

Direction

João Pedro Tomásia Barroca

Number of Semesters

2

ECTS

60

About

ESCAD's Professional Master's in Business Management is an innovative study program that responds to the demands of today's market, combining management theory, technology and digital transformation. With a comprehensive curriculum, this master's program provides both theoretical and practical knowledge, gradually adapted to the needs of companies. It has a teaching staff with strong links to the business world, offering networking and real-life experiences. The program allows for greater flexibility, combining classroom learning with project work in a business context, preparing graduates for the labour market. This training represents the profile of professionals who want to boost their companies' digital business, combining innovation, technology and the future of organisations.

Course Plan

Course Structure1º Ano / General PathBusiness Models, Sales and Digital Marketing 4 ECTS | Competitive Intelligence 4 ECTS | Corporate Finance,

Finance and Accountability 5 ECTS | Digital Competences 4 ECTS |
Organizational and Enterprise Communication 4 ECTS | Strategic
Management, Governance and Innovation 5 ECTS | Talent and Human
Resources Management 4 ECTS | Project Work 30 ECTS |