



Tou
tsn
urt



• TOURISM

The degree in Tourism offers a solid training, preparing professionals able to meet the increasing challenges of profitability and global competitiveness of an industry that currently represents around 10% of world GDP, 11% of national GDP and 10% of employment in Portugal. Tourism is therefore of particular strategic importance. However, in a global environment, the need to reinvent and transform tourism in Portugal is rapidly changing, involving a high and diversified number of actors. Among them, namely professionals who, for this reason, must hold practical skills that are comprehensive and scientifically grounded on the complexity and trends of tourism activity.

Order no. 23 987/2006, of November 23, II Serie, amended by Notices No. 14777/2011, of July 25, II Serie, No. 9185/2014, of August 11, II Serie, No. 11115 / 2015, of October 1, II Serie and No. 9296/2017, of August 14, II Serie.

Accreditation

The first-cycle degree in Tourism is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal.

- Ability to identify problems and present solutions in the framework of decision-making, project management and development of strategic and operational policies in the tourism industry;
- Ability to analyse, plan, evaluate and implement entrepreneurial initiatives in the areas of tourism;
- Participation in research and intervention activities with real impact on both the economy and the community;
- Effective use of information and communication technologies;
- Ability to formulate business plans and create one's own job;
- Professional experience provided by the curricular traineeships developed in the scope of protocols established with companies and other organizations of great prestige in the respective sectors;
- Integration at international level as a result of the mobility opportunities offered by the network of institutions ISCET integrates, namely the Erasmus+ programme.





Professional prospects of this first-cycle degree include:

The graduate(s) in Tourism can work in accordance with the requirements of the various tourism-related job profiles.

- Hotels, resorts and other types of tourist enterprises;
- Restaurants, catering and organization of events companies;
- Consultancy companies in the area of tourism;
- Organizations that produce tourism-related contents and provide itinerary and tour guide services;
- Public organizations related to tourism;
- Travel agencies, tour operators and rent-a-car;

- Airports, airlines and cruise companies.

They can carry out further professional activities such as the creation of new projects capable of generating their own business and employment, based on tourism products with high potential in Portugal in areas such as:

- Urban tourism (city and short break);
- Business tourism;
- Health and wellness tourism;
- Nautical tourism;
- Golf tourism;
- Gastronomy and wines;
- Cultural and nature tourism.

STUDY PLAN

Curricular units

1st Semester (Winter Semester)	Weekly workload	ECTS
1st Semester (Winter Semester)		
Economics of Tourism	3	6.0
English I	3	4.5
Introduction to Tourism	3	4.5
Geography of Tourism	3	4.5
Quantitative Methods	3	6.0
Information and Communication Technologies Applied to Tourism	3	4.5
2nd Semester (Spring Semester)		
Organizational Behaviour	3	4.5
Events and Tourist Animation	3	6.0
Marketing Services	3	4.5
English II	3	4.5
Introduction to Management	3	6.0
Heritage and Cultural Tourism	3	4.5
3rd Semester (Winter Semester)		
Tourism Law	3	6.0
Territorial Development and Planning	3	4.5
Market and Consumer's Studies	3	4.5
Travel Agencies Management and Techniques	3	6.0
English III	3	4.5
Food and Beverage Techniques	3	4.5
4th Semester (Spring Semester)		
New Tourist Products Management and Destinations Development	4	6.0
English IV	3	4.5
Hotel Management Operations	3	4.5
Spanish I	3	4.5
Sales Management and Negotiation	3	4.5
Tourist Routes and Itineraries	3	6.0
5th Semester (Winter Semester)		
Entrepreneurship	3	4.5
Spanish II	3	4.5
Projects and Innovation Management	3	4.5
Digital Marketing	3	6.0
Tourism Business Organization and Management	3	4.5
Nature Tourism	4	6.0
6th Semester (Spring Semester)		
Internship		21
Project		7.5
Seminar on Tourism and Hotel Industry Trends	2	1.5

