

Católica Porto Business School

UNDERGRADUATE / GRADUATE / EXECUTIVE EDUCATION / RESEARCH



CATÓLICA
CATÓLICA PORTO
BUSINESS SCHOOL

PORTO



www.catolicabs.porto.ucp.pt

MISSION

To prepare global business professionals with a strong focus on entrepreneurship, sustainability and respect for individuals, anticipating organisations' future needs and promoting the development of scientific and applied knowledge.



MESSAGE FROM THE DEAN

Católica Porto Business School is a school of the Universidade Católica Portuguesa, known for the development of business professionals, focused on sustainability and respect for individuals. For over 25 years the school has been training professionals in the area of Economics and Management for the global business context, who then follow national or international careers.

The school sustains strong industry bonds, enabling a continuous adaptation of the skills development according to the market needs, resulting in an unceasing pace of innovation of programmes and teaching and of development methodologies.





An international dimension of the school is experienced by completing courses abroad through interchange or double degree programmes, by participating in international weeks abroad, by completing assignments and working in groups with international students and through the completion of the many courses taught in English by invited professors from our international partnership network.

We genuinely believe that professional development is holistic and sustained through strong values and attitudes. We are proud to be recognized for our excellence in teaching and research, expanding our influence on a worldwide basis.



Sofia Salgado Pinto / Dean

WHY PORTUGAL?



High quality education.

A hub for Portuguese speaking countries.

The best way to learn Portuguese. Portuguese is spoken by more than 270 million people worldwide. It is expected that this number will rise to 380 million in 2050. Countries such as Portugal, Brazil, Angola, Mozambique and China (Macao) share a common past.

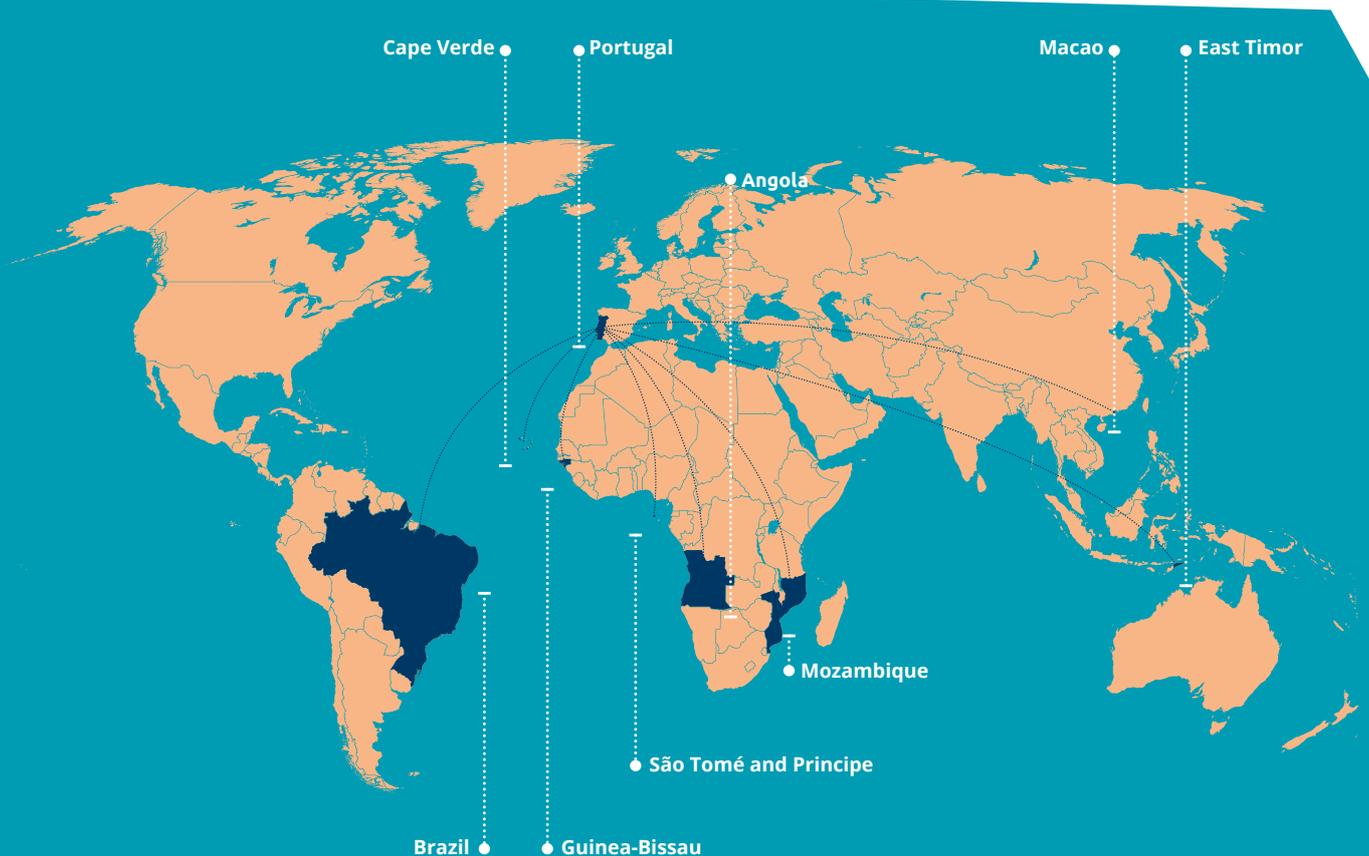
The Gateway to Europe, Africa and Brazil. Portugal has a privileged position. It is an European country facing the Atlantic Ocean, which in today's world, presents a sea of opportunities.

