

STREAMS

Management Degree Programs
Academic Year 2020/2021

June 2020

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What is a stream?



The pursuit for continuous innovation and quality improvement led us to include this **new feature in the curricular structure of the Management degree programs** (Masters in Management and International Masters in Management), as of the academic year 2018/2019.

Streams allow students to have a deeper and more consistent academic learning experience, by focusing in a specific field of study while completing their masters program. They have a **fixed study plan associated with a prearranged final Work Project**, and may include other activities such as modules or special classes.

*Streams
available
for the
2020/2021
academic
year*

International Business

Strategy

Integrated Marketing Communications

Luxury Management

Entrepreneurship

Innovation Management

ACADEMIC STRUCTURE

International Business – description



Strategy area

This stream comprises a set of specialized courses with emphasis on understanding and managing organizations in complex international business contexts. Through a variety of international business related courses, capturing a diverse reality of domestic and international business contexts, theories and techniques, it prepares students for a career in an increasingly competitive global market.

Students that opt for this stream are provided with an opportunity to explore a variety of topics and key international business issues with local and global impact on countries, industries, firms and a variety of other international business players.

Main contact: [Professor João Pedro Delgado](#)

International Business – study plan

ACADEMIC YEAR 2020/2021

S1

Strategy or Advanced Strategy - 7 ECTS

Statistics III or Statistics II -
3,5 ECTS

HRM or Advanced HRM -
3,5 ECTS

General Elective – 3,5 ECTS

General Elective - 3,5 ECTS

General Elective- 3,5 ECTS

Global Supply Chain
Management - 3,5 ECTS

S2

Financial Management or Advanced Financial
Management- 7 ECTS

Marketing Management or Advanced Marketing - 7 ECTS

Doing Business in China-
3,5 ECTS

Doing Business in Emerging
Markets- 3,5 ECTS

General Elective - 3,5 ECTS

Sustainable Int. Business -
3,5 ECTS

Strategy – description



Strategy area

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 consulting 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 Consulting Labs. In the Consulting Labs, students are organized in teams and each team conducts a consulting project for a company addressing a specific strategic challenge that it faces. These projects allow students 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: TBC

Strategy – study plan

ACADEMIC YEAR 2020/2021

S1

Strategy or Advanced Strategy - 7 ECTS

Marketing Management or Advanced Marketing - 7 ECTS

HRM or Advanced HRM- 3,5 ECTS

Statistics III or Statistics II- 3,5 ECTS

General Elective - 3,5 ECTS

General Elective - 3,5 ECTS

S2

Financial Management or Advanced Financial Management - 7 ECTS

Strategy Consulting -7 ECTS

Corporate Strategy and Transformation -7 ECTS

Competition Policy -3,5 ECTS

Business Model Innovation– 3,5 ECTS

Integrated Marketing Communications – description



Marketing area

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](#)

Integrated Marketing Communications – study plan

ACADEMIC YEAR 2020/2021

S1

Marketing Management or Advanced Marketing – 7 ECTS

Financial Management or Advanced Financial Management – 7 ECTS

Statistics III or Statistics II – 3,5 ECTS

Consumer Behaviour – 3,5 ECTS

Integrated Marketing Com. – 3,5 ECTS

Digital Marketing – 3,5 ECTS

S2

Strategy or Advanced Strategy – 7 ECTS

HRM or Advanced HRM – 3,5 ECTS

WPP Masterclass – 3,5 ECTS

Brand Management – 7 ECTS

Methods for Applied Business Problems – 7 ECTS

Marketing Labs –Projects conducted or ongoing



Marketing area

- Sogrape
- Gallo Worldwide
- Fox Online Advertising
- Fox 24 Kitchen
- EDP Solar energy for the neighborhood
- EDP solar energy
- EDP B2B Mobility Services
- EDP Home Energy Management system
- National Geographic Partners
- Renova
- Sumol+Compal (3 projects)
- Fox Live Events
- Super Bock Group Still Waters
- Super Bock Vini
- Pura Vida (Pingo Doce, Grupo JM)
- Scholl (Reckitt Beckinser)

Luxury Management – description (1)



Marketing area

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]

Luxury Management – description (2)



Marketing area

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](#)

Luxury Management – study plan (1)

