Católica Porto Business School
UNDERGRADUATE · GRADUATE · EXECUTIVE EDUCATION · RESEARCH
www.catholicbs.porto.ucp.pt
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 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 world-wide 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 250 million people worldwide. It is expected that this number will rise to 335 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 a 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.
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.

After a three weeks’ period of online voting, Porto was elected, by the european citizens, the Best European Destination 2014, winning the title ahead of 19 big european cities.

After meeting Porto, you will find it hard to leave.
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!

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).
Our perspective on education
The Bologna Process

UNDERGRADUATE
FIRST EXPERIENCE
IN THE JOB MARKET

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

The Bachelor’s degree is a three year programme, designed according to the Bologna Process. Students can choose between Management and Economics and Management Science. We encourage our students to participate in ERASMUS and other international mobility programmes and take summer internships both in-country and abroad in order to gain practical 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.

Students can choose from an array of specialised programmes, ranging from Finance to Social Business. Additionally, participation in personal development initiatives is encouraged — “Evaluation 360°” — in order to develop critical thinking, gain independent decision-making skills and secure leadership roles in the job market.

EXECUTIVE EDUCATION
LEADERSHIP ROLES

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

The Executive Education is an in-house structure that works on a customized basis promoting the soft skills required for students to be high-quality professionals and effective leaders in a globalized, competitive and changing environment. This means working to develop competences like cultural awareness and expression, communication skills, problem diagnosis and solving, decision making, creativity, team work, social and civic competence, initiative and entrepreneurship, among others.

The Católica Porto Business School has the Strategic Leadership Hub, committed to developing soft skills, building careers and fostering entrepreneurship.

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The Strategic Leadership Hub brings together companies, HR developers, students, teachers and business alumni in discussion forums, also involving business representatives in the identification, promotion and validation of student’s key skills. Based on the cooperation between the School’s academic curricula and the labour market needs, it increases the connection to the corporate world in order to promote employability and entrepreneurship.

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We share ideas and anticipate future needs for labour market.

Recruiting & Selecting
We help you find the best person for the job. We know our students. We get involved.

Networking & Sharing
We build strong ties and intensively work to be media and business community top-of-mind.
Strategic Leadership Hub

Our mission...

**Soft Skills**
- Actions & workshops aiming at better preparing students for effective communication, time management, group work, and leadership.

**Developing Careers**
- Help students to find their role at the organisations and design their curriculum in order to make them leaders for change and innovation.

**Entrepreneurship**
- Link students together and with the companies in a fertile interdisciplinary environment for new ventures and business ideas.

managing & project challenges
- Recruiting seminars
- Career counselling
- Mentoring program
- International mobility
- University-business projects
- Incubator lab
- Internships

Community

Companies, NGOs, students, teachers and professional staff work side by side to implement initiatives that promote personal development and skills that spill over the community. Initiatives are evaluated by all actors involved – students and companies - and external committees.

The Business Alumni association performs an important educational and development role at the school. There’s an active communication between the school and the alumni network within a number of initiatives that require the participation of alumni, such as: students mentoring, membership of evaluation panels of curricular projects, organization of company visits, internships and job offers.

Aware that the greatest asset of a school is its students (current and former), we provide a range of services to support the career development of these through the Strategic Leadership Hub. We are also responsible for the school’s Alumni network dynamics and articulation with the Catholic Porto Business Alumni, helping the association to promote networking events in Portugal and abroad and supporting a web platform for sharing opportunities and information between the members. The Strategic Leadership Hub has an Alumni Relations Manager for these purposes.
Strategic Leadership Hub

Partnerships with companies

The Strategic Leadership Hub establishes a national and international network of partners, with whom it develops cooperative relationships that contribute to the creation of new professional challenges and opportunities in Portugal and abroad.

The SLH focuses on developing soft skills providing students with a drive for initiative and entrepreneurship, preparing them for the future. Internship programs and MSc projects accomplished in partnership with companies joining together University and Business, thus promoting employability.

Mentoring Program

Mentors: Alumni working in Portugal or abroad
Mentees: Master degree students
Sharing experiences with current students and offering advice on career management, skills development and other issues
Exploring shared interests and perspectives

Official partner:

Católica Porto Management Challenge

A strategy and management competition - in which each team runs a company in a simulation environment, with the objective of getting the highest company share price.

Official partner:
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

940 undergraduate students

The Católica Porto Business School has an intake of 200 undergraduate students in economics and management and 40 students in the double degree in law and management every year. We achieve a high employment rate upon completion of the undergraduate degrees.

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.”

INTERNATIONAL AWARD
"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.
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
Graduate programmes...focused on developing specialists

420 graduate students

70% of master students come from other universities.
Double Degree

The double degree programme with the Lancaster University Management School, a triple-accredited world-ranked management school which ranks in the top 10 Universities in all major UK league tables, strengthens our internationalisation strategy by introducing an additional dimension to students who are interested in having an international experience.

In effect, the double degree allows a student to obtain two MSc degrees in two years: one from Católica Porto Business School and one from Lancaster University Management School. Admission to the double degree implies that students choose both the MSc programme that they will attend at Católica and the MSc programme they wish to attend at Lancaster University Management School. Only three of Católica’s MSc programmes are eligible for a double degree with Lancaster University Management School: Business Economics, Finance and Management. At Lancaster University Management School, students can also choose from four MSc degrees: Finance, International Business, Money, Banking and Finance and Management.

