



# WELCOME GUIDE



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# About ISAG

ISAG – Instituto de Administração e Gestão, also called as ISAG - European Business School, is a private Higher Education Polytechnic Institution, founded in October 1979, and located in Oporto, Portugal.

ISAG's mission relies in the students' preparation for the exercise of highly qualified professional activities. It offers a technical, scientific and cultural training of higher level in the areas of business sciences, tourism, and hospitality management. ISAG was a pioneer in the development of a training offer of higher level in the North of Portugal, having created in 1979 the bachelor degree in Business Management, and, in 1986, the bachelor degree in Tourism. Currently, ISAG offers 4 bachelor degrees (Business Management, Hospitality Management, Business Relations and Tourism), 2 masters (Business Management and Marketing and Business Administration) and 5 Higher Professional Technical Courses (Food & Beverage, Accounting and Taxation, International Commerce and Management, Digital Marketing Management and Development of Touristic Products). Furthermore, it offers executive training, having developed programs that include post-graduations, MBA, specialization courses and in-company training.

The constant concern about quality and the increasing challenges faced by the organizations leads ISAG to give to its students a preparation of excellence, so that they can answer successfully to the demands of the job market. We believe that the students are the future "talents" and "entrepreneurs", because it is with this purpose that we train them.

# Welcoming Message from the Board of Directors

On behalf of the Board of Directors of ISAG – European Business School we send you our warmest wishes and congratulations on your acceptance to ISAG-EBS.

We are committed to provide services and programs that support the development and welfare of international students on multiple level (visa process, advising and processing, cultural adjustment, social enrichment, and assistance with practical matter related to living in Portugal).

This Welcome Guide was designed for mobility students who are coming to study at ISAG- European Business School. It provides all the necessary information regarding our Institution and about Porto and Portugal, aiming to help you before your arrival and during your stay with us.

Each year, ISAG welcomes over 140 exchange students from more than 30 Countries. It is our aim to give all the support students might need, and to provide them a memorable experience in our institution and in Oporto.

Please contact the International Relations Office if you have any question regarding the information provided in this Guide or if you have any query regarding your mobility.

We look forward for seeing you at ISAG!



# Welcoming Message from the International Relations Office

Greetings from the International Relations Office!

We are very happy to welcome you at ISAG – European Business School and to be part of your academic journey. Our aim is to make your experience in our institution memorable, and to assist you in all the doubts and information you might need.

Our office's participation in the Erasmus Key Actions and in other international initiatives such as International Fairs, Conferences and Workshops, allow us to promote ISAG's brand through the world and, more importantly, to receive each year around 140 exchange students and 50 international students from more than 30 countries.

We are committed with excellence, and it is in this scope that every year we maintain and establish new partnerships both with Higher Education Institutions and with enterprises, expanding, thus, the range of opportunities for our students and, simultaneously, for the students of our partners, since they get the chance to study at ISAG within a mobility agreement.

When arriving to ISAG, we will have ready for you several activities planned for the whole semester, so that you can get more involved in our Institution and in the culture and traditions of Oporto. Nevertheless, before arriving to ISAG, you can already join our Buddy Program and start bonding with our academy and traditions.

During your mobility period, we will be at your service to assist you with everything you need. You can either visit us in our office, send an email to [iro@isag.pt](mailto:iro@isag.pt) or even call us (+351 220 303 265). We wish you a great stay with us and that you live unforgettable moments in Oporto.

Welcome to ISAG!



# Services

## International Relations Office

The mission of the International Relations Office is to support ISAG's internationalization strategy and to promote actions and projects that enable the affirmation of institutional policy in this area.

Its function is to coordinate, monitor and provide operational support to the development of initiatives for the internationalization of teaching, particularly in the field of academic cooperation and mobility, and to provide services to the teaching, non-teaching and student community of ISAG.

The International Relations Office is responsible for the following tasks:

- To support ISAG's participation in international education and training projects and programs, in particular within the Erasmus+ program, and to manage their funding, including implementation reporting and audits;
- To implement and manage In and Out mobility, for study, training, teaching or staff purposes;
- Participate in events, fairs and other initiatives in the area of education and training, with an international scope, covering actions to disseminate ISAG's training offer;
- Initiate and establish cooperation initiatives of an innovative nature through the establishment of cooperation protocols with universities and organizations from all over the world, integration into various networks and groups of international inter-university cooperation.

**When arriving to Oporto**, you need to come to this office if you are an exchange student to make the necessary / last arrangements of your mobility. During your stay, this office is at your disposal to help you with any issue that you might have.



[iro@isag.pt](mailto:iro@isag.pt)



+351 220 303 265



**Monday to Friday**

9:30am – 1:00pm

2:00pm – 6:30pm

## Academic Services

The Academic Services have the fundamental goal of supporting the activities of ISAG. This service is responsible for providing various types of administrative assistance, namely: structuring and organizing student's documents archives, enrollment and registration, payment of tuition fees, issuance of certificates and provide the necessary support to the students.



