

# Funchal Atlantic



2022/2023

4th Edition

## Objectives

- Provide participants/students with cross-sectional skills in management and administration in specialized areas so that they can develop their management activities (or management support activities) in companies, Public Administration departments, organizations, or businesses;
- Allow participants to further their knowledge on each of the topics, namely in terms of information sources and research methods;
- Provide participants with applied knowledge through designing a Business Plan.

## Who should attend

- Applicants include all those aiming to acquire or further their knowledge in management or provide management support to a company, a department within Public Administration, a business, or a non-profit organization. Applicants must have basic knowledge of the topics that will allow them to understand what is lectured, conduct research and actively participate in designing a Business Plan;
- Preferential conditions: bachelor's degree or relevant professional experience in the field of Management.

### Information

 **215 800 952**

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 **APEL: 291 740 470**

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## Structure

The MBA IBM (Funchal Atlantic) aims to provide its students with cross-sectional knowledge in business from the perspective of a transactional and global economy.

This program, offered in partnership with APEL, will be held in Funchal, aims that participants further their skills in business management, in designing a business strategy and a business plan, as well as their knowledge of technical and analytical tools, key to support management in any company or Public Institution involved in international business.

The courses have been organized in order to allow for our students' developing their skills and competences and "know how".

Though each module opts for the strategy, methodology and tools deemed most adequate to its objectives and content, the program as a whole uses an interactive and participatory approach and practice-oriented perspective.

The lecturers have been chosen in order that students may take advantage of their solid theoretical knowledge combined with practical experience in the field of management.

The list of courses and their syllabi, combined with the teaching perspective of our highly qualified lecturers, who are also experienced professionals, allow for our students' developing their skills and competences.

The program is presented to students as a coherent and open system rather than a set of course units, designed and organized to have a multi-level impact on them. These objectives should be understood by participants so that they can attain the best possible results for their future personal or professional success.

**Coordinator: Fátima Castanheira Geda**

## DURATION

October 2022

## TIMETABLE

Friday 18:30 – 22:30

Saturday 09:00 – 13:00

## WORKLOAD | ECTS

240 hours | 60 ECTS

## FEE

Application	150€
Enrolment	150€
School insurance fee	32,50€
Certificate	75€
Tuition fees	3700€*

\*5% discount upon prompt payment.

\*AUTÓNOMA alumni and APEL alumni have a 10% discount on the tuition fee.

## Study Plan

### > Modules

#### Management of Human and Leadership

16 hours \_4 ECTS

#### International Negotiation in a Global Economy

16 hours \_4 ECTS

#### Business Law and International Business

16 hours \_4 ECTS

#### Financial Management and Business Performance

20 hours \_5 ECTS

#### Business Strategy and Business Development

16 hours \_4 ECTS

#### Insular and International Taxation – Free Zone

8 hours \_2 ECTS

#### Data Analysis and Information Analysis

20 hours \_5 ECTS

#### Business Marketing

16 hours \_4 ECTS

#### Auditing and Business Control

16 hours \_4 ECTS

#### Risk Management

20 hours \_5 ECTS

#### Logistics and Transport Management

16 hours \_4 ECTS

#### Project Management and Evaluation

16 hours \_4 ECTS

#### Corporate Communication

20 hours \_5 ECTS

#### 2 Seminars

8 hours \_2 ECTS

#### Business Plan

16 hours \_4 ECTS

### Partner

