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• Tourism

The degree in Tourism offers a solid training, preparing professionals able to meet the increasing challenges of profitability and global competitiveness of an industry that currently represents around 10% of world GDP, 11% of national GDP and 10% of employment in Portugal. Tourism is therefore of particular strategic importance. However, in a global environment, the need to reinvent and transform tourism in Portugal is rapidly changing, involving a high and diversified number of actors. Among them, namely professionals who, for this reason, must hold practical skills that are comprehensive and scientifically grounded on the complexity and trends of tourism activity.

Order no. 23 987/2006, of November 23, II Serie, amended by Notices No. 14777/2011, of July 25, II Serie, No. 9185/2014, of August 11, II Serie, No. 11115 / 2015, of October 1, II Serie and No. 9296/2017, of August 14, II Serie.

Accreditation

The first-cycle degree in Tourism is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal.

- Ability to identify problems and present solutions in the framework of decision-making, project management and development of strategic and operational policies in the tourism industry;
- Ability to analyse, plan, evaluate and implement entrepreneurial initiatives in the areas of tourism;
- Participation in research and intervention activities with real impact on both the economy and the community;
- Effective use of information and communication technologies;
- Ability to formulate business plans and create one's own job;
- Professional experience provided by the curricular traineeships developed in the scope of protocols established with companies and other organizations of great prestige in the respective sectors;
- Integration at international level as a result of the mobility opportunities offered by the network of institutions ISCET integrates, namely the Erasmus+ programme.





Professional prospects of this first-cycle degree include:

The graduate(s) in Tourism can work in accordance with the requirements of the various tourism-related job profiles.

- Hotels, resorts and other types of tourist enterprises;
- Restaurants, catering and organization of events companies;
- Consultancy companies in the area of tourism;
- Organizations that produce tourism-related contents and provide itinerary and tour guide services;
- Public organizations related to tourism;
- Travel agencies, tour operators and rent-a-car;

- Airports, airlines and cruise companies.

They can carry out further professional activities such as the creation of new projects capable of generating their own business and employment, based on tourism products with high potential in Portugal in areas such as:

- Urban tourism (city and short break);
- Business tourism;
- Health and wellness tourism;
- Nautical tourism;
- Golf tourism;
- Gastronomy and wines;
- Cultural and nature tourism.

STUDY PLAN

Curricular units

1st Semester (Winter Semester)	Weekly workload	ECTS
1st Semester (Winter Semester)		
11843 Economics of Tourism	3	6.0
11844 English I	3	4.5
11845 Introduction to Tourism	3	4.5
11851 Geography of Tourism	3	4.5
11847 Quantitative Methods	3	6.0
11848 Information and Communication Technologies Applied to Tourism	3	4.5
2nd Semester (Spring Semester)		
11849 Organizational Behaviour	3	4.5
11850 Events and Tourist Animation	3	6.0
11924 Marketing Services	3	4.5
11852 English II	3	4.5
11853 Introduction to Management	3	6.0
11854 Heritage and Cultural Tourism	3	4.5
3rd Semester (Winter Semester)		
11925 Tourism Law	3	6.0
11934 Territorial Development and Planning	3	4.5
11927 Market and Consumer's Studies	3	4.5
11928 Travel Agencies Management and Techniques	3	6.0
11929 English III	3	4.5
11934 Option I	3	4.5
4th Semester (Spring Semester)		
11931 New Tourist Products Management and Destinations Development	4	6.0
11932 English IV	3	4.5
11933 Hotel Management Operations	3	4.5
11926 Spanish I	3	4.5
11935 Sales Management and Negotiation	3	4.5
11936 Tourist Routes and Itineraries	3	6.0
5th Semester (Winter Semester)		
11970 Entrepreneurship	3	4.5
11971 Spanish II	3	4.5
11865 Option II	3	4.5
11972 Digital Marketing	3	6.0
11464 Tourism Business Organization and Management	3	4.5
11973 Nature Tourism	4	6.0
6th Semester (Spring Semester)		
11978 Internship		21
11979 Project		7.5
12072 Seminar on Tourism and Hotel Industry Trends	2	1.5