A country with nine centuries of history and ready to face the challenges of the future.

Friendly people and excellent weather.

PORTUGUESE SPEAKING COUNTRIES

More than 270 million Portuguese speaking people worldwide



WHY PORTO?

“Everywhere I go, the people are always so friendly, especially at the University. I’m really happy and proud to have chosen Porto as the city where I would spend 4 months. If I were to suggest a place to follow the Erasmus Programme ...it would always be in Porto.”

Aloisia Lalli - ITALY (Incoming Student)

Porto - The best place to travel to in Europe!

Porto’s rich diversity soon charms all its visitors, from those who want to visit it for its history and authenticity, to those who want to explore a new, more cosmopolitan and contemporary city. Discovering Porto means discovering what makes it different: its famous Port Wine, a historical centre designated as World Cultural Heritage by UNESCO, museums, enchanting parks and gardens, fashion boutiques by national and international designers...

Porto has something special for everyone.



Never has the choice of the winning city been so unanimous among travellers from all over the world. It is with the votes of worldwide travellers from 174 countries that Porto wins this European title again for the third time (2012, 2014, and 2017).



UNIVERSIDADE CATÓLICA PORTUGUESA



A SINGLE UNIVERSITY WITH 4 CAMPUSES

The Universidade Católica Portuguesa is a nationwide University, established in 1967 and present in four towns in Portugal: Braga, Porto, Viseu and Lisbon. Porto, in the North, and Lisbon, in the South, are the two largest campuses, where the Economics and Management schools are located. The Universidade Católica Portuguesa is the most international Portuguese University and cooperates with a large network of schools around the world. The University offers a wide range of programmes, from Social Sciences to Engineering and Healthcare Education.

The Universidade Católica Portuguesa is a natural platform for those who would like to access and develop business in Portuguese Speaking countries in Latin America and Africa (mostly Brazil, Angola and Mozambique). The University is part of the large network of Catholic Universities around the world, and has strong ties with the Catholic Universities in Brazil (São Paulo, Rio de Janeiro, Rio Grande do Sul), Angola (Luanda), Mozambique (Maputo) and China (Macao).

WHY STUDY ECONOMICS AND MANAGEMENT AT CATÓLICA PORTO?

The Universidade Católica Portuguesa in Porto is known for the high quality of its teaching standards. We are proud to offer our students a diverse and stimulating academic environment, as well as an environment conducive to their full development as a person. In order to achieve this, we are committed to pedagogical innovation, humanist education and the integration of interdisciplinary knowledge.

