

Bachelor • Porto

COMMERCIAL MANAGEMENT



Direction

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Secretariat

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Duration

3 Years

Credits

180 ects

Exams

Have one of the following national exams:

- 04 Economia
- 16 Matemática
- 18 Português

Presentation

STUDY PLAN

1st Year / Common Core

1º Semestre	ects	2º Semestre	ects
Business English	4	Commercial and Tax Law	6
Corporate Law	4	Consumer Behaviour	6
Foundations of Marketing	6	Human Resources Management	4
Fundamentals of Management	6	Information Systems	4
Microeconomics	4	Macroeconomic	4
Quantitative Methods	6	Strategy and Business Models	6

2nd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Data Analysis and Business Metrics	6	Digital Marketing	4
Financial Accounting	4	Management and Budget Accounting	6
International Economy and Business	6	Operations and Logistics	6
Market Studies	4	Relational and Content Marketing	4
Presentation and Negotiation Techniques	4	Sales Force Management	4
Product Management	6	Service and Experience Design	6

3rd Year / Common Core

1º Semestre	ects	2º Semestre	ects
Brand Management	6	Innovation and Entrepreneurship	4
Commercial Management Game	6	Option II	6
Management Research Methods	6	Option III	4
Option I	4	Project / Internship	16
Pricing Policies and Strategies	4		
Supply Chain Management	4		

Linha direta
para o teu futuro



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