[servicos.academicos@isag.pt](mailto:servicos.academicos@isag.pt)



+351 220 303 200



**Monday to Friday**

8:30am – 12:30am

1:30pm – 8:30pm

## Pedagogical Services

The Pedagogical Services are responsible for the following tasks: processing and keeping up the programs and study plans of the courses taught in ISAG, organize the processes of Higher Professional Technical Courses, undergraduate, master's or postgraduate degree courses, handle the processes relating to school awards, organizing and processing files relating to special attendance arrangements, deal with administrative procedures relating to queries, complaints, appeals and examinations by jury, organizing and handling other proceedings relating to educational matters, to provide information about the daily teaching organization to students and teachers among others.



[cientificopedagogico@isag.pt](mailto:cientificopedagogico@isag.pt)



+351 220 303 234



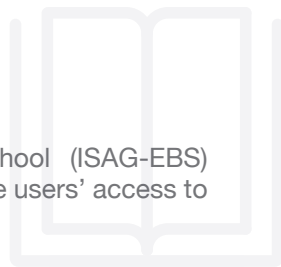
**Monday to Friday**

9:00am – 1:00pm

2:30pm – 6:30pm

## Library

The ISAG Library - European Business School (ISAG-EBS) develops a set of actions that promote and facilitate users' access to the most diverse sources of information.



This service is an important support structure for the educational and scientific and technological research activities developed in ISAG-EBS, as it collects, treats, organizes, provides and preserves the relevant information resources.

The Library is a service that provides scientific, technical and cultural information resources and its mission is to contribute to the quality of the educational project of ISAG-EBS.

Thus, and for its mission to be successful, it has a varied set of updated bibliography, in physical and digital support, capable of meeting the information needs of its users.

It assumes itself as a reference in academic learning, holding a set of information that promotes all the knowledge acquired.

The ISAG-EBS Library has available the following services:

- In-Person Bibliography Consultation
- Domiciliary Loan
- Loan Renewal

In addition to the previous mentioned services, the library provides technological support with the use of printers (printing, copying and scanning documents) as well as, when requested, the respective binding service is provided.



**bilbioteca@isag.pt**



**+351 220 303 115**



**Monday to Friday**

**Study Room: 24 hours**

**Library: 12:00am – 9:00pm**



## Career Office

The Career Office is responsible for the career management of students and ISAG Alumni. By planning and monitoring internships, promoting and developing students' transversal competences and defining strategies to facilitate the transition to the labor market, it has been possible to strengthen students' employability.

In addition, it seeks to respond to students' needs through articulation with the labor market and the graduate network, promoting initiatives of rapprochement and cooperation, and dissemination of job offers to the academic community.

This office has the following tasks:

- To promote a support and guidance space for students in the transition to the labor market - Career Advice Program;
- To establish partnerships and develop protocols with companies/entities aiming at the integration of students in curricular and extracurricular internships;
- Interaction with stakeholders of companies and monitoring of the annual training offer;
- Stimulating events that promote employability and bring students closer to the labor market;
- Stimulation of employability workshops that promote personal and professional skills of students - Career Education Program;
- Management of the Job Market Platform by ISAG;
- Administration and dissemination of job and internship offers;
- Management and monitoring of the employability rate of graduates and their professional career and development of employability studies;
- Integration of students in social responsibility activities - Volunteer programs.



[careeroffice@isag.pt](mailto:careeroffice@isag.pt)



+351 220 303 113



**Monday to Friday**

9:00am – 1:00pm

2:00pm – 7:00pm

## Bar and Restaurant Service

ISAG – European Business School has a bar and restaurant service where students can order snacks and meals, for both lunch and dinner time. The restaurant has available 3 options of meal everyday (meat, fish and vegetarian), and customers can choose to eat in the restaurant or take-away. The bar has light meal options, such as sandwiches, juices, soup, etcetera.



**Monday to Friday**

**Bar: 8:30am – 9:00pm**

**Restaurant: 12:30am – 3:00pm**



## Marketing and Communication Office

The Marketing and Communication Office develops its activity in the field of institutional communication and public relations. Its mission is to promote relations with stakeholders, promote and develop the ISAG brand, as well as the enhancement of knowledge and quality of education in ISAG.

This office has the following tasks:

- Organization and participation in the actions of dissemination and activation of the brand in external events;
- Organization and participation in external actions and fairs to promote the courses;
- Organization of and participation in internal actions to publicize the courses;
- Organization and participation in ISAG institutional events;
- Collaboration/support in the organization of internal events (seminars and conferences);
- Photographic record of the actions undertaken;
- Dissemination of events and ISAG's training offer;
- Definition of the Institutional Communication Strategy.

Follow us on social media and get more information about our next events:

 <https://pt-pt.facebook.com/isag.porto>

 <https://www.instagram.com/isagporto/?hl=pt>

 <https://pt.linkedin.com/school/isagporto/>



**gcm@isag.pt**



**+351 220 303 262**



**Monday to Friday**

**9:00am – 1:30pm**

**2:30pm – 7:30pm**

## Admissions Office

The admissions Service aims to welcome candidates and students by providing all information about ISAG's training offer and assisting candidates in the application process. Among other tasks of this office, it can be underlined the following ones: to provide information on the conditions of entry and attendance to the courses taught at ISAG, applications, integration processes, tuition fees, etcetera.