ACADEMIC YEAR 2020/2021

S1

Marketing Management or Advanced Marketing - 7 ECTS

Financial Management or Advanced Financial
Management-7 ECTS

Statistics III or Statistics II -
3,5 ECTS

HRM or Advanced HRM -
3,5 ECTS

Brand Management-7 ECTS

S2

Strategy or Advanced Strategy - 7 ECTS

Luxury and Fashion Marketing -7 ECTS

Methods for Applied Business Problems - 7 ECTS

Integrated Marketing
Com.-3,5 ECTS

Luxury seminar - 3,5 ECTS

Luxury Management – indicative study plan (2)

ACADEMIC YEAR 2021/2022

S1

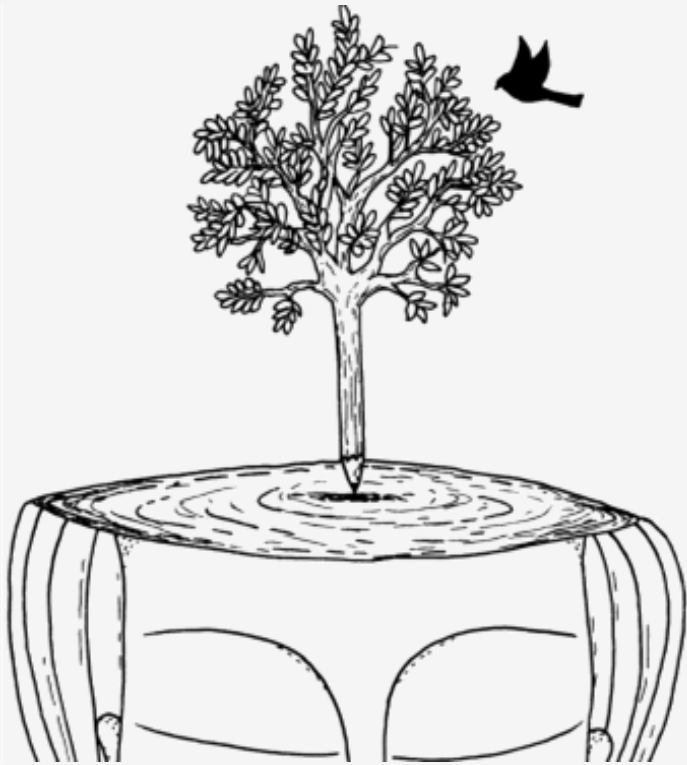
Master Thesis

Supervisors:

Expert from Luxury, Premium or Fashion fields
+ Stream's Coordinator, Prof. Catherine da Silva

Entrepreneurship – description

Aims at preparing students to succeed when exploiting new business ideas and to get key entrepreneurial skills valuable to work in fast-growing companies.



WHY FOCUS ON ENTREPRENEURSHIP?

1. **Startups** are a main driver of economic growth, creating many jobs;
2. **Big-Tech Era:** growing importance of the Big-5 Tech companies (*MS, AZ, APP, Goo, Fb*). *Tech startups and scaleups disrupting all industries.* Actively looking for Entrepreneurial Skills.
3. Develop Important **Skills** Not uniquely relevant to a career as an entrepreneur; these are **valuable skills desirable for every employee** in any field

PROBLEM SOLVING RESILIENCE NETWORKING
CREATIVITY COMMUNICATION

4. Foundations for the type of creative and innovative profile we need to have in order to succeed in the 21st century & to deal with the challenges of tomorrow.
5. You will automatically join the **Entrepreneurship Hub Network**, to get too know all the entrepreneurial activities on campus.

Main contact: [Professor Euclides Filipe Ferreira Major](#)

Entrepreneurship

Entrepreneurship project examples

We will give you the opportunity to work on your own business idea and/or to do an in-depth analysis of a specific industry and do a deep dive on its key startups & VC's.

RESEARCH:

(topics examples)

- ✓ Fintech startups in Europe / Insurtech startups in US
- ✓ SaaS – deep dive on EU innovators
- ✓ AI disruptors: impacts, trends, opportunities
- ✓ The new vision for Mobility in urban areas
- ✓ Key metrics across online marketplaces / On-demand economy
- ✓ Travel Tech industry in Southeast Asia
- ✓ Benchmarking EU top performing VCs and scaleups
- ✓ Disruption of food delivery across markets (EU, India, US)
- ✓ ETA (Entrepreneurship Through Acquisition) / Search Funds

BUSINESS PLAN:

- ✓ Work on your own idea, with mentoring and support during the semester;

INTERNSHIP:

- ✓ If you prefer to start working right away or do an internship in a Startup, you just need to find a specific mission, and your thesis will be on that.