Mark

and

vertis

Marketing

Ad-

sing

• MARKETING AND ADVERTISING

Marketing and Advertising are decisive to increase public awareness of brands and companies, focusing attention on customers, informing and increasing the profitability of products and services. The first-cycle degree in Marketing and Advertising aims to train multi-skilled professionals with adequate scientific and technical qualification and strategic vision capable of effectively working in key areas of companies or other institutions, contributing to the external and internal dissemination of companies' image, products or services. Marketing is decisive in the design of business strategies, with advertising appearing as a privileged instrument in the field of competition for the benefit of business and customers. These two components are therefore fundamental for the country's economic and social progress. The graduates in this higher education degree, trained in a culture of scientific rigour and ethical professionalism, develop their creative, technical and personal capacities in order to play a decisive role in the modernization or creation of companies, in highly competitive contexts and marked by an increasing globalization of the economy.

Order no. 24 566/2006, of November 28, II Series, amended by Notices no. 14607/2011, of July, II Series, no. 10187/2014, of September, II Series, and no. 9170/2017, of August 11, II Series.

Accreditation

The first-cycle degree in Marketing and Advertising is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal.

- Ability to identify problems and present solutions in the scope of decision-making, project management and development of strategic and operational policies in the marketing, design and advertising fields;
- Ability to analyse, plan, evaluate and implement entrepreneurial initiatives in marketing and advertising;
- Competences in the fields of market analysis, competitiveness and the potential of organizations in order to define objectives, actions and opportunities;
- Participation in research and intervention activities with real impact on the economy and the community;
- Effective use of information and communication technologies;
- Ability to formulate business plans and create one's own job;
- Professional experience provided by the curricular traineeships developed in the scope of protocols established with companies and other organizations of great prestige in the respective sectors;
- Integration at international level as a result of the mobility opportunities offered by the network of institutions ISCET integrates, namely the Erasmus+ programme.



Professional Opportunities

The graduate(s) in Marketing and Advertising by ISCET can work in accordance with the requirements of various job profiles. Some of the professional opportunities are here pointed out:

- Media and advertising manager;
- Marketing and advertising consultant/assistant;
- Product, services and markets marketing manager
- Multimedia and audio-visual content manager;
- Account, sales and events manager;
- Brand manager;
- Digital marketing and e-commerce manager;
- Specialist in communication and image;
- Marketing, research projects and market research analyst.

STUDY PLAN

Curricular units

Semester	Weekly workload	ECTS
1st Semester (Winter Semester)		
Marketing and Advertising Software Applications	3	4.5
Economics	3	6.0
English I	3	4.5
Introduction to Law	3	4.5
Marketing I	3	4.5
Quantitative Methods	3	6.0
2nd Semester (Spring Semester)		
Organizational Behaviour	3	4.5
Advertising Writing and Communication	3	4.5
English II	3	4.5
Introduction to Management	3	6.0
Design Laboratory	3	6.0
Marketing II	3	4.5
3rd Semester (Winter Semester)		
Consumer's Behaviour	3	4.5
Distribution and Merchandising	3	4.5
Advertising Planning and Strategy	3	6.0
Marketing Services	3	4.5
Digital Marketing	3	6.0
Option I	3	4.5
4th Semester (Spring Semester)		
Advertising Law	3	4.5
Market Studies	4	6.0
Sales Management and Negotiation	3	4.5
Graphic and Audio-visual Communication Laboratory I	3	6.0
Account Management and Budgeting	3	4.5
Option II	3	4.5
5th Semester (Winter Semester)		
Entrepreneurship	3	4.5
Projects and Innovation Management	3	4.5
Graphic and Audio-visual Communication Laboratory II	4	6.0
International Marketing	3	4.5
Advanced Management Topics	3	6.0
Option III	3	4.5
6th Semester (Spring Semester)		
Internship		21
Project		7.5
Seminar	2	1.5

Solito
dorito
licito
ria

rita -
a So -
ado -

• Solicitadoria

Solicitadoria is an academic and professional higher education area of relevant to the national social and business fabric. The first-cycle degree in Solicitadoria aims to respond to the technical and deontological requirements inherent to the exercise of the Solicitor's profession and to ensure an approach to the professional life, through activities and contact with the forensic practice, registry, notary and with professional deontology as well. The degree in Solicitadoria provides its students with a structured knowledge of the legal system and main legal frameworks, giving them the skills to draw up solutions, as well as to justify and evaluate options in the representation of legal interests.