[ingressos@isag.pt](mailto:ingressos@isag.pt)



+351 220 303 249



**Monday to Friday**

9:00am – 1:30pm

2:00pm – 7:30pm

## Human Resources Office

The Human Resources Office is responsible for the management of the recruitment and selection processes and career management, organization and processing of remuneration, application and social benefits, and organization of data, statistics, and other information in the area of human resources, for ISAG Bodies, government institutions and others.



[recursos.humanos@isag.pt](mailto:recursos.humanos@isag.pt)



+351 220 303 249



**Monday to Friday**

9:00am – 1:30pm

2:00pm – 7:30pm

## Information and Communication Technology (ICT) Office

The main mission of the Information and Communication Technology Office (ICT) is to support users in their everyday use of ICT.

In the field of Infrastructures, the main tasks are:

- To implement and manage the support infrastructures ensuring their correct functioning;
- To implement the security mechanisms of the computer system, ensuring the privacy and integrity of the various components that make up the computer systems and communications.

In the field of Applications Management and Development, and Users Support, the main tasks are:

- To promote, ensure and develop projects, protocols and contracts;
- To monitor the evolution of information technologies, evaluate their impact on the organization and coordinate their application;
- To ensure the maintenance and good use of institutional computer applications, support local and remote users; installing and configuring equipment (hardware and software);
- To coordinate the integration of resources between services;
- To manage maintenance contracts for IT and communications equipments and operating systems among others;
- To ensure the correct management of IT equipments (software and hardware);
- To plan and manage, together with the Financial Services, the acquisition of goods and services in the ICT field;
- To monitor the execution of contracts;
- To ensure access to the information system through the definition of profiles, and supporting staff in the operation of the various services.



**pamafe@isag.pt**



**+351 220 303 333**



**Monday to Friday**

**2:00pm – 6:00pm**



## Consuelo Vieira da Costa Foundation



The Consuelo Vieira da Costa Foundation (FCVC) was created on April 3rd 2018, in honor of Mrs. Consuelo Vieira da Costa, the “Businesswoman of the seven crafts”. The FCVC is a private, non-profit institution that has begun its activities on September 13th 2019, with the purpose of promoting, developing and supporting initiatives of a predominantly social, cultural and scientific research nature, in the fields of teaching, education and professional training.

The Foundation’s mission is to support the development of children, youth and elderly, with special attention to disadvantaged groups, promoting activities and creating services to support and improve the quality of life in the community.

It intends to be identified and recognized as an Institution of quality and reference at national and international level, with innovative activities and projects that promote sustainable development.

The Foundation’s performance is guided by the following values and principles:

- Sustainable Development
- Humanism
- Equality
- Social Inclusion
- Solidarity



[geral@fundacaoconsuelovcosta.pt](mailto:geral@fundacaoconsuelovcosta.pt)



+351 917 206 473

## CICET

The Research Center in Business Sciences and Tourism (CICET) is a non-profit, unincorporated research unit created by the Consuelo Vieira da Costa Foundation.

CICET is fundamentally dedicated to the promotion and implementation of applied research in the areas of Business Science, Hotel Management and Tourism, and consequently of transversality with other areas.

The main initiatives developed by CICET are the following:

- To develop applied research projects, aiming to acquire new knowledge, whenever possible in close collaboration with the economic structure and in partnership with other research entities duly accredited and evaluated in their respective areas of intervention;
- To promote interdisciplinary dialogue and multidisciplinary studies in the scientific fields covered by the various lines of research;
- To develop scientific exchange and cooperation with similar institutions, namely through participation in national and foreign thematic research networks;
- To encourage research and support the activities of teachers and students, integrating them into the scientific areas envisaged;
- To ensure the dissemination of the work carried out to the scientific community and the general public, through seminars, congresses, conference cycles, training courses and/or the publication of monographic editions and scientific journals.



[geral@cicet.fundacaocvc.pt](mailto:geral@cicet.fundacaocvc.pt)



+351 917 206 473

## Financial Services and Treasury

The Financial Services and Treasury activities covers the areas of financial management, accounting, purchasing, stocks, assets, budget planning, treasury and facility maintenance. This department is responsible for processing all the payments in ISAG.



[serviços.financeiros@isag.pt](mailto:serviços.financeiros@isag.pt)



+351 220 303 234



**Monday to Friday**

9:00am – 1:30pm

3:00pm – 7:00pm

## Technical and Maintenance Services

The Technical and Maintenance Services are responsible for performing and checking preventive and corrective maintenance of equipment, identifying malfunctions or anomalies and repairing, replacing and regulating equipment or system components. In addition, this service is also responsible for administrative functions within the scope of the activity developed by the institution.



