

BACHELOR'S DEGREE

BUSINESS AND INTERNATIONAL TRADE



2018/2019 ACADEMIC YEAR



INSTITUTO
POLITÉCNICO
DA MAIA **IPMAIA**

BUSINESS AND INTERNATIONAL TRADE

COORDINATOR

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ADMISSION EXAMS

Economics (04); or Portuguese (18);
or Mathematics Applied to Social
Sciences (17).

PUBLICATION IN THE OFFICIAL GAZETTE

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The degree in Business and International Trade focuses on the study of business and trade issues, with a special emphasis on its international component, typical of the historical period in which we live - the era of globalization. The dynamics and accelerated change of the global market - in the most diverse sectors of activity - poses increasing competitive challenges to companies, which justify and demand a more advanced qualification of their human resources.

The syllabus of this course was designed to allow its students to know the main realities of commercial, financial, marketing and communication management; to know the different markets, namely in terms of risk assessment, opportunities and geo-economic dynamics; to know and make strategic and operational decisions to enter foreign markets; to develop capabilities to implement specific policies regarding products, pricing, supply chain and international communication; to know and apply techniques and instruments to support international negotiation and logistics, as well as electronic commerce. Graduates will be able to support diverse types of organizations in their management of the increasingly complex and risky challenges posed by globalization. In parallel, the course also intends to promote interest in innovation and in developing new ideas and businesses, providing students with opportunities for collaboration in applied research projects.

Professional opportunities and employability

The degree in Business and International Trade aims to train professionals who are qualified to perform, in particular, the following tasks:

- Management of sales teams or commercial departments oriented towards international markets;
- Management of contacts and partnerships with foreign entities, (clients, suppliers, government agencies or credit institutions);
- Specialized consultancy in the area of international trade development;
- Management of logistical, forwarding and customs activities;
- Intervention in the social sector, in associations of producers, cooperatives or non-governmental organizations, which operate in the international market;
- Development of actions to promote national production, such as participation in international fairs, business missions, events and exhibitions of products and services.

What makes this course different?

The degree in Business and International Trade at IPMAIA provides a full professional and personal development for students, enhanced by the academic relationship with highly qualified teachers, with a strong connection to the world of organizations and companies, in the context of an excellent Academic Campus.

National students will be able to contact with colleagues from different nationalities, cultures and visions, and may also benefit from incentives for international exchange programs.

YEAR 1

SEMESTER 1 • 30 ECTS

- 5 Business Organisation and Management
- 5 Applied Mathematics
- 5 Business English I
- 5 Microeconomics
- 5 International Trade I
- 5 Information and Communication Technologies

SEMESTER 2 • 30 ECTS

- 5 Fundamental Notions of Public and Private Law
- 5 Marketing Fundamentals
- 5 Applied Statistics I
- 5 Business English II
- 5 Macroeconomics
- 5 International Trade II

YEAR 2

SEMESTER 1 • 30 ECTS

- 5 International Marketing
- 5 Globalization and Multiculturalism
- 5 International Trade Law
- 5 Customs Regimes and Procedures
- 5 Financial Accounting
- 5 Applied Statistics II

SEMESTER 2 • 30 ECTS

- 5 Market Research
- 5 Digital Marketing
- 5 Financial Management
- 5 International Transport and Logistics
- 5 International Tax Law
- 5 Sales Techniques

YEAR 3

SEMESTER 1 • 30 ECTS

- 5 Management Accounting
- 5 Business Strategies
- 5 Sales Management
- 5 Business Spanish I
- 5 Laboratories of Business and International Trade
- 5 International Finance

SEMESTER 2 • 30 ECTS

- 5 E-Commerce
- 5 Innovation and Entrepreneurship
- 5 Business Spanish II
- 4 Business and International Trade Seminars
- 11 Project / Internship in Business and International Trade

FOR FURTHER INFORMATION

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Exclusive conditions

- Extensive parking on campus.
- A comfortable, welcoming environment throughout the campus.
- Easy access by public transport, particularly the metro at ISMAI station.
- An environment with new technologies and sport, improved with the construction of a new, state-of-the-art sports complex.

Address

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Metro/Line C - ISMAI



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