The training within Solicitadoria degree allows participants to construct a professional profile, not only qualified but driven to a rapid and full insertion in the labour market. Syllabuses provide technical qualification and allow students to approach professional practice through their participation in lectures, internships and collaboration in intervention and investigation projects.

Approved by Order No. 4695/2007, of March 14, II Serie, amended by Notices No. 13940/2010, of July 14, II Serie; 14613/2011, of July 21, II Serie, and 9073/2014, of August 7, II Serie.

Accreditation

The first-cycle degree in Solicitadoria is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal.

- Interpretation and resolution of the legal claims of consultants;
- Critical analysis of legal relationships and application of knowledge in practical situations;
- Representation of legal interests, legal advice and drafting of contracts;
- Judicial and extrajudicial conflicts resolution;
- Communication and effective use of information and communication technologies;
- Performance in terms of ethical and deontological parameters;
- Simulation of real situations and participation in lectures and other scientific events;
- Possibility to undertake curricular internships and collaboration in intervention and research projects.



Professional Opportunities

The graduate(s) in Solicitadoria can develop professional activities in accordance with various job profiles:

- General solicitor whose duties are to provide legal advisory, represent citizens in matters involving public administration bodies and exercise judicial mandate in accordance with their sphere of activity;
- Enforcement agent;
- Professional activity in Solicitadoria, enforcement agents and lawyer's firms, solicitor's one-stop shop;
- Development of professional activity in companies: litigation, legal and billing departments;
- Professional activity in public administration bodies;
- Legal representative of foreign entities;
- Administrator of assets and inheritances;
- Secretary of commercial companies;
- Insolvency Administrator;
- Notary Advisor;
- Mediator.

STUDY PLAN

Curricular units

Semester	Weekly workload	ECTS
1st Semester (Winter semester)		
Accountancy	3	6.5
Ethics and History of Solicitor studies	3	6.0
Constitutional Law	3	6.0
Introduction to the Study of Law	3	7.0
Technology and Information Systems applied to Solicitor studies	2	4.5
2nd Semester (Spring semester)		
Civil Law	3	7.0
Law of Obligations	3	6.0
Criminal Law and Misdemeanours	3	6.5
Introduction to Management	3	6.0
Option	3	4.5
3rd Semester (Winter semester)		
Administrative Law	3	6.0
Commercial Law	3	6.0
Tax Law I	3	6.0
Rights in Rem	3	6.0
Processo declarativo	3	6.0
4th Semester (Spring semester)		
Family Law	3	6.0
Labour Law	3	6.0
Contract Law	3	6.0
Tax Law II	3	6.0
Tax Law Procedure	3	6.0
5th Semester (Winter semester)		
Company Law	3	6.0
Lease Law	3	6.0
Notary Law	3	6.0
Succession Law	3	6.0
Executive Process	3	6.0
6th Semester (Spring semester)		
Insolvency Law	3	4.5
Registers Law	3	6.0
Inventory	3	6.0
Solicitor Practice and Legal Costs	3	9.0
Resolução alternativa de litígios	2	4.5

Inte

tio

Trade

rna-

na1

e

• International Trade

International trade is of decisive importance for the social and economic development of the country. Hence the innumerable opportunities that the sector offers to highly qualified experts who must meet the needs of 40 000 exporting companies, of which 110 represent 30% of the volume of exports and where a significant number of small and medium-sized enterprises hold a substantial the potential of growth to be increased.