[nogueira@isag.pt](mailto:nogueira@isag.pt)



**Monday to Friday**

3:00pm – 5:30pm

6:30pm – 12:00pm

**Saturdays**

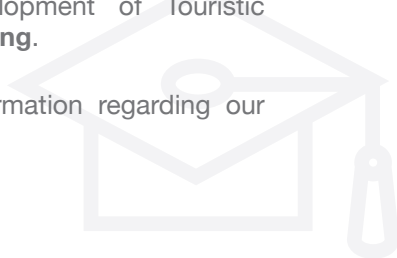
In the occurrence  
of extracurricular  
classes/activities

# Academic Offer

ISAG offers **4 Bachelor Degrees** (Business Management, Hospitality Management, Business Relations and Tourism), **2 Masters** (Business Management and Marketing and Business Administration) and **5 Higher Professional Technical Courses** (Food & Beverage, Accounting and Taxation, Internacional Commerce and Management, Digital Marketing Management and Development of Touristic Products). Moreover, it offers **Executive Training**.

Below, please find a more detailed information regarding our academic offer.

Our training offer is lectured in Portuguese.



## BACHELOR DEGREES

### BUSINESS MANAGEMENT

This degree aims to prepare professionals with versatile training, who can perform a variety of management roles in companies and other organizations, or start their own business.

The ISAG Manager is able to identify and anticipate opportunities and threats, allocate resources, organize information, select and motivate people, make ambiguous decisions, achieve defined goals efficiently and effectively, and evaluate the results achieved.

#### PROFESSIONAL OUTPUTS:

Business Management (administration and management) | Commercial and Marketing Direction | Financial Direction | Accounting and Auditing | Human Resources | Advice and Consulting in various business areas | Wealth Management | International Business Management | Management of Business, Union and Regional Development Associative Structures | Public Organization Management | Certified Accountant.

## CURRICULAR STRUCTURE:

### 1ST YEAR

#### 1ST SEMESTER

Curricular units	ECTS
Business Accounting I	6
Business Law I	6
Management Fundamentals	4
Quantitative Methods for Management I	6
Management Support Techniques	4
<b>Option: 1st semester Optional I</b>	
Tax Law	4
Management Informatics	4

#### 2ND SEMESTER

Curricular Units	ECTS
Business Accounting II	6
Business Law II	6
Applied statistics	6
Quantitative Methods for Management II	4
Microeconomics	6
<b>Option: 2nd semester Optional II</b>	
Soft Skills	2
Internal Control of Operations	2

### 2ND YEAR

#### 1ST SEMESTER

Curricular Units	ECTS
Economic and Financial Analysis	6
Portuguese Taxation I	4
Macroeconomics	6
Marketing	4
Technologies and Support Systems Management	4
<b>Option: 1st semester Optional III</b>	
Commercial Management	6
Business Accounting III	6

#### 2ND SEMESTER

Curricular Units	ECTS
Financial Calculation	6
Analytical Accounting I	6
Portuguese Taxation II	6
International Financial Management	4
<b>Option: 2nd semester Optional IV</b>	
Organizational Behavior	4
Industrial and Digital Economics	4
Business Ethics	2
Financial Reporting	6

### 3RD YEAR

#### 1ST SEMESTER

Curricular Units	ECTS
Investment Analysis	6
Corporate Finance	4
Operations Management	6
Human Resources Management	4
International Marketing and Services	4
<b>Option: 1st semester Optional V</b>	
Analytical Accounting II	6
Operational Investigation	6

#### 2ND SEMESTER

Curricular Units	ECTS
International Economy	4
Entrepreneurship	6
Business Strategy	6
Financial Instruments and Markets	4
Digital Platforms and E-Commerce	4
<b>Option: 2nd semester Optional VI</b>	
Audit	6
Account Consolidation	3
Management Accounting	3

## BUSINESS RELATIONS

Master and fluently use two European foreign languages (including another optional language) | Have high communication power and persuasiveness | Possess fundamental knowledge of Economics, Management, Marketing and new communication and information technologies | Have a systemic view of how organizations work | Be able to manage and optimize management information systems | Be able to secure the communication and public relations initiatives of the company or institution | Be able to organize national and international events, congresses and seminars | Demonstrate ability to solve problems autonomously and assertively | Demonstrate skills for the collection, treatment and interpretation of the most relevant aspects in each specific research context.

### PROFESSIONAL OUTPUTS:

Representative activities coordinator at home or abroad | Roles in export, business and international relations departments | Responsible for the design, organization and dissemination of national and international events, professional meetings, exhibitions, congresses, conferences, seminars, among others | Responsible for promoting and coordinating internal and external communication in companies, trade and industrial associations, city councils and other public or private institutions | Advisor to corporate and management bodies and other organizations | Responsible for operational management in the context of cultural industries.

