketing 4.0: Mudança do tradicional para o digital. Coimbra: Actual Editora.
- [5] Kotler, P., Setiawan, I. e Hermawan, K. (2021). Marketing 5.0: Tecnologia para a humanidade. Coimbra: Actual Editora.
- [6] Lambin, J.J. (2004). Marketing Estratégico, Lisboa: McGraw Hill.
- [7] Mcdonald, M. & Wilson, H. (2016). Marketing Plan. UK: John Wiley & Sons.
- [8] Rodrigues, V. et al. (2018). Mercator 25 anos: Marketing na era digital. Lisboa: Dom Quixote.
- [9] Smith, P. & Taylor, J. (2004). Marketing Communications: An Integrated Approach. London: Kogan Page.
- [10] De Oliveira, C. (2020). Marketing pós-digital: O Marketing à medida do ser humano. Coimbra: Actual Editora.

Financial Markets and Products (3rd year, 5 ECTS)

Syllabus:

1. Financial System
2. Fixed Income Instruments
3. Equity Instruments
4. Derivatives
5. Foreign Exchange Instruments
6. Money and Monetary Policy

Assessment:

Continuous assessment with comprehensive exam.

The knowledge assessment consists of a set of 3 tests, carried out throughout the semester, and a Final Exam, to be held at the end of the semester. For the purposes of calculating the final grade, only the two best grades obtained by the student in the three Interim Tests are considered. The grade obtained in the final exam will always be considered for the calculation of the final grade.

Bibliography:

- [1] Fabozzi, Frank, Franco Modigliani and Frank J. Jones (2010). "Foundations of Financial Markets and Institutions". Prentice Hall, Pearson Education, Inc., 4/E.
- [2] Fabozzi, Frank. (2013). "Bond Markets, Analysis, and Strategies". Prentice Hall, Pearson Education, Inc., 8/E.
- [3] Madura, Jeff (2017). "International Financial Management". 12/E. South-Western Cengage Learning.
- [4] Damodaran, Aswath (2011). "Applied Corporate Finance". John Wiley & Sons, Inc., 3/E.

Corporate Strategy (3rd year, 5 ECTS)

Syllabus:

1. Strategic planning.
2. Phases and tools.
3. Business strategy.
4. Segmentation and positioning.
5. The consumer's purchasing decision process.
6. The marketing mix: product, price, communication, distribution.
7. Service quality.
8. The business plan.

Assessment:

Continuous assessment + exam

Team assignment: 30%

Individual assignment: 40%

Exam: 30%

Bibliography:

- [1] Freire, A. (2020) Estratégia Criação de Valor Sustentável em Negócios Tradicionais e Digitais, Bertrand Editora.
- [2] Teixeira, S. (2020) Gestão Estratégica, Escolar Editora, 2^a Ed.

Operations and Logistics Management (3rd year, 5 ECTS)

Syllabus:

1. Introduction to operations management
2. Strategic operations management
3. Service operations management
4. Logistics and logistics management
5. Warehouse and inventory management
6. Integrated supply chain management
7. Transportation in the supply chain management

Teaching methodology and assessment:

The course resorts to theoretical presentations, conceptual clarification, and calculations. The lectures are a mix of theoretical and practical sessions, complementing the theoretical exposition with the solving of exercises and problem cases.

The continuous assessment final grade has two components: continuous assessment, 6 tests, homework assignments and comprehensive exam

Bibliography:

- [1] Bordoloi, S., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2023). Service management: operations, strategy, information technology (10th ed.). McGraw-Hill Higher Education.
- [2] CSCMP, Council of Supply Management Professionals (2013). Supply Chain Management: Terms and Glossary. Disponible online > Educate >> SCM Definitions and Glossary of Terms>
- [3] Jacobs R. F., & Chase, R. B. (2023). Operations and Supply Chain Management - The core (6th ed.). McGraw Hill.
- [4] Reid, R. D., & Sanders, N. R. (2020). Operations Management: An Integrated Approach (7th ed.). Wiley.
- [5] Slack, N., Brandon-Jones, A., & Johnston, R. (2013). Operations management (7th ed.). Pearson.
- [6] Taylor III, B. W. (2019). Introduction to Management Science (13th ed.). Pearson.