We are a University that is focused on research, innovation and development, with the aim of becoming

a renowned knowledge centre. The University has been increasing its research faculty and is continuously in search of external and international partners in order to create and develop projects which are highly valued by organisations.

The Católica Porto Business School is recognised as a leading Management and Economics School in Portugal. Come and discover what we have to offer. We look forward to seeing you soon!

CATÓLICA PORTO BUSINESS SCHOOL

Areas of external recognition and differentiation

**Gateway between
Portuguese and English
speaking countries**

- Internationalisation in two languages: Portuguese and English;
- Member of the network of Catholic Universities and other international networks;
 - MBA Atlântico;

**Culture of innovation
and development of
transferable skills**

- Diversity of skills of the school graduates;
- Imbedding corporate connections and international opportunities in programme content and delivery;
- Launch of innovative programmes and initiatives at all education levels;

**Unique setting
within Portugal
(export-driven SMEs)**

- Part of the regional ecosystem;
- Company participation in the school activities;
 - Contribute to the development of SMEs with impact in the Portuguese economy;

**Christian humanism
at the core of the
School's values**

- Proximity culture;
- Sustainable growth based on values;
- Developed work, education and research for not-for-profit world;

THE SCHOOL STRATEGY



Business Interrelations



Innovation



Internationalisation



OUR PERSPECTIVE ON EDUCATION

The Bologna Process

UNDERGRADUATE

FIRST EXPERIENCE IN THE JOB MARKET

Students with a Bachelors degree are endowed with a portfolio of soft skills, which prepares them for their first experience in the job market.

GRADUATE

SPECIALISATION

Specialised MSc programmes prepare students for industry to be experts in highly technical positions and able to perform tasks that require complex academic and scientific knowledge.

EXECUTIVE EDUCATION

LEADERSHIP ROLES

The Executive Education is focused on the development of human capital, preparing its students for leading roles in companies and non-profit organisations.

INTERNATIONAL PARTNERSHIPS

61 PARTNERSHIPS

IN **29** DIFFERENT COUNTRIES AROUND THE WORLD

INTERNATIONAL RECOGNITION

INTERNATIONAL AWARD



OECD has recognised the teaching of entrepreneurship skills as one of the "7 best practices" internationally.

"This is a complex curriculum innovation of the Católica Porto Business School which aims at improving the quality and effectiveness of teaching and learning of its degree programmes. The innovation consists of including intensive competence development into the curriculum through collective project work, internships in workplaces and individualised coaching."

"The most active project": a prize awarded by New Skills Network to Strategic Leadership Hub, for its presentation of the project 'Employability and Entrepreneurship: Tuning Universities and Enterprises' in Copenhagen, May 2012.



STRATEGIC LEADERSHIP HUB

Strategic Leadership Hub (SLH) is the department responsible for the transferable skills development area and for corporate connections and alumni relations. It intervenes across the various levels of education (Undergraduates and Masters) and in executive education.

The goal of Strategic Leadership Hub is to contribute to the promotion of personal and professional development

of students and graduates of Católica Porto Business School, thereby enhancing their employability. On the other hand, it seeks to respond to the needs and expectations of the labour market and to promote closer cooperation across a national and international network of strategic partners.

CORPORATE CONNECTIONS

- Establishing partnerships with companies;
- Promoting job opportunities and helping companies on pre-selection process;
- Setting up internships;
- Inviting company representatives as guest speakers;
- Inviting company representatives for students evaluations panels;

ALUMNI RELATIONS

- Managing alumni network and events: Alumni Abroad, Annual Meeting, International Meetings, Sectorial Meetings;
- Inviting alumni to engage in several activities such as the Mentoring Programme;
- Helping alumni find career opportunities;