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● Marketing and Advertising

Marketing and Advertising are decisive to increase public awareness of brands and companies, focusing attention on customers, informing and increasing the profitability of products and services. The first-cycle degree in Marketing and Advertising aims to train multi-skilled professionals with adequate scientific and technical qualification and strategic vision capable of effectively working in key areas of companies or other institutions, contributing to the external and internal dissemination of companies' image, products or services. Marketing is decisive in the design of business strategies, with advertising appearing as a privileged instrument in the field of competition for the benefit of business and customers. These two components are therefore fundamental for the country's economic and social progress. The graduates in this higher education degree, trained in a culture of scientific rigour and ethical professionalism, develop their creative, technical and personal capacities in order to play a decisive role in the modernization or creation of companies, in highly competitive contexts and marked by an increasing globalization of the economy.

Order no. 24 566/2006, of November 28, II Series, amended by Notices no. 14607/2011, of July, II Series, no. 10187/2014, of September, II Series, and no. 9170/2017, of August 11, II Series.

Accreditation

The first-cycle degree in Marketing and Advertising is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal.

Professional skills and training strategies

- Ability to identify problems and present solutions in the scope of decision-making, project management and development of strategic and operational policies in the marketing, design and advertising fields;
- Ability to analyse, plan, evaluate and implement entrepreneurial initiatives in marketing and advertising;
- Competences in the fields of market analysis, competitiveness and the potential of organizations in order to define objectives, actions and opportunities;
- Participation in research and intervention activities with real impact on the economy and the community;
- Effective use of information and communication technologies;
- Ability to formulate business plans and create one's own job;
- Professional experience provided by the curricular traineeships developed in the scope of protocols established with companies and other organizations of great prestige in the respective sectors;
- Integration at international level as a result of the mobility opportunities offered by the network of institutions ISCET integrates, namely the Erasmus+ programme.





Professional Opportunities

The graduate(s) in Marketing and Advertising by ISCET can work in accordance with the requirements of various job profiles. Some of the professional opportunities are here pointed out:

- Media and advertising manager;
- Marketing and advertising consultant/assistant;
- Product, services and markets marketing manager
- Multimedia and audio-visual content manager;
- Account, sales and events manager;
- Brand manager;
- Digital marketing and e-commerce manager;
- Specialist in communication and image;
- Marketing, research projects and market research analyst.

STUDY PLAN

Curricular units

Semester	Weekly workload	ECTS
1st Semester (Winter Semester)		
11855 Marketing and Advertising Software Applications	3	4.5
11856 Economics	3	6.0
11844 English I	3	4.5
11879 Advertising Law	3	4.5
11859 Marketing I	3	4.5
11860 Quantitative Methods	3	6.0
2nd Semester (Spring Semester)		
11849 Organizational Behaviour	3	4.5
11861 Advertising Writing and Communication	3	4.5
11852 English II	3	4.5
11862 Introduction to Management	3	6.0
11863 Design Laboratory	3	6.0
11852 Marketing II	3	4.5
3rd Semester (Winter Semester)		
11874 Consumer's Behaviour	3	4.5
11875 Distribution and Merchandising	3	4.5
11876 Advertising Planning and Strategy	3	6.0
11877 Account Management and Budgeting	3	4.5
11878 Digital Marketing	3	6.0
Option I	3	4.5
4th Semester (Spring Semester)		
12006 Pricing Revenue Management	3	4.5
11880 Market Studies	4	6.0
11881 Sales Management and Negotiation	3	4.5
11866 Graphic and Audio-visual Communication Laboratory I	3	6.0
11881 Marketing services	3	4.5
Option II	3	4.5
5th Semester (Winter Semester)		
11864 Entrepreneurship	3	4.5
11865 Projects and Innovation Management	3	4.5
11862 Graphic and Audio-visual Communication Laboratory II	4	6.0
11867 International Marketing	3	4.5
11868 Advanced Management Topics	3	6.0
Option III	3	4.5
6th Semester (Spring Semester)		
11870 Interdisciplinary Seminar	2	4.5
Internship (12080) or Project (12081)		25.5

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• Solicitadoria

Solicitadoria is an academic and professional higher education area relevant to the national social and business fabric. The first-cycle degree in Solicitadoria aims to respond to the technical and deontological requirements inherent to the exercise of the Solicitor's profession and to ensure an approach to the professional life, through activities and contact with the forensic practice, registry, notary and with professional deontology as well. The degree in Solicitadoria provides its students with a structured knowledge of the legal system and main legal frameworks, giving them the skills to draw up solutions, as well as to justify and evaluate options in the representation of legal interests.