### CURRICULAR STRUCTURE:

1ST YEAR			
1ST SEMESTER		2ND SEMESTER	
Curricular Units	ECTS	Curricular Units	ECTS
Business Law	6	International Management	6
Applied Economics	4	French Language I	4
Management Fundamentals	4	English Language II	6
Management Informatics	4	Production of Multimedia Content and Support	4
English Language I	6	Expression and Communication Techniques I	6
<b>Option: 1st semester Optional I</b>		<b>Option: 2nd semester Optional II</b>	
Foreign Language I - German	6	Foreign Language II - German	4
Foreign Language I - Spanish	6	Foreign Language II - Spanish	4

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## 2ND YEAR

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### 1ST SEMESTER

Curricular Units	ECTS
Behavior and Organizational Ethics	4
Financial Accounting	6
French Language II	4
English Language III	4
Management Support Techniques	4
Expression and Communication Techniques II	4
<b>Option: 1st semester Optional III</b>	
Foreign Language III - German	4
Foreign Language III - Spanish	4

### 2ND SEMESTER

Curricular Units	ECTS
Digital Economy and International Business	4
Entrepreneurship	6
Business strategy	6
French Language III	3
English Language IV	4
Digital Platforms and E-Commerce	4
<b>Option: 2nd semester Optional IV</b>	
Foreign Language IV - German	3
Foreign Language IV - Spanish	3

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## 3RD YEAR

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### 1ST SEMESTER

Curricular Units	ECTS
Economic and Financial Analysis	6
Animation and Event Management	6
International and Business Law	6
Human Resources Management	4
Marketing	4
International Negotiation Techniques	4

### 2ND SEMESTER

Curricular Units	ECTS
<b>Option: 2nd semester Optional V</b>	
Internship / Project Work	30

## TOURISM

This study cycle aims to meet the needs for specialisation in emerging areas of the market and to endow its students with advanced theoretical and practical knowledge and skills in the field of tourism. It aims to contribute to the training of professionals in the field of tourism, providing them with interdisciplinary-based academic and professional competences and preparing them to respond to the challenges and demands of the sector.

### PROFESSIONAL OUTPUTS:

Direction/Coordination on the touristic sector in official Tourism organisms | Managers in consultancy companies and Planning in Tourism, Touristic Animation, Turistic Products and Travel Agencies | Managers of Touristic Developments | Managers and Coordinators in Companies and Associations of National Development, Regional and Local of the tourism sector | Touristic Operators| National Interpreter Guide, Guide to Museums, Monuments, Historical and Cultural Sites.

## CURRICULAR STRUCTURE:

### 1ST YEAR

#### 1ST SEMESTER

Curricular Units	ECTS
Tourism Economy	6
Management of Organizations and Touristic Enterprises	6
Technical English of Tourism I	6
Principles of Tourism	6
Option: 1st semester Optional I	
Foreign Language I - German	6
Foreign Language I - Spanish	6

#### 2ND SEMESTER

Curricular Units	ECTS
Tourism Geography	6
History of Civilizations, Art and Heritage	5
Technical English of Tourism II	6
Research Methodologies in Tourism	5
Sociology of Leisure	4
Option: 2nd semester Optional II	
Foreign Language II - German	4
Foreign Language II - Spanish	4

### 2ND YEAR

#### 1ST SEMESTER

Curricular Units	ECTS
Talent Hiring and Retention in Tourism	5
Law and Legislation in Tourism	6
Handling in Transports and Hospitality	5
Technical English of Tourism III	4
Touristic Planning and Sustainable Development	6
Option: 1st semester Optional III	
Foreign Language III - German	4
Foreign Language III - Spanish	4

#### 2ND SEMESTER

Curricular Units	ECTS
Touristic Accomodation Management	6
Guides, Accessibilities and Itineraries	6
Technical English of Tourism IV	4
Touristic Products	5
Protocol, Culture and Ethics in Tourism	6
Option: 2nd semester Optional IV	
Foreign Language IV - German	3
Foreign Language IV - Spanish	3

### 3RD YEAR

#### 1ST SEMESTER

Curricular Units	ECTS
Animation and Management of Touristic Events	6
Entrepreneurship and Innovation	6
Touristic and Digital Marketing	6
Production of Multimedia Contents and Management of E-Tourism	6
Techniques and Systems of Travel Agencies and Tour Operators	6

#### 2ND SEMESTER

Curricular Units	ECTS
Management of Touristic Destinations	6
Financial Management Applied to Tourism	4
Option: 2nd semester Optional V	
Internship	20
Work Project	20



# HOSPITALITY MANAGEMENT

The degree in Hospitality Management aims to provide the development of technical and relational skills that contribute to the organization, implementation and evaluation of solutions in the different areas of the hotel industry, in the national and international context. The ISAG Hotel Manager is prepared to develop a wide range of functions and activities when managing an hotel or tourism units in operations management, marketing and communication, human resources management, leadership and finance.

## PROFESSIONAL OUTPUTS:

Hotel Direction | Business Administration / National and International Hotel units | Food and Beverage Management | Hospitality Management in the Areas of Finance, Administration, Marketing and Commerce | Human Resource Management | Management of Housekeeping and Accommodations.