Católica Porto Business Alumni

5 Continents

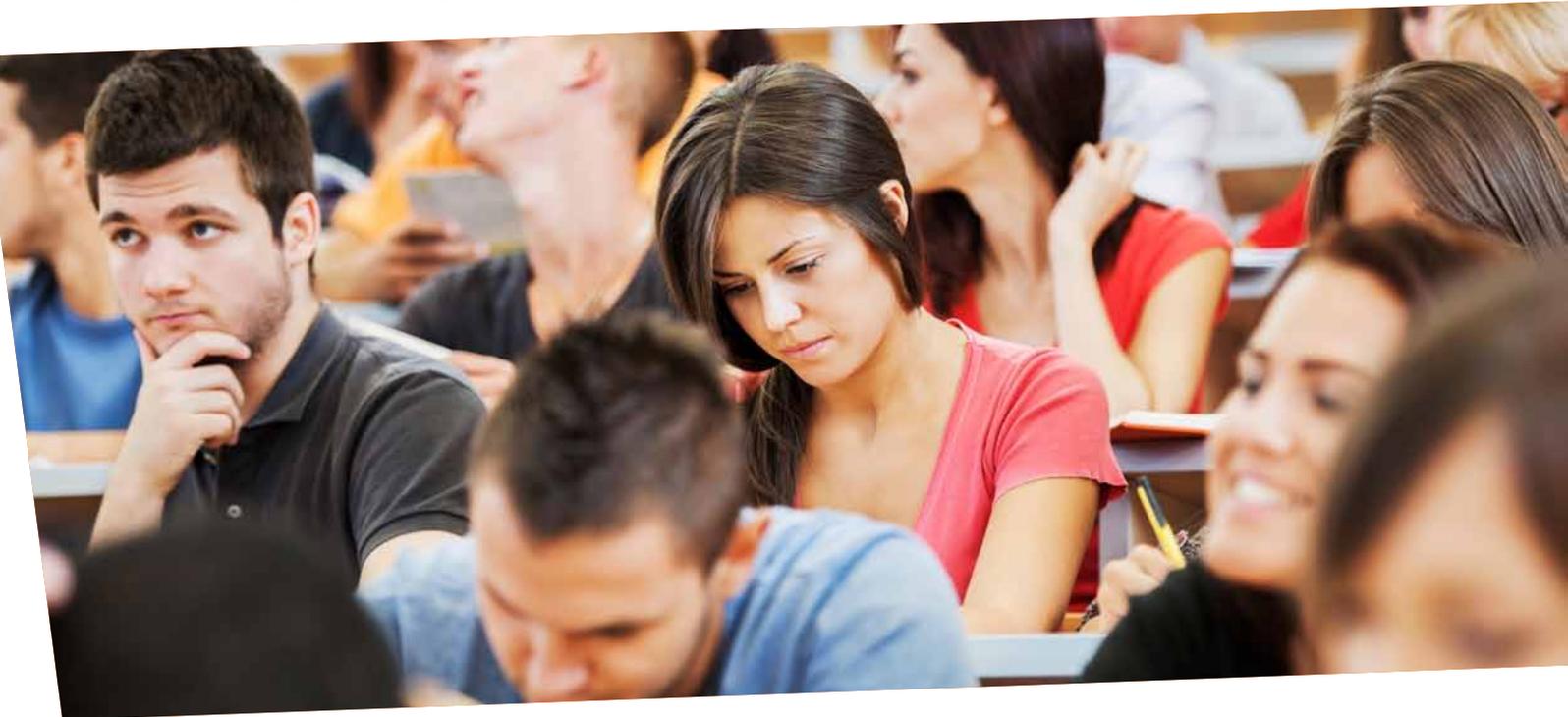
More than 30 countries

2000 Members



UNDERGRADUATE PROGRAMMES

...a skills portfolio designed to guarantee a high employment rate



The Católica Porto Business School offers:

Two undergraduate degrees
ECONOMICS and MANAGEMENT

One double degree
LAW and MANAGEMENT

Around **900**
undergraduate students

The Católica Porto Business School has an intake of 200 undergraduate students in economics and management and 35 students in the double degree in law and management every year. We achieve a high employment rate upon completion of the undergraduate degrees.

STRATEGIC LEADERSHIP HUB ACTIVITIES IN UNDERGRADUATE PROGRAMMES:

- Organizing welcome activities for first year undergraduates;
- Delivering counselling through the Coaching Programme for undergraduates (individual or group, connected with project courses, for example);
- Organizing career events such as: Career Day for Undergrads & Masters;
- Preparing students for public presentations and events;
- Organizing management challenges such as Católica Porto Management Challenge;
- Setting up summer internships;
- Posting job offers.