The training within Solicitadoria degree allows participants to construct a professional profile, not only qualified but driven to a rapid and full insertion in the labour market. Syllabuses provide technical qualification and allow students to approach professional practice through their participation in lectures, internships and collaboration in intervention and investigation projects.

Approved by Order No. 4695/2007, of March 14, II Serie, amended by Notices No. 13940/2010, of July 14, II Serie; 14613/2011, of July 21, II Serie, and 9073/2014, of August 7, II Serie.

Accreditation

The first-cycle degree in Solicitadoria is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal.

- Interpretation and resolution of the legal claims of consultants;
- Critical analysis of legal relationships and application of knowledge in practical situations;
- Representation of legal interests, legal advice and drafting of contracts;
- Judicial and extrajudicial conflicts resolution;
- Communication and effective use of information and communication technologies;
- Performance in terms of ethical and deontological parameters;
- Simulation of real situations and participation in lectures and other scientific events;
- Possibility to undertake curricular internships and collaboration in intervention and research projects.





Professional Opportunities

The graduate(s) in Solicitoria can develop professional activities in accordance with various job profiles:

- General solicitor whose duties are to provide legal advisory, represent citizens in matters involving public administration bodies and exercise judicial mandate in accordance with their sphere of activity;
- Enforcement agent;
- Professional activity in Solicitoria, enforcement agents and lawyer's firms, solicitor's one-stop shop;
- Development of professional activity in companies: litigation, legal and billing departments;
- Professional activity in public administration bodies;
- Legal representative of foreign entities;
- Administrator of assets and inheritances;
- Secretary of commercial companies;
- Insolvency Administrator;
- Notary Advisor;
- Mediator.

STUDY PLAN

Curricular units

Semester	Weekly workload	ECTS
1st Semester (Winter semester)		
11885 Accountancy	3	6.5
11905 Administrative Law	3	6.0
12084 Constitutional and European Union Law	3	6.0
11888 Introduction to Law Studies	3	7.0
11889 Technology and Information Systems applied to Solicitor Studies	2	4.5
2nd Semester (Spring semester)		
11890 Civil Law	3	7.0
11914 Labour Law	3	6.0
11891 Criminal Law and Misdemeanours	3	6.5
11892 Introduction to Management Option I	3	6.0
11892 Introduction to Management Option I	3	4.5
3rd Semester (Winter semester)		
11894 Law of Obligations	3	6.0
11906 Commercial Law	3	6.0
11907 Tax Law I	3	6.0
11908 Rights in Rem	3	6.0
11909 Declarative Process	3	6.0
4th Semester (Spring semester)		
11910 Family Law	3	6.0
11911 Contract Law	3	6.0
11913 Tax Law Procedure	3	6.0
11912 Tax Law II Option II	3	6.0
11912 Tax Law II Option II	3	6.0
5th Semester (Winter semester)		
11950 Company Law	3	6.0
11951 Lease Law	3	6.0
11952 Notary Law	3	6.0
11953 Succession Law	3	6.0
11954 Executive Process	3	6.0
6th Semester (Spring semester)		
11955 Insolvency Law	3	4.5
11956 Registers Law	3	6.0
11957 Inventory	3	6.0
11958 Solicitor Practice and Legal Costs	3	9.0
11959 Alternative Dispute Resolution	2	4.5

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● International Trade

International trade is of decisive importance for the social and economic development of the country. Hence the innumerable opportunities that the sector offers to highly qualified experts who must meet the needs of 40 000 exporting companies, of which 110 represent 30% of the volume of exports and where a significant number of small and medium-sized enterprises hold a substantial the potential of growth to be increased.

This first-cycle degree in International Trade, recognized by APAT - Freight Forwarders Association of Portugal and by ODO - Customs Brokers Order, prepares students for the freight forwarders activity and provides the conditions for admission to the professional traineeship for access to the activity of official Customs Broker.