LAST SEMESTER EXAMPLES:

- ✓ DTC startups from a VC perspective
- ✓ Insurello (Swedish Insurtech) expansion plan to PT & other countries

Entrepreneurship – study plan

ACADEMIC YEAR 2020/2021

S1

Strategy or Advanced Strategy - 7 ECTS

Marketing Management or Advanced Marketing - 7 ECTS

Entrepreneurship- 3,5 ECTS

Statistics III or Statistics II -
3,5 ECTS

Applied Social Entrepreneurship- 7 ECTS

S2

Financial Management or Advanced Financial
Management- 7 ECTS

Applied Entrepreneurship- 7 ECTS

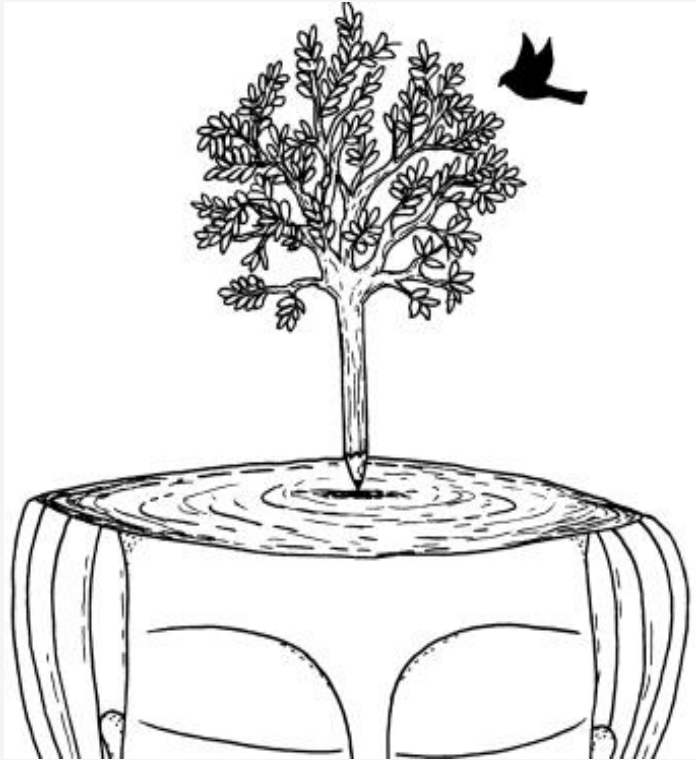
HRM or Advanced HRM -
3,5 ECTS

General Elective - 3,5 ECTS

Venture Simulation- 3,5
ECTS

General Elective - 3,5 ECTS

Innovation Management – description



*Innovation and
Entrepreneurship
area*

The stream of Innovation Management was created for students who want to be the leaders of corporate innovation.

The courses will give you knowledge about how to implement and market innovative products and services in existing corporations.

Our field labs will allow you to have an hands-on experience on innovation management.

Main contact: [Professor João Castro](#)

Innovation Management – study plan

ACADEMIC YEAR 2020/2021

S1

Strategy or Advanced Strategy - 7 ECTS

Marketing Management or Advanced Marketing - 7 ECTS

Entrepreneurship – 3,5 ECTS

Statistics III or Statistics II – 3,5 ECTS

Digital Strategy – 3,5 ECTS

General Elective - 3,5 ECTS

S2

Financial Management or Advanced Financial Management – 7 ECTS

Product Design & Development – 3,5 ECTS

Innovation Management – 3,5 ECTS

HRM or Advanced HRM – 3,5 ECTS

Business Model Innovation – 3,5 ECTS

General Elective - 3,5 ECTS

Open Innovation – 3,5 ECTS

GENERAL PRINCIPLES

General rules

- Students apply for the streams at the same time they apply to the MSc Program.
- The selection process will be coordinated by a **selection committee**.
- The streams are **associated with specific elective 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.
- Students will have **the name of the area of expertise (not the stream)** in their final degree certificates.
- Students selected for the stream **will have fewer points when bidding** for other electives.

Withdrawals

Only possible up to one week after your acceptance in the stream. Afterwards, they will have the following implications:

1. Losing the direct access to the stream's directed electives and Field Lab/Work Project;
2. Maintaining the same bidding points for the semester of withdrawal.