ECONOMICS AND MANAGEMENT DEGREES

International Students Academic Offer

204 ECTS of specific modules entirely taught in English, along with the regular courses lectured in Portuguese, available to foreign students as well.

UNDERGRADUATE COURSES TAUGHT IN ENGLISH*

FALL SEMESTER

- Mathematics I
- Information and Technological Systems
- Microeconomics
- Introduction to Business Studies
- Economic Sociology
- Statistics
- Money and Financial Markets
- Microeconomics II
- Macroeconomics II
- Managerial Economics
- Econometrics II
- Development Economics
- Economics and Public Policy
- Labour Economics
- Marketing Management
- Decision Making
- Environmental Economics

Total of 102 ECTS

6 ECTS / each module

SPRING SEMESTER

- Mathematics II
- Social Philosophy and Ethics
- Macroeconomics
- Portuguese and European Economy
- Corporate Finance
- Econometrics I
- International Economics
- Applied Quantitative Methods
- Organizational Behaviour
- Industrial Economics
- International Financial Economics
- History of Economic Thought
- International Management
- Operations Management
- Organization Theory and Business Policy
- Social Economics
- New Marketing Trends

Total of 102 ECTS

6 ECTS / each module

*Courses may change in each Academic Year.

GRADUATE PROGRAMMES

...focused on developing specialists

420 graduate students

70% of master students come from other universities



* Entirely offered
in English

STRATEGIC LEADERSHIP HUB ACTIVITIES IN MASTERS

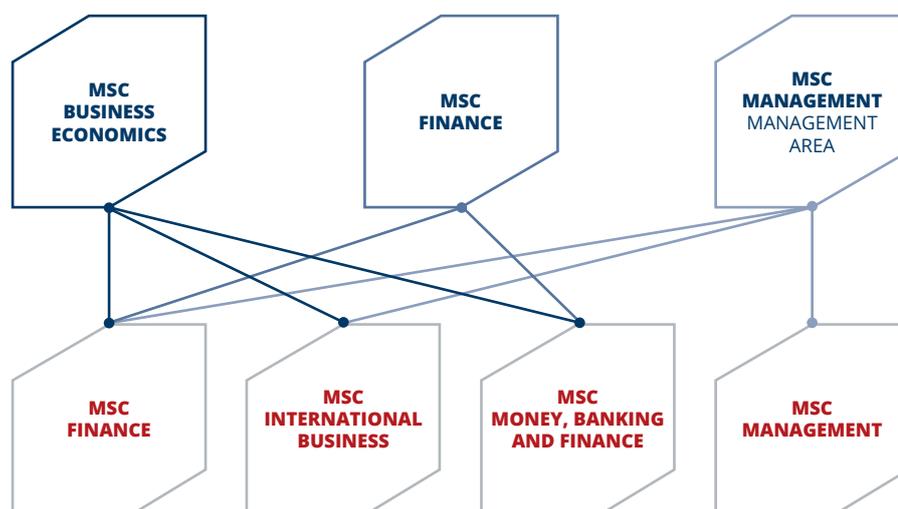
- Coordinating assessment centers for masters;
- Promoting development workshops for masters: Stand Up & Lead; Go Ahead & Speak; Sit Down & Plan;
- Delivering counselling through the Mentoring Program;
- Organizing career events such as: Career Day for Undergrads & Masters and Mentors & Mentees Get Together Session;
- Preparing students for public presentations and events;
- Organizing management challenges such as Católica Porto Management Challenge;
- Setting up master project internships (nationally and worldwide);
- Posting job offers.

DOUBLE DEGREES

Double degree with Lancaster University Management School (LUMS)

The double degree with Lancaster University Management School (LUMS), one of the best management schools in the world, with triple accreditation and which consistently makes part of the top-10 universities in the United Kingdom strengthens significantly our internationalisation strategy by introducing a new dimension to students who might be interested in gaining academic experience abroad.