This first-cycle degree in International Trade, recognized by APAT - Freight Forwarders Association of Portugal and by ODO – Customs Brokers Order, prepares students for the freight forwarders activity and provides the conditions for admission to the professional traineeship for access to the activity of official Customs Broker.

Approved by Order No. 5464/2007 of March 20 and amended by Notices No.13939/2010, of July 13, 14611/2011, of July 21 and 5539/2015, of May 21, all published in the II Series of the Diário da República.

Accreditation

The first-cycle degree in International Trade is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal, for 5 years.

- An integrated view of the various aspects of management relevant to organizations engaged in the area of international trade;
- Ability to problem-solving and decision-making processes in professional contexts linked to the European and world trade;
- Knowledge of research methodologies and information management, including capacity to use computer systems;
- Cross-cultural management competences and communication skills;
- Expertise in logistics and transport systems operational management in international trade situations;
- Knowledge of European Union legislation and customs procedures required for the transport of imported and exported goods.



Professional Opportunities

Some of the professional opportunities are here pointed out:

- Manufacturing and trading companies within the international market;
- Companies of import, distribution and commercialisation of goods at the level of domestic market;
- Transport and logistics companies, namely freight forwarders;
- Brokers and public bodies related to the customs activity;
- Departments of banking institutions or of insurance companies related to international trade;
- Public bodies and private enterprises acting in the area of economic diplomacy and promotion on international markets.

STUDY PLAN

Curricular units

Semester	Weekly workload	ECTS
1st Semester (Winter semester)		
Accountancy	3	6
Introduction to Law	3	6
Quantitative Methods	3	5
International Marketing	3	5
Technical English I	2	3
Option	3	5
2nd Semester(Spring semester)		
Economics	3	6
Introduction to Management	3	6
European Union Law	3	6
External Trade Policy	3	6
Technical English II	2	3
Industrial Property and Competition	2	3
3rd Semester (Winter semester)		
International Taxation	3	6
Financial Management	3	6
International Means of Payment	3	6
Transport Organization and Architecture	3	6
International Relations Theories	3	6
4th Semester (Spring semester)		
European Economic Policies	3	6
International Transport and Logistics	3	6
International Contracting	3	6
Transport Law	3	6
Law, Economics and Ethics	3	6
5th Semester (Winter semester)		
Insurance Law	3	6
International Strategic Management	3	6
International Distribution	3	6
International Economic Organizations	3	6
Custom Principles and Procedures	3	6
6th Semester (Spring semester)		
Internship		20
Project		8.5
Seminar on International Trade and Entrepreneurship	2	1.5

285

1919



ANA ALICE
FERNANDES
DA SILVA
CUNHA

1925



SALÃO
SILVA PORTO

1795

A Rua de Cedofeita

1819

Joaquim Ferreira
Monteiro Guimarães

1856

O projecto do edifício

1866

Francisco Pinto Bessa

1878

Os anos da expectativa

1900

Os Macedo
e os Andrade Couto

1919

Ana Alice Fernandes
da Silva Cunha

1925

Salão Silva Porto

1927

Álvaro Pinto de Miranda

1935

Jacinto da Silva
Pereira Magalhães

1940

Alberto Silva

1964

Carolina Michaëlis
e Irene Lisboa

1997

ISCET

Second-cycle degree

- Tourism and Business Development
-

• TOURISM AND BUSINESS DEVELOPMENT

The second-cycle degree in Tourism and Business Development is grounded in an advanced training program specially designed for students and professionals who wish to gain a deep perspective of business development. It is a specialisation of unique characteristics, which approaches studies and advanced research in the area to the sustained increase of entrepreneurship. In addition, students have the possibility to participate in several ongoing research projects within CIIC - Centre for Interdisciplinary Research and Community Intervention, namely in relation to the design and operation of alternative tourist itineraries and the creation of companies relevant to the tourism sector.

