

P. PORTO

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

School of Technology and Management (ESTG)



Study Offer in English

2nd Semester 2018/2019



ESCOLA
SUPERIOR
DE TECNOLOGIA
E GESTÃO

Course	ECTS
Business Sciences Research Project	13
Software Project Management	6
International Marketing	6
Marketing Research and Project Business Case	5

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Business Sciences Research Project: Objectives and Syllabus



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Objectives

- To apply the main business sciences concepts to projects of applied research;
- To understand the methodological problems involved in scientific research;
- To discuss critically and to comment results of applied research.

Syllabus

- Research Design
- Qualitative methods
- Quantitative methods
- Combining qualitative and quantitative methods.

Software Project Management: objectives and syllabus



Objectives

- To understand the logical project structure and concepts of system design;
- To identify and define the boundaries and scope of a information systems design;
- Understand the context of practice and competence of project management applied to information systems from the organizational perspective;
- To understand and know how to apply the framework of project management according to the normative PMBOK® Guide from Project Management Institute;
- To master the main techniques applied in the process of initiation, planning and management control of a project;
- To know how to explore the software tools MS Project and MS Excel by building models that support the implementation of these major techniques.

Syllabus

- Introduction to Project Management
- Project Selection
- The Project Plan for System Development
- The Organizational Structure
- Monitoring and Control Techniques
- Estimating with Parametric Models
- Risk Management Techniques
- Advanced Techniques for Project Control
- Closing the Project

International Marketing: objectives and syllabus

Objectives

The aim of this discipline is to provide instruments to analyze the marketing decisions in an international context. Students are expected to:

- Identify, analyze and understand the cultural models of each market under international context;
- Interpret the different habits and practices of negotiation in an international context;
- Analyze and implement international marketing strategies;
- Control the decisions of marketing in an international context

Syllabus

- Internationalization strategies and international marketing;
- Global consumption and local consumers: cross-cultural consumer behavior
- Standardization or adaptation of marketing variables
- Decisions and forms of international implementation
- Negotiation Strategies in international context
- Certification of products in international commerce
- How to control international marketing decisions
- Brand identity management

Marketing Research and Project Business Case: objectives and syllabus



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Objectives:

- To know marketing research techniques;
- To understand and apply evaluation techniques of marketing research to determine market opportunities;
- To characterize and evaluate the business in all its components: products, services and other influences in the stakeholders;
- To analyze and develop the business case of the project.

Syllabus

- Building a Business Model Canvas
- Marketing research
- Data collection: quantitative and qualitative techniques
- Marketing Mix
- Consumer behavior
- Organizational Strategy
- The concretization of the idea, identifying the needs or business purpose
- Value Proposition
- Cost benefit analysis

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Welcome to ESTG!

