

Info Session Streams

MSc in Management & International MSc in Management

General Principles and Rules

- The streams are **associated with specific elective courses (core courses) and the respective Field Labs (FL)/Work Projects (WP)**; each stream will constitute a block - students will be guaranteed earlier enrolment in the respective courses and FL/WP.
- In **Field Labs (FL)** students develop a project in the field of the Stream with a supervisor expert in the area. Students **work in groups** to study a company/sector, with **full time dedication to the project**.
- Streams may also involve additional curriculum components such as special classes, seminars, and activities exploring current issues and new trends in the Stream's field.
- Students will have **the name of the area of expertise (not the stream)** in their final degree certificates.

General Principles and Rules

Withdrawals:

- **Stream in Luxury Management – 1st of September at midday.**
- **Stream in Integrated Marketing Communications: up to the beginning of the first semester.**
- **Stream in Strategy and Stream in Entrepreneurship: up to the end of the first semester.**

Withdrawals will have the **following implications:**

1. **All Streams:** Losing the direct access to the stream's directed electives and Field Lab/Work Project.
2. **Stream in Strategy and Stream in Entrepreneurship:** Maintaining the same bidding points for the semester.

01

Strategy Stream

Strategy

The Stream in Strategy was designed for students who want to develop their capabilities in strategy formulation and implementation. It covers the fundamental concepts and frameworks in the field and provides the opportunity to apply them in a Field Lab project.

The first part of the Stream focuses on the different functional areas (Marketing, Human Resource Management, Finance, etc.), allowing students to develop an integrated perspective of management. After that, students are exposed to a number of Strategy courses, which allow students to further develop their knowledge in this area and prepare them for the Field Labs, where students are organized in teams and develop projects that allow them to gain hands-on experience and to learn how to apply the different concepts and frameworks to the analysis of real-life strategic problems.

Main contact: [Professor Constança Casquinho](mailto:constanca.casquinho@novasbe.pt) (constanca.casquinho@novasbe.pt)

Mandatory Courses:

Financial Management or Advanced Financial Management

Statistics II or Statistics III

Marketing or Advanced Marketing

Strategy or Advanced Strategy

HRM or Advanced Topics in HRM

Core Courses:

([please click for 20/21 syllabus as reference](#))

[Business Model Innovation](#)

[Corporate Strategy and Transformation](#)

[Goeconomics and International Relations](#)

[Strategy Consulting](#)

Work-Project:

Field Labs in the Strategy Area

Strategy Curriculum

ACADEMIC YEAR 2021/2022			
S1		S2	
Strategy or 7 ECTS in Advanced Strategy - 7 ECTS		Financial Management or Advanced Financial Management-7 ECTS	
Marketing Management or Advanced Marketing - 7 ECTS		Strategy Consulting -7 ECTS	
HRM or Advanced HRM- 3,5 ECTS	Statistics II or Statistics III- 3,5 ECTS	Corporate Strategy and Transformation -7 ECTS	
General Elective - 3,5 ECTS	General Elective - 3,5 ECTS	Geoeconomics and International Relations- 3,5 ECTS	Business Model Innovation- 3,5 ECTS

02

Integrated Marketing Communications Stream

Integrated Marketing Communications

The Stream in Integrated Marketing Communications is a unique offering in the Marketing Field. It combines a set of courses where students will develop their capabilities in the Marketing Communications arena and then apply them intensively.

It is done in cooperation with WPP, the largest communications group in the world,(JWT, Bar Ogilvy, Young & Rubican, Mind Share and many others) one of Nova SBE's corporate partners. It is comprised by a sequence of cohesive blocks - Marketing Master Courses , Masters Classes taught by Senior Managers of several WPP Companies, and Field Labs involving projects from several different companies. Stream students have direct access to Marketing Field Labs. The stream will prepare you for positions in the Marketing Field both in the Agency and the Client (manufacturing, service provider, or retailer) side.

Main contact: [Professor Jorge Velosa](mailto:jvelosa@novasbe.pt) (jvelosa@novasbe.pt)

Mandatory Courses:

Financial Management or Advanced Financial Management
Statistics II or Statistics III
Marketing or Advanced Marketing
Strategy or Advanced Strategy
HRM or Advanced Topics in HRM

Core Courses:

(please click for 20/21 syllabus as reference)

[Brand Management](#)

[Integrated Marketing Communications](#)

[Consumer Behavior](#)

[Digital Marketing](#)

[Methods for Applied Business Problems](#)

[WPP Master Class](#)

Work-Project:

Field Labs in the Strategy Area

IMC Curriculum

ACADEMIC YEAR 2021/2022			
S1		S2	
Marketing Management or Advanced Marketing - 7 ECTS		Strategy or 7 ECTS in Advanced Strategy - 7 ECTS	
Financial Management or Advanced Financial Management-7 ECTS		Brand Management- 7 ECTS	
Statistics II or Statistics III- 3,5 ECTS	Consumer Behaviour - 3,5 ECTS	Methods for Applied Business Problems- 7 ECTS	
Integrated Marketing Com.- 3,5 ECTS	Digital Marketing- 3,5 ECTS	HRM or Advanced HRM- 3,5 ECTS	WPP Masterclass - 3,5 ECTS

03

Luxury Management Stream

Luxury Management

The Luxury, Premium and Fashion sectors are increasingly recruiting worldwide. The new Stream in Luxury Management was designed for students who want to develop their capabilities and experience in those fields, while completing their Master in Management.