Entry in the double degree allows the choice, made by the student, of the Masters programme they wish to take at Católica Porto Business School and at Lancaster University Management School, obtaining 2 Master Degrees in 2 years.



Double degree in Business Analytics with Aston University

The double degree in Business Analytics with the Aston University, one of the best management schools in the world, with triple accreditation and ranked in the top 20 by Times Higher Education, strengthens significantly our internationalisation strategy by introducing a new dimension to students who might be interested in gaining academic experience abroad.

In reality, the double degree in Business Analytics allows a student to obtain 2 Master Degrees in 2 years: one at Católica Porto Business School and another at Aston Business School.

Entry in the double degree in Management in Porto with specialization in Business Analytics allows students to take a second year at Aston University, benefiting from two master degrees in two years (as opposed to one degree in one and a half year). Since students had taken the specialization in Business Analytics in Porto at Aston some equivalences will be provided for some of the courses.



PORTFOLIO OF EXECUTIVE PROGRAMMES

MBA PROGRAMMES

Full Time MBA

MBAatlântico
LuandaPortoRioJaneiro

Executive MBA

MBAInternational

INTERNATIONAL WEEKS

- Doing Business in Brazil
- Healthcare Management Week in San Francisco
- International Management Week in China
- Esade Business School Week for MBA International

EXECUTIVE PROGRAMMES AND POST-GRADUATIONS:

- Human Capital and Leadership
- Strategy
- Finance
- Taxation and Accounting
- Management
- Marketing
- Operations Management

SECTORIAL POST-GRADUATIONS

- Hospitality Management
- Healthcare Management
- Management for Lawyers
- Medicine for Managers

CUSTOMISED PROGRAMMES



Strategic Leadership Hub Activities in Executive Education

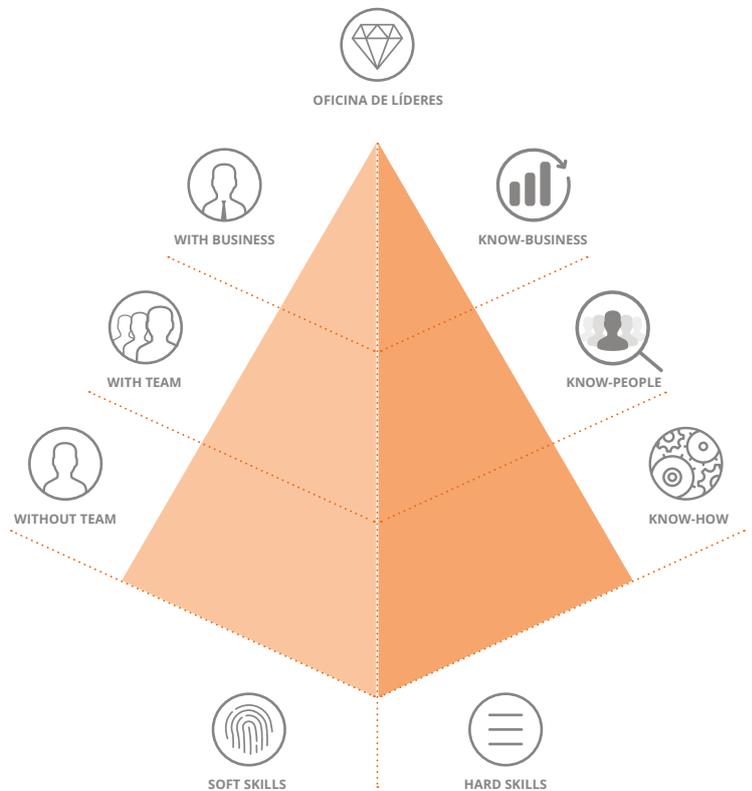
- Organizing career events such as: Connecting with Business and Career Day for Executives;
- Delivering Career Coaching;
- Managing the employability observatory for MBAs;
- Organizing management challenges such as Católica Porto Management Challenge;
- Posting job offers.

EXECUTIVE EDUCATION

More than courses, we offer paths!

As “know-how”, “know-people” and “know-business” require a sustained acknowledgement of values and competences, which is rarely implemented in executive training courses, we offer a demanding and selected training program at these levels, which we consider to be a distinctive experience.