Digital Marketing (3rd year, 5 ECTS)

Syllabus:

- 1. Introduction to Digital Marketing
 - 1.1 Marketing Evolution
 - 1.2 Impacts and Transformation
 - 1.3 Blended Marketing/Phygital
- 2. Company and Digital Marketing
 - 2.1 Digital Marketing Plan
 - 2.2 Research
 - 2.3 Target Audience vs. Buyer Persona
 - 2.4 SWOT Analysis
 - 2.5 The P's of Digital Marketing
- 3. Digital Marketing, Content, and Media
 - 3.1 Content Marketing
 - 3.2 Inbound Marketing
 - 3.3 Mobile Marketing
 - 3.4 Visual Marketing
 - 3.4 Lateral Marketing
- 4. Channels, Tools, and Metrics
 - 4.1 Website and Online Store
 - 4.2 Channels, Tools, and AI
 - 4.3 SEO - Search Engine Optimization
 - 4.4 SEM - Search Engine Marketing

Teaching methodology and assessment:

Digital Marketing is a theoretical-practical course unit.

Therefore, the teaching method includes theoretical presentation of content, in accordance with the course syllabus. After the presentation, a classroom discussion will be held whenever necessary, focusing on practical cases and market examples. Furthermore, depending on the subject matter, students may be asked to develop small practical exercises based on the respective content.

In the first few classes, the practical work to be done will be defined, as well as small work groups (two students). Throughout the classes, classroom work will also be assigned, with follow-up work at home.

Assessment: company characterization 15%, marketing plan 55%, comprehensive exam 20%, class attendance and participation: 10%

Bibliography:

[1] Chaffey, D. & Ellis-Chadwick, F. (2015). Digital Marketing: Strategy, Implementation and Practice. Pearson, England, Essex.

[2] Kotler's books are referenced in English, Spanish, and French editions.

During classes, online sources (blogs, websites, videos, and others) will be referenced and posted on the Canvas platform for further reading.



Courses offered during Spring semester (academic year 2026-27)

Statistics and Quantitative Methods in Management (1st year, 6 ECTS)

Syllabus:

1. Basic statistical concepts
 - 1.1 Objectives of statistics
 - 1.2 Types of variables
 - 1.3 Population and sample
 - 1.4 Phases of statistical analysis
2. Descriptive statistics
 - 2.1 Frequency distribution table
 - 2.2 Graphic representation of frequency distributions
 - 2.3 Measures of central tendency
 - 2.4 Measures of position
 - 2.5 Measures of variability
 - 2.6 Skewness and kurtosis
 - 2.7 Measures of concentration
3. Association between two variables
 - 3.1 Degree of association between variables
 - 3.2 Simple linear regression
4. Probabilities and random variables
 - 4.1 Concept of probability
 - 4.2 Discrete random variables
 - 4.2.1 Probability function and probability distribution function
 - 4.2.2 Characterization of some distributions

- 4.3 Random continuous variables
 - 4.3.1 Probability density function and probability distribution function
 - 4.3.2 Characterization of some distributions
- 5. Estimation by confidence intervals
 - 5.1 Definition of confidence intervals
 - 5.2 Confidence intervals for the expected value
 - 5.3 Confidence intervals for a proportion
- 6. Parametric hypothesis testing
 - 6.1 Construction of hypothesis tests
 - 6.2 Hypothesis tests for variances
 - 6.3 Hypothesis tests for means
 - 6.4 Hypothesis tests for proportions
- 7. Multiple linear regression model
 - 7.1 Assumptions of OLS
 - 7.2 Individual and global significance
 - 7.3 Forecasting

Teaching methodology and assessment:

This course uses an expository, descriptive and demonstrative methodology within the scope of theoretical-practical classes, resorting to the resolution of practical situations that allow the application of the syllabus contents.

The assessment of this course is a continuous (test and tasks: 60%) with a comprehensive exam (40%).