Approved by Order No. 5464/2007 of March 20 and amended by Notices No.13939/2010, of July 13, 14611/2011, of July 21 and 5539/2015, of May 21, all published in the II Series of the Diário da República.

Accreditation

The first-cycle degree in International Trade is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal, for 5 years.

- An integrated view of the various aspects of management relevant to organizations engaged in the area of international trade;
- Ability to problem-solving and decision-making processes in professional contexts linked to the European and world trade;
- Knowledge of research methodologies and information management, including capacity to use computer systems;
- Cross-cultural management competences and communication skills;
- Expertise in logistics and transport systems operational management in international trade situations;
- Knowledge of European Union legislation and customs procedures required for the transport of imported and exported goods.





Professional Opportunities

Some of the professional opportunities are here pointed out:

- Manufacturing and trading companies within the international market;
- Companies of import, distribution and commercialisation of goods at the level of domestic market;
- Transport and logistics companies, namely freight forwarders;
- Brokers and public bodies related to the customs activity;
- Departments of banking institutions or of insurance companies related to international trade;
- Public bodies and private enterprises acting in the area of economic diplomacy and promotion on international markets.

STUDY PLAN

Curricular units

Semester	Weekly workload	ECTS
1st Semester (Winter semester)		
11915 Accountancy	3	6
11917 Introduction to Law	3	6
11919 Quantitative Methods	3	5
11918 International Marketing	3	5
11916 Technical English I	2	3
Option	3	5
2nd Semester(Spring semester)		
11856 Economics	3	6
11862 Introduction to Management	3	6
11920 European Union Law	3	6
11922 External Trade Policy	3	6
11921 Technical English II	2	3
11923 Industrial Property and Competition	2	3
3rd Semester (Winter semester)		
11960 International Taxation	3	6
11965 International Contracting	3	6
11962 International Means of Payment	3	6
11969 Transport Organization and Architecture	3	6
11964 International Relations Theories	3	6
4th Semester (Spring semester)		
11968 European Economic Policies	3	6
11969 International Transport and Logistics	3	6
11961 Financial Management	3	6
11966 Transport Law	3	6
11967 Law, Economics and Ethics	3	6
5th Semester (Winter semester)		
11984 Insurance Law	3	6
11986 International Strategic Management	3	6
11985 International Distribution	3	6
11987 International Economic Organizations	3	6
11988 Custom Principles and Procedures	3	6
6th Semester (Spring semester)		
11990 Internship		20
11991 Project		8.5
11992 Seminar on International Trade and Entrepreneurship	2	1.5

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• Business Management

The degree in Business Management aims to train senior management and business technicians, able to outline business strategies and participate in decision-making processes in public or private companies as well as to develop processes for creating new companies in the areas of finance, commercial, operations management and human resources. With learning methodologies based on project construction, case studies and interactive processes, professionals qualified with this degree also have a solid training in entrepreneurship for success in leadership processes, teamwork and startup creation.

Approved by Order No. 16207/2019, of 10/10 in the II series of the Diário da República.

Accreditation

The first-cycle degree in Business Management is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal for 6 years.

- Critical, rigorous and entrepreneurial thinking;
- Capability of networking;
- Ability to solve problems in the management and administration of organizations and in compliance with ethical and deontological principles;
- Technically sustained professional performance in the main areas of business sciences;
- Skills to prepare and analyze feasibility studies and financial economic performance as well as reports and demonstration maps;
- Competences for the coordination and organization of companies at national and international context;

