

1º CICLO | LICENCIATURA



Direction

António Carrusca Pimenta de Brito

Number of Semesters

Access Conditions

ECTS

180

About

In a highly competitive and ever-changing business environment, commercial management skills are essential for not only creating value for the customer but also capturing the corresponding value. The commercial management degree equips its participants with knowledge and skills in commercial management and marketing, in a comprehensive view of the function, connecting it with the areas of marketing, technology, operations, the legal implications and the non-technical skills essential to the performance of the commercial function.

Course Plan

Course Structure

1º Ano / Common Core

[Business English](#) 4 ECTS | [Corporate Law](#) 4 ECTS | [Economic and Business Sciences I](#) 6 ECTS | [Foundations of Marketing](#) 6 ECTS | [Information Technologies](#) 4 ECTS | [Quantitative Methods](#) 6 ECTS | [Commercial and Tax Law](#) 6 ECTS | [Consumer Behaviour](#) 4 ECTS | [Economic and Business Sciences II](#) 6 ECTS | [Economics](#) 4 ECTS | [Financial Accounting](#) 6 ECTS | [Human Resources Management](#) 4 ECTS |

2º Ano / Common Core

[Data Analysis and Business Metrics](#) 6 ECTS | [International Business](#) 6 ECTS | [Market Studies](#) 4 ECTS | [Presentation and Negotiation Techniques](#) 4 ECTS | [Product Management](#) 6 ECTS | [Strategy and Business Models](#) 4 ECTS | [Digital Marketing](#) 4 ECTS | [Management and Budget Accounting](#) 6 ECTS | [Operations and Logistics](#) 6 ECTS | [Relational and Content Marketing](#) 4 ECTS | [Sales Force Management](#) 4 ECTS | [Service and Experience Design](#) 6 ECTS |

3º Ano / Common Core

[Brand Management](#) 6 ECTS | [Business and Digital Strategy](#) 4 ECTS | [Commercial Management Game](#) 6 ECTS | [Information Systems Management](#) 4 ECTS | [Pricing Policies and Strategies](#) 4 ECTS | [Sustainability and Social Marketing](#) 6 ECTS | [Digital Sales Platforms and Customers](#) 6 ECTS | [Project \(Final Work\)](#) 16 ECTS | [Traineeship \(Final Work\)](#) 16 ECTS | [Innovation and Entrepreneurship](#) 4 ECTS |