## CURRICULAR STRUCTURE:

1ST YEAR			
1ST SEMESTER		2ND SEMESTER	
Curricular Units	ECTS	Curricular Units	ECTS
Applied Economics	4	Enogastronomy	4
Fundamentals of Management	4	Informatics applied to Hotel Management	4
Management Informatics	4	French Language I	4
English language I	6	English language II	6
Principles of Hotel Management	6	Statistical Methods in Social Sciences	4
Option: 1st semester Optional I		Nutrition, Hygiene and Food Safety	4
Foreign Language I - German	6	Option: 2nd semester Optional II	
Foreign Language I - Spanish	6	Foreign Language II - German	4
		Foreign Language II - Spanish	4
2ND YEAR			
1ST SEMESTER		2ND SEMESTER	
Curricular Units	ECTS	Curricular Units	ECTS
Financial Accounting	6	Financial and Project Analysis	3
F&B Management and Control	6	Management Accounting Applied to Hospitality	4
Human resource Management	6	Management of Hospitality Equipment	3
French Language II	4	French Language III	3
English Language III	4	English Language IV	4
Option: 1st semester Optional III		Option: 2nd semester Optional IV	
Foreign Language III - German	4	Foreign Language IV - German	3
Foreign Language III - Spanish	4	Foreign Language IV - Spanish	3
		Option: 2nd semester Optional V	
		Internship I / Project Work I	10

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### 3RD YEAR

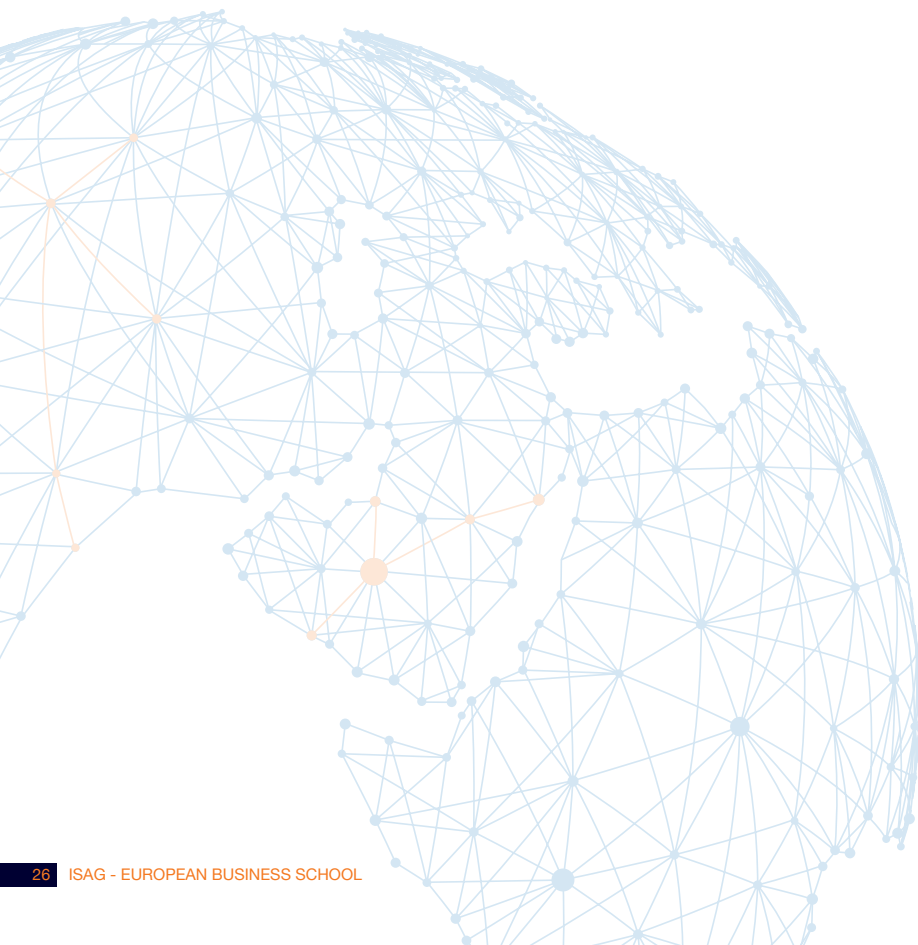
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#### 1ST SEMESTER

Curricular Units	ECTS
Recreation and Events Management	6
Tourism Law and Legislation	3
Entrepreneurship and Innovation	5
Lodging Management	4
E-tourism Management	4
Touristic and Digital Marketing	4
Revenue Management in Hospitality	4

#### 2ND SEMESTER

Curricular Units	ECTS
Digital Economy and International Business	4
Hotel Production Management	6
Option: 2nd semester Optional VI	
Internship II / Project Work II	20



## BUSINESS MANAGEMENT

The Master Degree in Business Management qualifies graduates to perform high level functions in the context of various management areas. The diversity of the training areas (strategy, finance, marketing, human resources and operations) allows the performance of executive and top management functions in small, medium and large companies, national and international.