STUDY PLAN

Curricular units

Semester	Weekly workload	ECTS
1st Semester (Winter semester)		
12002 Introduction to Management	3	6
12003 Management Information System	3	6
12004 Microeconomics	3	6
12001 Quantitative Methods	3	6
12005 Accountancy I	3	6
2nd Semester(Spring semester)		
12007 Accountancy II	3	6
12008 Commercial Law	3	6
12009 Organizational Behaviour	3	6
12010 Statistics	3	6
12011 Macroeconomics	3	6
3rd Semester (Winter semester)		
12022 Calculation and Financial Operations	4	6
12018 Management Accounting	3	5
12020 Marketing	3	4,5
12019 Operations Management	4	6
12021 Information Technology Management	3	4
12023 Entrepreneurship	3	4,5
4th Semester (Spring semester)		
12034 Economic and Financial Analysis	4	6
12035 Market Studies	3	4
12008 Labour Law	4	6
12036 Quality Management	3	4
12037 Management Planning and Control	3	4
12061 Investment Analysis	4	6
5th Semester (Winter semester)		
12058 Human Resources Management	3	6
12059 Strategic Management	3	6
12062 Business English	3	4
12061 Operational Research	3	4
12067 Financial Products and Markets	3	6
12060 International Economic Organisations	3	4
6th Semester (Spring semester)		
"Internship" or "Project"		20
12064 Tax Law	4	6
12063 Financial Management	3	4

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ANA ALICE
FERNANDES
DA SILVA
CUNHA

1925



SALÃO
SILVA PORTO

1795

A Rua de Cedofeita

1819

Joaquim Ferreira
Monteiro Guimarães

1856

O projecto do edifício

1866

Francisco Pinto Bessa

1878

Os anos da expectativa

1900

Os Macedo
e os Andrade Couto

1919

Ana Alice Fernandes
da Silva Cunha

1925

Salão Silva Porto

1927

Álvaro Pinto de Miranda

1935

Jacinto da Silva
Pereira Magalhães

1940

Alberto Silva

1964

Carolina Michaëlis
e Irene Lisboa

1997

ISCET

Second-cycle degree

- Tourism and Development of Tourism Products
 - Management and Business
-

• Tourism and Development of Tourism Products

The second-cycle degree in Tourism and Business Development is grounded in an advanced training program specially designed for students and professionals who wish to gain a deep perspective of business development. It is a specialisation of unique characteristics, which approaches studies and advanced research in the area to the sustained increase of entrepreneurship. In addition, students have the possibility to participate in several ongoing research projects within CIIC - Centre for Interdisciplinary Research and Community Intervention, namely in relation to the design and operation of alternative tourist itineraries and the creation of companies relevant to the tourism sector.

The second-cycle degree lasts for four semesters. The first two correspond to the teaching component, the last two intend to prepare and develop a project work that should allow the development of an innovative professional activity or the outline of it. Classes are held in the evening and eventually on Saturdays.

This second-cycle degree was approved by Order no. 17 070/2008, of June 24, of the Ministry of Science, Technology and Higher Education, amended by Notices 13938/2010, of July 13, II Serie, 14610 / 2011, of July 21, II Serie and 8064/2014, of July 11, II Serie.

Accreditation

This second-cycle degree is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal.

STUDY PLAN

Curricular units

Second-cycle degree in Tourism and Development of Tourism Products

Semester		Weekly workload	ECTS
1st Semester (Winter Semester)			
12024	Epistemology and Research Methodology in Tourism	4	6
12043	Tourist Products and Regional Development	4	6
12040	Tourism Trends, Destinations and Markets	4	6
12041	Tourism and Sustainability	4	6
12042	Tourism, Landscape and Heritage	4	6
2nd Semester (Spring Semester)			
12047	Entrepreneurship and Innovation in Tourism Projects	4	6
12046	Strategic Management in Tourism	4	6
12048	Financial Management and Tourism Investment Projects	4	6
12045	Tourism Marketing and Promotion	4	6
12128	Identities and Narratives in Tourist Routes	4	6
3rd Semester (Winter Semester)			
	Dissertation (12069) /Project Work (12100) / Internship (12101)		30
4th Semester (Spring Semester)			
	Dissertation (12069) /Project Work (12100) / Internship (12101)		30

• Management and Businesses

The Master's degree in Management and Businesses aims to provide in-depth knowledge of the assumptions and impacts of business management activities within the scope of their social, economic and environmental sustainability. The aim is thus to ensure that graduates acquire the skills to set up and manage businesses in human, financial and information systems terms. In addition, students have the possibility to participate in several of the ongoing research projects at CIIC - Interdisciplinary Research and Community Intervention Center, namely within the scope of the Observatory of Business Management and Administration (OGAE).

Main training areas: management, internationalization, market analysis, information systems and business finance.