The two first Semesters, the Stream combines functional areas of knowledge (Strategy, Marketing, Finance, Statistics), allowing students to develop an integrated perspective of management, with essential Marketing Courses (Brand Management, Integrated Marketing Communication, Research Methods) and an innovative Program designed to provide both a theoretical and practical expertise of the Luxury, Premium and Fashion fields. Besides the Luxury and Fashion Marketing Course, students participate in the newly created Luxury Seminar, where they directly interact with renowned Executives and Experts in different domains [Sustainable Luxury; On-Line and off-line new Luxury Retailing Paradigm; Made In Effect & Luxury Consumption; Luxury Hospitality; Fashion and Entrepreneurship]

The third Semester is dedicated to the Master Thesis.

Students develop their Thesis under the supervision of one of the International Executives and Experts involved in the Luxury Seminar together with the Stream's Coordinator, Prof. Catherine da Silveira. [Matching Process: 1. Each student selects the Experts who better matches his/her areas of interest; 2. Interviews are organized; 3. Supervisor is allocated]

The Master Thesis can take various forms: A direct research, a case study, an individual or group consulting project for a company operating in the Luxury, Premium or Fashion sector [Goods or/and Services].

Students with no previous Marketing knowledge (based on Bachelor's academic background or Professional experience) are not eligible for this stream.

Main contact: [Professor Catherine da Silveira](mailto:cdsilveira@novasbe.pt) (cdsilveira@novasbe.pt)

Mandatory Courses:

Financial Management or Advanced Financial Management
Statistics II or Statistics III
Marketing or Advanced Marketing
Strategy or Advanced Strategy
HRM or Advanced Topics in HRM

Core Courses:

(please click for 20/21 syllabus as reference)

[Brand Management](#)

[Integrated Marketing Communications](#)

[Luxury and Fashion Marketing](#)

[Luxury Seminar](#)

[Methods for Applied Business Problems](#)

Work-Project:

Field Labs in the Luxury Area.

Luxury Management Curriculum

ACADEMIC YEAR 2021/2022

S1

Marketing Management or Advanced Marketing - 7 ECTS

Financial Management or Advanced Financial Management-7 ECTS

Statistics II or Statistics III- 3,5 ECTS

HRM or Advanced HRM- 3,5 ECTS

Brand Management- 7 ECTS

S2

Strategy or 7 ECTS in Advanced Strategy - 7 ECTS

Luxury and Fashion Marketing -7 ECTS

Methods for Applied Business Problems- 7 ECTS

Integrated Marketing Com.- 3,5 ECTS

Luxury Lab-3,5 ECTS

04

Entrepreneurship Stream

Entrepreneurship

The stream in Entrepreneurship aims at preparing students to succeed when exploiting new business ideas.

The courses will allow you to evaluate the feasibility of new solutions for existing problems in the market, and to develop and implement business models that create value.

We will give you the opportunity to work on your own business idea and to do an internship in an incubator or accelerator.

Main contact: [Professor Euclides Filipe Ferreira Major](mailto:euclides.major@novasbe.pt) (euclides.major@novasbe.pt)

Mandatory Courses:

Financial Management or Advanced Financial Management

Statistics II or Statistics III

Marketing or Advanced Marketing

Strategy or Advanced Strategy

HRM or Advanced Topics in HRM

Core Courses:

(please click for 20/21 syllabus as reference)

[Applied Entrepreneurship](#)

[Applied Social Entrepreneurship](#)

[Entrepreneurial Strategy \(NEW\)](#)

[Entrepreneurship](#)

Work-Project:

Field Labs in the Entrepreneurship Area.

Entrepreneurship Curriculum

ACADEMIC YEAR 2021/2022

S1

Strategy or 7 ECTS in Advanced Strategy - 7 ECTS

Applied Social Entrepreneurship- 7 ECTS

Entrepreneurship- 3,5 ECTS

Statistics II or Statistics III - 3,5 ECTS

Entrepreneurial Strategy
- 3,5 ECTS

General Elective - 3,5 ECTS

S2

Financial Management or Advanced Financial Management-7 ECTS

Marketing Management or Advanced Marketing - 7 ECTS

Applied Entrepreneurship- 7 ECTS

HRM or Advanced HRM - 3,5 ECTS

General Elective - 3,5 ECTS