

CTESP | CURSO TÉCNICO SUPERIOR PROFISSIONAL

A person is shown in profile, looking at a laptop screen. The image is overlaid with a digital, wireframe-like pattern in shades of blue and green, suggesting a technological or digital theme. The text 'GESTÃO DE NEGÓCIOS E COMÉRCIO ELETRÓNICO' is prominently displayed in white, bold, uppercase letters across the middle of the image.

GESTÃO DE NEGÓCIOS E COMÉRCIO ELETRÓNICO

Direction

António Garcia Nunes Morão

Number of Semesters

4

ECTS

120

About

All sectors of activity depend on digital technologies, from agriculture to biotechnology, from manufacturing to commerce. The digital economy requires new skills at all levels of an organization's operations - creativity, branding, business models, organizational processes - and the knowledge to integrate digital technologies into activities. Companies will only be able

to take advantage of the immense opportunities of the digital economy by hiring human capital with management skills geared towards e-Business. The digital economy provides more jobs: for every job lost to digitalization, 2.6 new jobs are created and it fosters greater productivity and economic growth, which translates into greater employment opportunities. state bodies, a sector undergoing rapid digital transformation. The Polytechnic Institute of Lusophony's Higher Professional Technical Course in Business Management and Electronic Commerce aims to contribute to employability by responding to the need for human capital with management and communication skills aimed at developing businesses with internationalization capacity. It focuses on acquiring skills in managing e-business at a national level and/or through exporting products and/or services. It also focuses on knowledge of technology as a business enabler and its application to business processes. The teaching of Portuguese and English is coordinated and collaborative, focused on learning business terminology and acquiring internal and external business communication skills in Portuguese and English (business English).

Course Plan

Course Structure

1º Ano / No Branch

[Creativity, Innovation and Entrepreneurship](#) 3 ECTS | [English](#) 5 ECTS | [Introduction to Management](#) 5 ECTS | [Market Studies](#) 5 ECTS | [Marketing Communication and Branding](#) 5 ECTS | [Portuguese Language](#) 5 ECTS | [Project Management](#) 3 ECTS | [Commercial and Sales Management](#) 3 ECTS | [Consumer Behaviour](#) 5 ECTS | [Digital Economy, e-Business and e-Commerce](#) 5 ECTS | [Digital Marketing](#) 3 ECTS | [Internationalization and Localization](#) 3 ECTS | [Microeconomics](#) 5 ECTS | [Value Proposition and Business Model](#) 5 ECTS |

2º Ano / No Branch

[Company Management and Organization](#) 5 ECTS | [Corporate Strategy and Business Plans](#) 5 ECTS | [General Accounting and Taxation](#) 5 ECTS | [Intellectual Property and Commercial Law](#) 4 ECTS | [Leadership, Team](#)

[Management and Intrapreneurship](#) 3 ECTS | [Management and Financial Analysis of Investments](#) 4 ECTS | [Management Planning and Control](#) 4 ECTS | [Traineeship](#) 30 ECTS |