

# MBA SME's Management



**Next edition**  
November 2023



**Workload**  
256 hours  
8 months



**Format**  
Face-to-face and  
online



**ECTS**  
60 ECTS



**Timetable**  
Friday 18:30 - 22:30  
Saturdays, 9:00 - 13:00

## Structure

The Master in Business Administration – SME's Management – aims to provide its students with cross-sectional knowledge in business from the perspective of a transactional and global economy so that they can develop their skills in the business management process, in designing their business strategy and plan, as well as in using the analytical tools required to support any Company, Public Institution or business which involves international business issues.

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 in them so that they can attain the best possible results for their future personal or professional success.

## Objectives

Provide 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.

## 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.

## Coordination



**Fátima Castanheira Geada**

Consultora empresarial, é Diretora de Auditoria do Grupo TAP Portugal; Presidente do Conselho Fiscal da Cateringpor; Vogal do Conselho Fiscal da Galp e Presidente da Direção do IPAI.

# Study Plan

## Strategic Management and Business Development

Joaquín Quirós  
16 hours - 4 ECTS

## Financial Management and Business Performance

Vasco Melo  
24 hours - 6 ECTS

## Management and Assessment of Business Projects

Maria Joana Fernandes  
16 hours - 4 ECTS

## Management of Human Resources and Leadership

João Paulo Feijoo  
16 hours - 4 ECTS

## Management and Innovation in Change

Catarina Zagalo  
8 hours - 2 ECTS

## Global Business and Global Economy

Pedro Gomes Sanches  
16 hours - 4 ECTS

## Labour Law

Carlos Proença  
16 hours - 4 ECTS

## Corporate and Business Law

Luís Pedro Oliveira  
16 hours - 4 ECTS

## Logistics and Transports

Luís Freitas  
16 hours - 4 ECTS

## Designing a Business Case

Fátima Geada  
24 hours - 6 ECTS

## Corporate Communication

Maria Conceição Zagalo  
16 hours - 4 ECTS

## Risk Management and Business Control

Fátima Geada  
16 hours - 4 ECTS

## Digital Marketing

Filipe Carrera  
16 hours - 4 ECTS

## Data Analytics

Pedro Miguel Santinhos  
24 hours - 6 ECTS

## Seminars

### Seminar 1

**Business Sustainability and Liability**  
4 hours

### Seminar 2

**E-Business and M-commerce**  
4 hours

### Seminar 3

**Multiculturalism and Business**  
4 hours

### Seminar 4

**Risk Management and CRM**  
4 hours

### Seminar 5

**Enterprise Risk Management and Management Control**  
4 hours

### Seminar 6

**ESG new Corporate Reporting responsibilities**  
4 hours

## Seminars

Students should choose 4 of the 6 seminars offered to be completed at the end of each trimester. Only the 4 most chosen seminars will be lectured. These 4 seminars will be open to the community and all attendants will be issued a participation certificate.

## Evaluation Methodology

Continuous evaluation and construction of a business case with final presentation.

## Payment Conditions

Application	150€
Enrolment	150€
School insurance fee	20€
Certificate	75€
Tuition fees	3300€*

\*Fee can be paid in 8 instalments or in full. If payment is in full, a 3,5% discount is applied.

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

## Documentation

Original or certified copy of the Qualification Certificate <sup>(a)</sup>
Photo
Curriculum vitae

<sup>(a)</sup> Qualifications obtained at the Universidade Autónoma de Lisboa do not require authentication. In the case of qualifications obtained abroad, in addition to the authentication of the copy(s) described above, authentication by the Portuguese Embassy or Consulate in the country of origin of the academic qualification or by the Apostille of the Hague Convention is required. If the documents are not in Portuguese, the documents must be translated by a translator recognized by the Portuguese diplomatic representation.

## Evidence

### Edgar Duarte

SME's Management MBA surpassed my expectations at all levels, as it has an excellent, practical, disciplinary structure in line with business reality. It has an excellent teaching staff with proven track record in all areas taught and gives us great confidence in the practice and implementation of a case study, which is the culmination of realization of a possible business dream.

### Rui Ferreira

I recommend the SME's Management MBA for anyone who wants to be an entrepreneur or manage companies and businesses. It is an intense experience in which the results depend a lot on dedication and work produced individually and in groups. It requires will and dedication! The high quality of the faculty captivates and motivates. They are professionals with experience in the areas they teach, presenting the subjects in a practical perspective of the business world. The networking generated is of high quality and practical utility. Now that it's over, you can be certain that advancing to the MBA was the right choice!