Master in Finance

Entirely offered in English

The MSc in Finance is a highly internationalised programme that aims to produce top financial professionals. It was considered an important turning point in terms of innovation in the European academic community.

Drawing on a solid and rigorous theoretical foundation, the MSc in Finance is a professional oriented programme, developed in close collaboration with the top Portuguese financial institutions.
The MSc in Business Economics provides a strong foundation in economic principles, in-depth knowledge of economic context crucial for decision-makers, advisors, professional economists, both in the private and public sectors. It develops the economic skills and problem-solving abilities necessary to deal with management challenges in a context of rapid change and increasing business complexity. It establishes a bridge between economics and management allowing for existing and aspiring managers to have a global knowledge of determinant economic issues that define the environment in which they have to make rapid and often crucial decisions.

This program intends to fill a gap in the current scenario of post-graduates studies allowing for an effective integration of a solid Management formation with a strong and up to date knowledge of Economics.

The main objective of MSc in Marketing is to guarantee the link between the theories and models taught and the reality of the problems in today’s marketing activities. Thus, we tend to use empirical teaching approach as much as possible, along with case studies. We have developed a pragmatic approach, which motivates students to produce useful research.

Our MSc programme also attempts to strengthen the relationship between the university and companies. Thus, we have some faculty members that are active in companies, and other national or international organizations.

Our approach to the training of highly qualified professionals is at the heart of the value added to our programme and the reason why we ensure a high employability rate and successful career for our future graduates. Our graduates should be highly competent, further enhancing the excellent image in the market already created by Católica Porto Business School. The skills attained during the course will either contribute to the development of a professional career in a company or to an academic career in any of the Marketing fields of study.
Master in Management

The MSc in Management is an innovative program, inspired by international best practices, which benefits from the experience of the Católica Porto Business School providing advanced management education over the last 25 years.

It is a program that covers general management of companies and non-profit organizations in the first semester and a choice of a specific field of management in the second semester.

The specialization branches allow a better fit with student’s needs (from generic to specialized education) while taking advantage of the synergies between several fields of management.

In the second semester the specialization options are:

- Generic branch in Management
- Management of Services
- Business Analytics
- Management Control

The generic branch can be particularly suited for BSc graduates, with or without professional experience, who do not have a prior economics or management background and who aim to pursue a career in management.

Executive education

... an innovative approach to face new challenges

More Than 800 participants on the executive education programmes

MBA programmes are our core activity, but a new focus on executive education has recently been started: we have opened specialised short programmes aimed at experts, while at the same time we still also have some more general management programmes designed for entrepreneurs and middle management. We also give support to corporate universities in their HR development.
Portfolio of executive programmes

MBA PROGRAMMES
- Full Time MBA
- Executive MBA

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
- Double Degree MBA International (PUC-Rio)

SECTORIAL POST-GRADUATIONS
- Hospitality Management
- Healthcare Management
- Management for Lawyers
- Medicine for Managers

CUSTOMISED PROGRAMMES
- Portfolio of executive programmes

Católica Business Schools Alliance
Internationalisation

1958
Establishment of IAG, the Graduate School of the Pontifical Catholic University of Rio de Janeiro

1983
Establishment of COGEAE, the Graduate School of the Pontifical Catholic University of São Paulo

1987
Establishment of the Catholic Porto Business School of the Catholic University of Portugal

1999
Establishment of Católica Porto Business School

2002
Cooperation Agreement between the Catholic University of Portugal and the Pontifical Catholic University of São Paulo

2008
Establishment of the Catholic University of Portugal and the Pontifical Catholic University of São Paulo

2009
Establishment of the Católica Business Schools Alliance

2010
Launching of the first joint programme: MBA Administracao

2012
Establishment of the Católica Business Schools Alliance

2013
Emphasis on cooperation agreement with the Catholic University of Angola in Luanda

2013
Establishment of the Catholic University of Angola and the Católica Porto Business School

A vast network with the Portuguese speaking countries. The fastest growing economies.
A Portuguese school uniting Portugal, Angola, and Brazil.

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.

Erasmus and other International Exchange Programs

49 partnerships established with 24 countries around the world (Asia, Europe and America)
Research

SCHOOL'S POSITIONING

The Católica Porto Business School has several research and consultancy units, each with a different purpose:

- CEGE is a research centre registered and accredited by the Foundation for Science and Technology (FCT) and is primarily focused on fundamental research;
- two centres – Beo Lab and SLab – are geared towards applied research with managerial relevance;
- CEGEA is a unit dedicated to consultancy services.

FUNDAMENTAL RESEARCH

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.

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

BEO LAB

The BEO LAB - Behaviour, Economics and Organisations Laboratory - is a laboratory of the School of Economics and Management of the Católica Porto, whose object of study is human behaviour in economic and organisational context. The BEO LAB uses behavioural economics as a scientific approach.

SLAB

SLab – Service Management Lab – is a cutting-edge research centre of the Católica Porto Business School of 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.

CONSULTANCY - CEGEA

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. The studies carried out by CEGEA spread over the various areas of Economics and Management from Industrial Economics, Competition and Regulation to Marketing, from Rural Economy, Environment and Natural Resources to International Business, or from Social Economy to Human Resources Management. While this does not constitute a limitation to its activities, CEGEA focuses on subjects of particular relevance to the community in which it operates, in particular to the North of Portugal.
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