

Postgraduation • Lisboa

EVENT MANAGEMENT AND ENTREPRENEURSHIP



Direction

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Secretariat

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Duration

120h

Credits

30 ects

Presentation

- The Postgraduate Programme in Events Management and Entrepreneurship is an excellent course with a strong practical component, designed to prepare trained professionals for a constantly evolving market. With a teaching staff made up of renowned specialists and experienced professionals, the course values knowing how to think and knowing how to do, providing complete training applied to practice. - With almost 100 per cent employability, this postgraduate course offers students the opportunity to get directly involved in real events, making the experience more enriching. - In addition, the Seminar Course will be attended by professionals from the events and tourism fields, giving students direct contact with the main players in the sector, updating them on the latest trends and challenges.

STUDY PLAN

1st Year / Common Core

Anual	ects
Advanced communication and public relations techniques: Presentation	2
AI at Events	1
Analysing Economic Viability and Business Models in Events	2
Creative Management and Event Programming	3
Digital Marketing, Social Media and Networking Strategies	3
Event fundraising, partnerships and collaborative entrepreneurship	3
Innovation and Entrepreneurship in Event Tourism	2
Leading, attracting and managing event teams/staff	2
Organising and managing digital and hybrid events	1
Post-event control, evaluation and feedback	1
Production and management of events	3
Risk management and legal compliance at Events	2
Seminars on entrepreneurship and innovation in the events sector and Final Project	4
Strategic and operational event logistics	1
Sustainability and Social Responsibility in Events	1

Linha direta
para o teu futuro



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