One of the greatest assets of the Católica Porto Business School's Executive Education in 2017 are the accreditations EQUIS and AMBA, which validate internationally our MBAs and executive courses, recognizing the highest standards of the executive education. We are part of the Catholic University in Portugal, a renowned space of diversity and creativity, catalyst for solutions development.



We want you to come with us **SAILING** as a sailor, **COMMAND** a professional kitchen, **PARTICIPATE** in social actions with excluded and needy people, **CONCEIVE** the dreams and change the lives of children and families, **EXPERIENCE** international routines and customs. All this, because the manager's role doesn't end at the company's borders, but it also has a social dimension.



CATÓLICA

BUSINESS SCHOOLS ALLIANCE

The Católica Business Schools Alliance is a strategic alliance founded by the Católica Porto Business School and Católica Luanda Business School in 2012, after the positive experience of the MBA Atlântico and it intends to further this cooperation work, extending it to new programmes and partners in the Portuguese-speaking

world. Anchored in a joint project that takes advantage of complementarity and existing diversity among partners, the alliance's ambition is to build a global network of business schools to become a benchmark for business education in the world of the Portuguese language.

Network of Catholic universities which monitors companies in internationalisation processes;

Commitment to an economic diplomacy network with Lusophone base;

Modular approach to training throughout life that accompanies your professional development and that recognises the credits in any of the alliance's schools;

International reputation of the Catholic brand;

Available and able partners to design and adapt programmes to suit your needs;

Experience in developing academies and Corporate Universities, as a tool for leadership and change management;

Business Alumni: a global network with unlimited networking opportunities;

Initiative strategic leadership focused on innovation and entrepreneurship;

Academic and business partners in Portugal, Angola, Brazil, Mozambique, Macau (China) and constantly expanding;

Firm commitment to train future leaders.

MBAatlântico

LuandaPortoRioJaneiro

A pioneering programme with the Catholic University of Portugal, in Porto, the Catholic University of Angola, in Luanda, and the Pontifical Catholic University of Rio de Janeiro, in Brazil.

A benchmark MBA programme that connects three continents (Africa, Latin America and Europe), anchored in the Portuguese-speaking countries. Its purpose is to build a network of business leaders who choose the

Portuguese-speaking world as a vehicle for asserting themselves and for being competitive on a global scale.

The MBA Atlântico's students experience an immersion in the programme through a three-month residency in each Portuguese-speaking country – Portugal, Angola and Brazil – which gives them first-hand knowledge of their social and economic realities.

BUSINESS PARTNERS



Deloitte.

NOVO BANCO



NORS
We Know How



PARTNERS THAT SUPPORT SPECIFIC COURSES



INSTITUTIONAL PARTNERS



RESEARCH AND CONSULTANCY

Católica Porto Business School has several research and consultancy units, each one fulfilling a different objective:

- CEGE is a research unit registered and accredited by Fundação para a Ciência e Tecnologia (Portuguese Foundation for Science and Technology) that conducts fundamental research;

- Two centres – LEAD.Lab and SLab – are oriented towards applied research with a real impact on institutions;

- CEGEA is a unit that provides consultancy services.

FUNDAMENTAL RESEARCH

Founded in 2003, CEGE – Research Centre in Management and Economics - is the research centre that frames the academic research conducted within the Católica Porto Business School of Universidade Católica Portuguesa.

Its mission is to contribute to the advancement of knowledge in economics and management, promoting a culture of excellence in research and disseminating its research results to the scientific community and society in general.

The research carried out within CEGE covers the main scientific areas related to economics and management, divided by the following two research groups:

MANAGEMENT

ECONOMICS

The research activity is carried out on the following two strategic research themes:

1. Economic decisions and societal outcomes

Research activity focuses on understanding, from a microeconomic and/or macroeconomic perspective, how particular economic decisions ultimately affect societal outcomes.

2. Processes, performance and customer experience/behaviour

On this theme, the focus is on processes and performance (including issues of efficiency and effectiveness) in production, namely (but not only) in service provision, as well as how production responds to consumers and how consumers respond to product or service characteristics and delivery strategies.



