International Semester (30 ECTS)
Business in the Knowledge Society
2012-2013

Portucalense University

Portucalense University Infante D. Henrique (UPT) is a private higher education institution, created in June of 1986, located in Porto. UPT is organized across four Departments: Law, Education Sciences and Heritage, Economics and Management Sciences and Innovation, Science and Technology, and teaches 1st, 2nd and 3rd cycle courses and post graduate courses, structured according to the Bologna Process.

UPT aims to be a model in higher education, taking advantage of its inter-departmental synergies. In addition to acquiring theoretical knowledge, the students have opportunities to develop practical work and research projects, developing a whole range of skills that will prepare them for jobs in future careers and for life in a competitive global society.

It is our mission to deliver quality education at the highest standards of excellence in the relevant disciplines, in order to produce fully competent professionals and socially responsible citizens. Students are our priority and the intellectual training we provide aims to equip all our graduates with a first-rate professional education and to enhance the development of individual potentialities and personal and professional competencies.

In order to achieve these objectives, courses are structured so as to respond flexibly to changing labour market needs, through various teaching methods empirically based on significant case studies whenever applicable. UPT also makes available to students forms of personalised tutorial assistance intended to complement and support purely class-based instruction.

UPT has its own dedicated staff, fully qualified, research-active and highly motivated by a spirit of constant self-improvement. We also count on the input of practicing professionals from different industrial and commercial sectors, through the medium of guest seminars on various themes, thereby promoting its relationships with the corporate world with the goal of preparing students for future professional demands.

It is also our priority to promote and maintain relationships with overseas universities with which we have partnerships, and to extend further our network both in Europe and other countries. UPT is enthusiastically committed to a system of educational visits and exchanges, every year hosting visits from professors of European universities that are in turn reciprocated by departmental faculty. It has thriving Erasmus links and receives numbers of students through this scheme as well as from other non-European countries.

We warmly welcome students from our partner institutions for an Erasmus change period and to apply for our International Semester.

About the course

The international semester "Business in the Knowledge Society" is aimed at both bachelor degree students and graduates from different study programmes and backgrounds, especially business and management, IT and computer science and social sciences. Conceived as an interdisciplinary approach to study abroad, it combines academic preparation with the direct experience of an international setting and culture.

Course overview

The international semester programme is composed of 6 or 7 modules:

- Portuguese Art and Culture (4 ECTS)
- Portuguese for Foreigners I (4 ECTS)
- Portuguese for Foreigners II (4 ECTS)
- Business Information Management and Systems (5 ECTS)
- The United States of Europe: past, present and future (6 ECTS)
- Entrepreneurship (5 ECTS)

- Interdisciplinary Project (6 ECTS)

Table 1 presents an overview of the course contents and study load.

Teaching methods emphasize active student participation and involvement. The emphasis will be on lectures as well as on learning-by-doing. In addition to lectures, case studies, group discussions, field trips and study visits are an integral part of the learning process, so that students will be able to acquaint themselves with Portuguese culture and learn more about particular issues of doing business in Portugal.

Module	SL	HTC	n-TC	ECTS
Portuguese Art and Culture	108	30	78	4
Portuguese for Foreigners I	108	30	78	4
Portuguese for Foreigners II (a)	108	30	78	4
The United States of Europe: past, present and future	162	30	132	6
Entrepreneurship	135	45	90	5
Business Information Management and Systems	135	30	105	5
Interdisciplinary project	162	30	132	6
Other courses				
English I	135	45	90	5
Spanish I	135	45	90	5

(a) Students may choose if they want to attend only to level I or to both level I and II.

Table 1: Overview of the course contents and study load.

(a) Students may choose if they want to attend only to level I or to both level I and II.

