

**Bachelor • Porto**

# COMMERCIAL MANAGEMENT



## Direction

Teresa Candeias  
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## Secretariat

Carla Silva  
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## Duration

3 Years

## Credits

180 ects

## Exams

Have one of the following sets:

- 09 Geografia and 17 Matemática Aplicada às Ciências Sociais
- 04 Economia and 18 Português
- 17 Matemática Aplicada às Ciências Sociais and 18 Português
- 09 Geografia and 18 Português
- 13 Inglês and 18 Português
- 06 Filosofia and 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 |
|------------------------------------|------|-----------------------------------------|------|
| Digital Marketing                  | 4    | Data Analysis and Business Metrics      | 6    |
| International Economy and Business | 6    | Financial Accounting                    | 4    |
| Management and Budget Accounting   | 6    | Presentation and Negotiation Techniques | 4    |
| Market Studies                     | 4    | Product Management                      | 6    |
| Operations and Logistics           | 6    | Relational and Content Marketing        | 4    |
| Sales Force Management             | 4    | 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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