APPLIED RESEARCH

LEAD.Lab

The LEAD.lab (Leadership Lab) is a knowledge centre of Católica Porto Business School. It views leadership as a process that involves led and leaders. It believes that the performance of teams and organisations results from this process of reciprocal influence - and that good organisations require good leaders and good led. Within this framework, LEAD.lab's mission is to contribute to humanized, virtuous and effective leadership of teams and organisations. Its fundamental goal is to generate knowledge, especially in the leadership area, through a two-way process: emerging knowledge from research in organisations is transferred back to them.

LEAD.lab generates a leadership barometer, enabling partners to achieve two objectives:

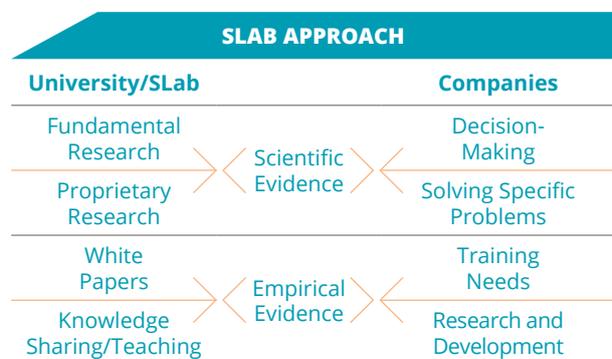
- To assess their leadership practices against the general trend identified in a set of organizations;
- Monitor the evolution of these practices over time. The barometer involves two interrelated levels: leadership and their teams.

LEAD.lab also performs organisational climate diagnostics that provide organisations with information relevant to decision making in the areas of leadership and people management, including identifying training needs. The diagnostics are customized and designed according to the partners and clients' needs.

SLab

SLab – Service Management Lab – is a cutting-edge research centre of Católica Porto Business School, Universidade Católica Portuguesa. The objective of Slab is to produce and transfer knowledge for increasing productivity, quality and innovation in service-related industries and tasks. Working in close cooperation with companies, SLab develops research projects focused on real-world problems in several areas of Service Management. These include:

- Digital Economy
- New Service Design
- Customer Experience
- Service Process Improvement
- Benchmarking and Performance Measurement
- Servitization
- Demand Forecasting and Optimization



PARTNERSHIP



CONSULTANCY

CEGEA



Founded in 1991, the CEGEA - Research Centre in Management and Applied Economics provides the community with the resources and capabilities of the Católica Porto Business School. The CEGEA combines research capacity and academic independence with the attention to customer characteristic of a consulting firm.

MAIN AREAS OF ACTIVITY

The activities carried out by CEGEA cover the following fields of Economics and Management:

- Assessment of Public Policies and Investment Projects;
- Competition and Regulation;
- Economics and International Business;
- Industrial Economics, Sectoral Studies and Strategy;
- Regional and Urban Economy;
- Rural Economy, Environment and Natural Resources;
- Social Economy;
- Finance and Accounting;
- Human Resource Management and Labour Economics;
- Marketing.

BUSINESS INTERRELATIONS




PANEL OF PROFESSIONALS


SPONSORSHIPS


RECRUITMENT AND SELECTION PROCEDURES


SEMINARS


CATÓLICA PORTO BUSINESS SCHOOL INVITES COMPANIES


NAMING OF ROOMS OR AREAS


MANAGEMENT AND STRATEGY GAMES





CONTACT US

UNDERGRADUATE

Teresa Alves de Sousa
mtsousa@porto.ucp.pt
t. +351 226 196 269

GRADUATE

Daniela Silva
dssilva@porto.ucp.pt
t. +351 226 196 221

EXECUTIVE EDUCATION

Sara Carneiro Pacheco
mpacheco@porto.ucp.pt
t. +351 226 196 401

INTERNATIONAL EXCHANGES

Maria João Marques
mjmarques@porto.ucp.pt
t. +351 226 196 294

CATÓLICA PORTO INTERNATIONAL RELATIONS OFFICE

international@porto.ucp.pt
t. +351 226 196 286

www.catolicabs.porto.ucp.pt