The high level of preparation includes the acquisition of skills such as:

- /Identification and rigorous understanding of the company's internal strengths and weaknesses and distinctive capabilities;
- /Ability to analyze the environment and identify the threats and faced by the companies;
- /Mastery of tools, methods and techniques that enable the optimization of business efficiency and effectiveness;
- /Development of creative competences in the search for innovative and differentiating answers;
- /Development of capacities, attitudes and values consistent with the exercise of functions and positions of high responsibility in companies;
- /Decision and communication skills applied to complex business situations.

### PROFESSIONAL OUTPUTS:

General Management: business administrator, management advisor, functional or division management advisor and strategic management consultant | Finance & Control: chief financial officer, assistant chief financial officer, controller or assistant controller, project analyst, budget control technician | Management Control: director, management control auditor, management control consultant | Human Resources: human resources director, assistant human resources director, human resources department technician, human resources consultant and organization | Teaching and Research in the area of Business Management.

## CURRICULAR STRUCTURE:

1ST YEAR			
1ST SEMESTER		2ND SEMESTER	
Curricular Units	ECTS	Curricular Units	ECTS
Monetary and Digital Economy	6	Accounting and Auditing	6
Corporate Finance	6	Production and Operations Management	4
Marketing Management	6	B2B and Service Marketing	4
Strategic Management	6	Research Methodologies	6
Management and Direction of Human Resources	6	Business Simulation	6
		Management Planning and Control Systems	4

2ND YEAR	
Curricular Units	ECTS
Option:	
Dissertation	30
Professional Internship	30
Project Work	30

## COMMERCIAL DIRECTION AND MARKETING

The Master Degree in Commercial Direction and Marketing aims to train top professionals in two of the most sensitive areas of any business organization: Commercial Direction and Marketing. The compatibility of these areas in a single formative path allows graduates to acquire an integrative view of companies' relationship with the market, thus enhancing their success. A sound preparation provided by an inductive learning environment, closely connected with practice, allows the acquisition and development of Skills, such as:

- /Strategic, systemic and integrative vision of commercial and marketing activities and their interrelationship;
- /Ability to identify, understand and act on the strengths and weaknesses and distinctive capabilities of the company, integrated by the analysis of the environment in which the company operates;
- /Mastery of tools, methods and techniques that enable the optimization of efficiency and effectiveness in making commercial and marketing decisions;
- /Development of creative competences for the search of innovative and differentiating solutions;
- /Abilities, attitudes and values consistent with the exercise of high responsibility functions and positions in companies.

## PROFESSIONAL OUTPUTS:

Administrator and Commercial Director | Marketing Director | National Account Manager | Key Account Manager | Business Unit Manager / Sales Manager | Country Manager | Channel Manager | Sales Director / Sales Manager | Export Director | Director of External Relations | Business and marketing management consultant and advisor | Marketing Manager in non-profit organizations | Teaching and research in the field of marketing.

## CURRICULAR STRUCTURE:

1ST YEAR			
1ST SEMESTER		2ND SEMESTER	
Curricular Units	ECTS	Curricular Units	ECTS
Integrated Business Communication	4	Commercial Direction and	6
Corporate Finance	6	International Business	
Brand Management	6	Management of Sales Teams	4
Marketing Management	6	and Negotiation	
Digital Marketing	4	B2B and Marketing Services	4
Market Research	4	Relational Marketing	4
		Research Methodologies	6
		Business Simulation	6

2ND YEAR	
1ST SEMESTER	ECTS
Option:	
Dissertation	30
Professional Internship	30
Project Work	30

# HIGHER PROFESSIONAL TECHNICAL COURSES

## FOOD AND BEVERAGE

This course aims to train specialized senior technicians to direct, coordinate and control the activities and operations of Food and Beverage services in catering and beverage establishments, integrated or not in hotel units, ensuring quality of service, optimization resources and maximizing business profitability.

### COURSE OBJECTIVES:

- /Plan and structure menus and calculate associated costs;
- /Plan and develop the strategy for promotion and commercialization of the food and beverage service (F&B);
- /Plan, coordinate and organize F&B operations, ensuring the quality of services;
- /Manage the financial results of the F&B service;
- /Control the quality of service.

### PROFESSIONAL OUTPUTS:

Business Management (administration and management) | Commercial Director Restaurant and Bar Manager | Head Chef | Deputy Chef / Kitchen Helper | Responsible for Quality, Hygiene and Food Safety | Responsible for the Promotion and Marketing of Food and Beverage Service.

