

P. PORTO

Polythecnic of Porto
**School of Technology and
Management**

School of Technology and Management (ESTG)



Study Offer in English

1st Semester 2017/2018

Course	ECTS
Business English	2
Business Marketing	4
International Business and Trade	4
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Business English: objectives and syllabus



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General Objectives:

The Technical English Course aims at providing students with the essential elements necessary to enable satisfactory use of the English language as a privileged vehicle in the business world and in particular in the area of accounting.

Specific Objectives:

Understand/produce oral/written statements in the management and accounting areas, and having in mind a business perspective;

Use in a proficient manner the main elements of the specific terminology in the field of accounting.

Syllabus

1. Personal and professional Introduction and presentation.
2. Oral presentation and communication
3. English in the informal context of economics and management;
4. English in the formal context (professional and academic) of economics and management;
5. Numbers, simple equations and mathematical symbols;
6. Accounting principles
7. Main accounting documents; Balance sheet; profit and losses; cash flows.

Business Marketing: objectives and syllabus



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Objectives

1. To know the role and functions of marketing from the point of view of supply in the various sectors of activity;
2. To recognize the importance of marketing to the success of companies as a competitive advantage factor;
3. Characterizing the customers and markets of a company and its importance as a tool for competitive intelligence for the enterprise;
4. To identify and implement ways to market segmentation and differentiation and positioning of the product / service;
5. To apply the marketing policies and determine the ethical implications of marketing activity;
6. To plan the marketing activity for a real company;
7. To justify the strategic, tactical and operational decisions inherent in the marketing planning process.

Syllabus

1. The marketing concept;
2. The functions of marketing;
3. Building customer relationships;
4. The marketing information system;
5. Segmentation, differentiation and positioning;
6. B2B (Business to business) and B2C (Business to consumer) markets;
7. Political marketing: marketing mix, marketing pull / push;
8. New strategic areas of marketing: relational marketing and digital marketing;
9. Social responsibility and ethics in marketing
10. The development of a marketing plan and their monitoring.

International Business and Trade: objectives and syllabus



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General Objectives:

To demonstrate knowledge and ability to understand the economies and business in an international context; To discuss policies to support internationalization; To understand the mechanisms that influence business operating on an international scale.

Specific Objectives:

Understand the workings of international markets; Identify the theories that explain international trade; know in depth the mechanisms that are associated to international negotiation; to operate at an international level both within firms and on the development of policies to support the internationalization of business.

Syllabus

- I. Introduction: 1. Globalisation and the evolution of the international trade; 2. Supranational Institutions: Objectives and functions.
a. IMF b. European Union c. WTO d. OECD; 3. Trade Blocks and international trade agreements.
- II. Theories of International Trade: 1. Adam Smith; 2. David Ricardo; 3. Heckscher-Ohlin
- III. International Trade Indicators a. Openness b. Exports cover c. Balassa Coefficient d. Dissimetric Indicators e. Indicators of relevant comparative advantages.
- IV. The international financial system a. The Evolution of the IMS b. Exchange rate determination
- V. Commercial Policy: 1. Policies in promotion of international trade; 2. Trade barriers
- VI. Strategies for International Entry: 1. Strategic theories of international entry; 2. Behavioural theories of international entry; 3. International strategies of positioning and segmentation; 4. Risks associated to international entry; 5. Forms of entry.

Economic Geography: objectives and syllabus

General Objectives:

To frame the process of research in international economics and business within the scope of economic geography;
To understand the relationship between geography and economy, i.e. the interface between local and productive;
To gain knowledge on the economic forces operating at a global, national, regional and local level.

Specific Objectives:

Discuss the processes of knowledge creation within economic geography, in order to approach the different methodological perspectives of international economics and business.

Frame the processes of wealth production and creation within the local and geographical context.

Identify the actors and factors that, acting at national and/or international play a fundamental role in the international entry processes.

Syllabus

- I. Introduction: A Geographical approach to the Economy and to Businesses
- II. Dynamics of the economic space
- III. Actors in the economic space

Leadership and Team Management: objectives and syllabus



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Objectives:

Objective 1: To understand the importance of the organizational contexts.

Objective 2: To develop and reinforce leadership, motivation and team management capabilities.

Objective 3: To recognize the importance of motivated, consistent and organized teams to pursue individual and organizational success.

Objective 4: To emphasize the relevance of emotional intelligence on organizational contexts.

Upon completion of this curricular unit the Student should be able to know and apply the methods to effectively coordinate and lead teams in different organizational contexts.

Syllabus:

Syllabus 1: Introduction. Concepts of organization, company and management. The manager roles. Leadership, managers versus leaders.

Syllabus 2: Internal and external context. The organizational stakeholders.

Syllabus 3: Leadership and leadership skills. Decision making. Motivation, power and communication. Negotiation.

Syllabus 4: Team management: objectives, dynamics, benefits, team types and members roles. How to lead with resistance to change and to overcome conflicts.

Syllabus 5: Emotional intelligence. Required emotional competences for effective leadership. Managers versus leaders.

Project Conception, Evaluation and Selection: objectives and syllabus



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Objectives

- 1 - to understand and distinguish the external context of the company;
- 2 - to identify and apply techniques to create and develop organizational projects;
- 3 - to evaluate and select between alternative projects taking into account its investment, and expected inputs and outputs;
- 4 - to combine operational and strategic decisions according to corporate goals.

Syllabus

- 1 - Fundamentals of organizational strategy.
- 2 - Project idea, need, or change.
- 3 - Strategy and projects. Key elements that contribute to a good evaluation of alternatives.
- 4 - The Investment. The NPV, IRR, PBP.
- 5 - Nonnumeric methods. Evaluation grids.
- 6 - The identification of stakeholders.
- 7 - Incorporation of additional potential in the project.

Project Management Introduction: objectives and syllabus



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Objectives

1. Describe and explain project management context;
2. Define and explain the key approaches, methodologies, tools, processes and stages of a project;
3. Describe and analyze the main activities and processes related to project management;
4. Outline and analyze project management documents.

Syllabus

1. What is project management.
2. Main concepts and approaches.
3. Life cycle and organizational context.
4. Main knowledge areas and stages. Documentation and organization.
5. Closure of the project.

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Welcome to ESTG!