Bibliography:

- [1] Fernando, M. (2009). Statistics for Business and Economics. Marcelo Fernandes & Ventus Publishing. Bookboon.com.
- [2] Jonsson, R. (2014). Exercises in Statistical Inference, 1.^a Ed. Robert Jonsson & Ventus Publishing. Bookboon.
- [3] Keller, G. (2005). Statistics for Management and Economics. Thomson

International Trade and Globalization (2nd year, 4 ECTS)

Syllabus:

- 1. Fundamental Concepts for Understanding International Trade in the Context of Globalization
 - 1.1. The Business Environment
 - 1.2. The Concept of Globalization in the Business Context
 - 1.3. Case Studies
- 2. International Trade in the Context of Globalization
 - 2.1 The Evolution of the World Economy: Market Globalization and Production Globalization;
 - 2.2. Major trends in international trade;
 - 2.3. Evolution of foreign direct investment (FDI).
- 3. International markets and internationalization
 - 3.1. Studies of international markets
 - 3.2. Forms of internationalization
 - 3.3. Internationalization strategies
 - 3.4. Case studies

Teaching methodology and assessment:

The course draws on qualitative methodologies, specifically through the use of case studies. Assessment is ongoing and takes into account the following components and their respective weightings: written test: 50% + practical assignment: 30%; comprehensive exam: 20%

Bibliography:

- [1] International Chamber of Commerce (2010): Incoterms 2010, Câmara de Comércio Internacional, Lisboa.
- [2] Mações, M. (2020). Manual de Gestão Moderna. Lisboa. Conjuntura Actual Editora.
- [3] Martins, Jorge P. e Martins, F. Hélder (2015), Dicionário de Economia e Negócios. Internacionais, Edições Sílabo, Lisboa.
- [4] Morrison, J. (2023). The Global Business Environment. Sustainability in Balance UK: Bloomsbury Academic.

Information and Communication Management (2nd year, 3 ECTS)

Syllabus:

1. Information Security in the Context of Organizations
 - 1.1 Essential Factors of Cybersecurity
 - 1.2 Barriers to Combating Cybercrime
 - 1.3 Cybersecurity and Its Impact on Users
 - 1.4 Appropriate Procedures to Safeguard Data Availability and Confidentiality
2. GDPR in Daily Practice
 - 2.1 Changes Introduced by the GDPR
 - 2.2 Principles and Lawfulness of Personal Data Processing
 - 2.3 Rights of the Data Subject
 - 2.4 Notification of Personal Data Breaches
3. UFP Guide for the Preparation of Scientific Papers
 - 3.1 Structure of Academic Works
 - 3.2 General Formatting Standards
 - 3.3 Organization of Content
 - 3.4 Bibliographic References and Citations
 - 3.5 Guidelines for the Responsible Use of AI
4. Spreadsheet Management and Processing of Numerical Information
 - 4.1 Techniques for Organizing Information
 - 4.2 Techniques for Visualizing Information
 - 4.3 Numerical Calculation
 - 4.4 Preparing Information for Printing and Presentation
 - 4.5 AI and the Collection, Management, and Processing of Numerical Information
5. Presentation Application
 - 5.1 Structural Elements of a Presentation
 - 5.2 Variable Elements of a Presentation
 - 5.3 Dynamic Elements of a Presentation
 - 5.4 AI and the Collection, Management, Processing, and Communication of Information

Teaching methodology and assessment:

The pedagogical model for this course is based on:

- Theoretical-practical integration: promoting the demonstration of the practical applicability of the theoretical concepts covered;
- Active and participatory learning: promoting continuous, active, and participatory learning among students, encouraging the development of practical exercises and participation in debates, research, group work, and case studies;
- Continuous feedback and individualized support: monitoring student performance in the classroom and on the assigned exercises allows for the timely identification of difficulties, promoting individualized study guidance according to the specific needs of each student.

Continuous Assessment with comprehensive exam.

Bibliography:

[1] Antunes, M. & Rodrigues B. (2018). Introdução à Cibersegurança: a Internet, os aspectos legais e a Análise Digital Forense. FCA - Editora de Informática, Lda.

[2] Antunes, L. (2018). Pôr em prática o RGPD. FCA - Editora de Informática, Lda.

[3] Menezes Cordeiro, A. B. (2020). Direito da Proteção de Dados - À luz do RGPD e da Lei nº 58/2019. Edições Almedina SA.

[4] Duque, R., Noivo, D. & Almeida e Silva, T. (2016). Segurança Contemporânea. Pactor - Edições de Ciências Sociais, Forenses e da Educação.

APA Convém procurar descrever algumas referências existentes na biblioteca ou bases de dados digitais ou ebook, para garantir o seu fácil acesso.

Exercícios práticos fornecidos pelo docente

Manuais on-line das aplicações.

Vídeos de formação Youtube.

Universidade Fernando Pessoa (2024). Manual de elaboração de trabalhos científicos da Universidade Fernando Pessoa, Porto.