Legend:

SL = Study load per semester
HTC = Hours of teaching during the semester
n-TC = non-teaching and coaching hours per semester

Dates for 2012/2013

1st Semester: 18th September 2012 – 12th January 2013
2nd Semester: 13th February 2013 – 7th June 2013

Programme description

Portuguese Art and Culture (4 ECTS)

- Portuguese Cultural Heritage: its uniqueness under the light of European Culture
- Understanding heritage resources: The importance of artistic interpretation and analysis
- From Medieval to The Modern Portuguese Art: an overview
- Romanesque and Gothic Portuguese Art
- The Modern Era and the Portuguese barroco: gilded woodcarving and Portuguese tiles production
- British buildings in Oporto: Port Wine industry and Architecture
- Nineteenth and twentieth centuries Art
- Oporto: an international city in the nineteenth century. The Crystal Palace
- Visits to some historical monuments and a museum will be included as well as case studies *in situ*

Portuguese for Foreigners I (4 ECTS)

- Basic grammatical concepts
    - Use of articles
    - Regular Verbs and some Irregular ones. Tenses: Simple Present, Present Continuous, Composed Future, Simple Past
    - Personal, Possessive and Demonstrative Pronouns
    - Prepositions
    - Comparative and superlatives

- Vocabulary
    - Self-introduction

- o Getting around
- o Socializing
- o Shopping

Portuguese for Foreigners II (4 ECTS)

- Basic grammatical concepts
  - o Regular Verbs and some Irregular ones. Tenses: Imperative, Simple Future, "Imperfeito", "Pretérito Perfeito Composto", "Pretérito Mais-que-Perfeito Composto", "Infinitivo Pessoal e Impessoal"
  - o "Promomes Pessoais Complemento Directo e Indirecto"
  - o "Pronomes Relativos"

- Vocabulary
  - o Describing past events (childhood, best holidays…)
  - o Writing national recipes
  - o Describing recent life in Porto
  - o Planning a future friend's visit to Porto

Business Information Management and Systems (6 ECTS)

- Managing the digital enterprise
  - o Why information systems?
  - o Contemporary approaches to information systems
  - o Towards the digital enterprise: the new role of information systems in organizations
- Information systems in the enterprise
  - o Key system applications in the organization: major types of systems; Relationship of systems to one another
  - o Systems from a functional perspective
  - o Business Information Systems
- Business Intelligence Systems
  - o Introduction to Business Intelligence
  - o Datawarehousing
  - o Business Analytics: OLAP and Cubes
  - o Business Performance Management: Scorecards and Key Performance Indicators

- Business Strategy in the emergent Web Economy
  - Web 2.0 enterprises and new business models
  - Social Media Monitoring

The United States of Europe: past, present and future (6 ECTS)

- Its creation
- Costs and benefits for the member States
- Advantages and drawbacks for the citizens
- The Union and its rival powers

Entrepreneurship (6 ECTS)

- Fundamental concepts of entrepreneurship
- The profile of an entrepreneur
  - Identification of specific personal qualities/ abilities
  - The development of a business plan – behavioural aspects
  - The social and personal engagement of the entrepreneur
- How to start a business
  - Process of analysis and evaluation
  - Identification of critical factors of success
  - Legal framework and types of societies
  - How to obtain finance
  - Process and options towards practical realization
- Assessing the project
  - Strategic assessment
  - Financial assessment

Interdisciplinary project

This project will integrate knowledge acquired from other modules of the International Semester.

Academic recognition

Portucalense University applies the ECTS grading system and awards credits for the successfully achieved course units. After concluding the semester, all students receive a Certificate.

Prerequisites

- Minimum 2 successfully completed semesters in a Bachelor Business, IT or Social Sciences programme or an equivalent of 60 ECTS. This will need to be confirmed by means of an official certificate, a survey of completed courses, or a signed letter from the sending university.
- Sufficient command of the English language (both oral and written communication)

How to apply

Application forms are available at:

http://wwwa.uportu.pt/siaa/Gri/Application_Form2.pdf

For any information about the course, you are welcome to contact:

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Deadline for application

30th November 2012 for 2nd Semester

Note: Portucalense University reserves the right to cancel the course when a minimum number of students are not verified.