Approved by Notice No. 17517/2022, of September 7, in II Series of the Diário da República.

Accreditation

The second-cycle degree in Management and Businesses is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal for 3 years (NCE/21/2100267) of May, 18, 2022.

- Acquire specialized scientific knowledge that integrate the area of Management;
- Deeply understand the assumptions and impacts of the activities and responsibilities of business management and development in terms of their social, economic and environmental sustainability;
- Operate the scientific principles and concepts inherent to Management and Business;
- Develop initiatives demonstrating responsibility, autonomy, creativity and adaptability;
- Ensure competencies in the organization, mobilization and management of resources;
- Acquire critical thinking skills in research , analysis and application of information and other data.

STUDY PLAN

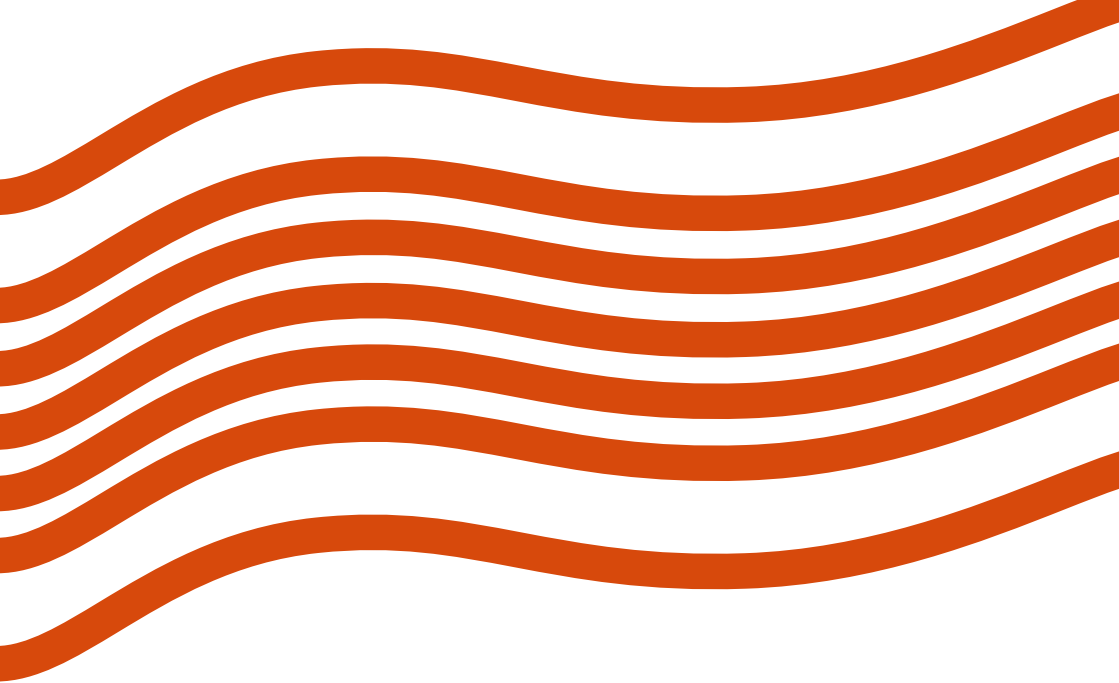
Curricular units

Second-cycle degree in Management and Businesses

Semester		Weekly workload	ECTS
1st Semester (Winter Semester)			
12086	Market Analysis	4	6
12087	Management Research Methodologies	4	6
12088	Innovation and Entrepreneurship	4	6
12089	Business Strategy	4	6
12090	Management Accounting	4	6
2nd Semester (Spring Semester)			
12091	Corporate Finances	4	6
12092	Negotiation and Team Management	4	6
12093	Internationalisation	4	6
12094	Commercial Management	4	6
12095	Information Systems and Database Marketing(Optional)	4	6
12096	Logistics Chain Management (Optional)	4	6
3rd Semester (Winter Semester)			
Dissertation (12097) /Project Work (12098) / Internship (12099)			30
4th Semester (Spring Semester)			
Dissertation (12097) /Project Work (12098) / Internship (12099)			30

TOURIST SERVICE







Cursos Técnicos Superiores Profissionais (TeSP) projeto cofinanciado pela UE