The second-cycle degree lasts for four semesters. The first two correspond to the teaching component, the last two intend to prepare and develop a project work that should allow the development of an innovative professional activity or the outline of it. Classes are held in the evening and eventually on Saturdays.

This second-cycle degree was approved by Order no. 17 070/2008, of June 24, of the Ministry of Science, Technology and Higher Education, amended by Notices 13938/2010, of July 13, II Serie, 14610 / 2011, of July 21, II Serie and 8064/2014, of July 11, II Serie.

Accreditation

This second-cycle degree is accredited by the Agency for Assessment and Accreditation of Higher Education (A3ES), the national agency that guarantees the quality parameters of higher education in Portugal.



STUDY PLAN

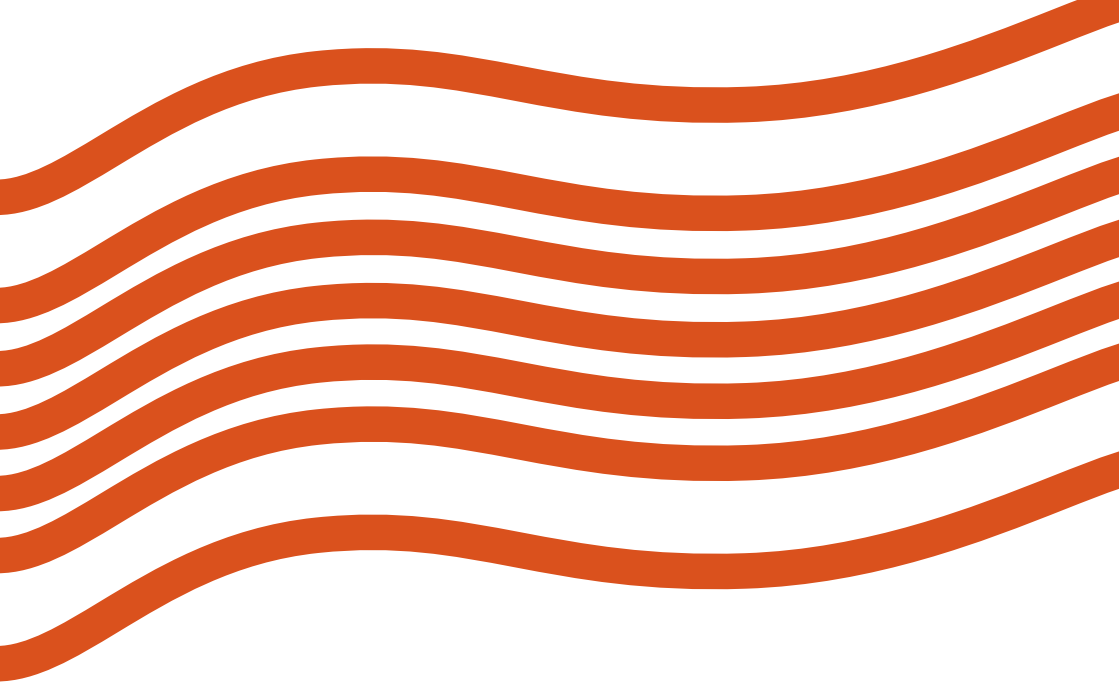
Curricular units

Second-cycle degree in Tourism and Business Development

Semester	Weekly workload	ECTS
1st Semester (Winter Semester)		
New Tourism Products Research and Development	4	6
Global Markets Negotiation and Sales	4	6
Innovation Policies and Business Projects Development	4	6
Human Resources, Ethics and Sustainability	4	6
Emerging Tourism Markets and Trends	4	6
2nd Semester (Spring Semester)		
Advanced Management Models	4	6
Quality Service	4	6
Marketing Techniques Applied to Tourism Businesses	4	6
Information Technologies and Web-Business	4	6
Advanced Topics in Tourism	4	6
Research Seminar		6
Project		54

TOURIST SERVICE







Cursos Técnicos Superiores Profissionais (TeSP) projeto cofinanciado pela UE