1ST YEAR			
1ST SEMESTER	Contact hours	Total hours	Credits
<b>Curricular Units</b>			
Applied Economics	30	107	4
Fundamentals of Management	30	107	4
Food and Beverage Management and Control	45	160	6
Spanish Language	45	160	6
English Language	45	160	6
Cooking and Pastry Techniques I	30	106	4
<b>2ND SEMESTER</b>			
Enogastronomy	30	107	4
English Language Applied to Catering Industry	45	160	6
Nutrition, Hygiene and Food Safety	30	107	4
Portuguese and Business Communication Techniques	45	160	6
Restaurant and Bar Techniques I	45	160	6
Information Technologies	30	106	4
<b>Total</b>	<b>450</b>	<b>1600</b>	<b>60</b>

2ND YEAR			
<b>1ST SEMESTER</b>			
<b>Curricular Units</b>	<b>Contact hours</b>	<b>Total hours</b>	<b>Credits</b>
Behavior and Organizational Ethics	30	107	4
Financial Accounting	45	160	6
Touristic and Digital Marketing	45	107	4
Catering Operations	30	107	4
Cooking and Pastry Techniques II	60	213	8
Restaurant and Bar Techniques II	30	106	4
<b>2ND SEMESTER</b>			
Internship		800	30
<b>Total</b>	<b>225</b>	<b>1600</b>	<b>60</b>

## DEVELOPMENT OF TOURISTIC PRODUCTS

This course aims to provide future professionals with technical skills that enable them to identify and recognize the various constituent and preponderant elements and variables in building the sustained demand / supply of a tourist destination.

Possess a wide range of theoretical and practical knowledge and tools in the field of foreign languages; knowledge of the various phenomena and current realities of the tourism sector, from the construction, promotion and marketing of products / services and tourism experiences.

### COURSE OBJECTIVES:

- /Understand the fundamental concepts related to tourism and the factors associated with tourism demand;
- /Design tourism products / services and experiences, promote and market to individual clients and organizations;
- /Understand the fundamental variables in the process of planning and management of tourist destinations.

### PROFESSIONAL OUTPUTS:

Travel Operator / Agent | Touristic Assistant Guide | Promoter of touristic products/services | Support for the Management and Administration of Tourism Companies | Promotion and creation of new products / services and tourism experiences | Entrepreneur of activities related to the tourist activity.

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**1ST YEAR**

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<b>1ST SEMESTER</b>			
<b>Curricular Units</b>	<b>Contact hours</b>	<b>Total hours</b>	<b>Credits</b>
Fundamentals of Management	30	107	4
Spanish Language I	45	160	6
English Language I	45	160	6
Principles of Tourism	45	160	6
Travel Agency Techniques and Systems and Tourism Operators	30	106	4
Information Technologies Applied to Tourism	30	107	4
<b>2ND SEMESTER</b>			
Creation of Touristic Products and Experiences	30	107	4
Enogastronomy	30	107	4
Geography and Tourism Planning	45	160	6
Art History, Ethnography and Heritage	45	160	6
Spanish Language II	30	107	4
English Language II	45	160	6
<b>Total</b>	<b>450</b>	<b>1601</b>	<b>60</b>

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**2ND YEAR**

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<b>1ST SEMESTER</b>			
<b>Curricular Units</b>	<b>Contact hours</b>	<b>Total hours</b>	<b>Credits</b>
Recreation and Event Management	45	160	6
Financial Accounting	45	160	6
Tourism Law and Legislation	22,5	80	3
Entrepreneurship and Innovation	37,5	134	5
Touristic and Digital Marketing	30	107	4
Tourism Planning and Sustainable Development	45	160	6
<b>2ND SEMESTER</b>			
Internship		800	30
<b>Total</b>	<b>225</b>	<b>1601</b>	<b>60</b>



# ACCOUNTING AND TAXATION

This course aims to train accounting and tax professionals to participate in the management of the organization's financial information systems, public or private, at the level of accounting and tax registration, and the planning and control of internal management processes, in order to obtain relevant information to support the management/administration in the decision-making process related to the economy and financial management of the organization.

## COURSE OBJECTIVES:

/Search, collect, select, prepare and analyze relevant financial information necessary for the fulfillment of accounting obligations by the company or public or private organization;

/Ensure the necessary procedures to fulfill the entity's obligations to the Tax Administration;

/Prepare information to support the preparation of financial management opinions and reports for the efficient and effective performance of the company or public entity.

## PROFESSIONAL OUTPUTS:

Director of Accounting and / or Finance Department | Senior Technician of Public Administration | Financial and Tax Consultant | Manager in Financial Institutions | Procurement Manager | Financial Manager | Auditor.

1ST YEAR			
1ST SEMESTER	Contact hours	Total hours	Credits
<b>Curricular Units</b>			
Business Accounting I	45	160	6
Business Law	45	160	6
People Management	45	160	6
Business English	45	160	6
Quantitative Methods for Management	45	160	6
<b>2ND SEMESTER</b>			
Financial Calculation	45	160	6
Management Accounting	45	160	6
Business Accounting II	45	160	6
Business Strategy	45	160	6
Financial Reporting	45	160	6
<b>Total</b>	<b>450</b>	<b>1600</b>	<b>60</b>

## 2ND YEAR

1ST SEMESTER Curricular Units	Contact hours	Total hours	Credits
Economic and Financial Analysis	45	160	6
Accounting Computer Applications	45	160	6
Business Accounting III	45	160	6
Finance and Financial Management	30	107	4
Portuguese Taxation	30	107	4
Fundamentals of Management	30	107	4
<b>2ND SEMESTER</b>			
Internship		800	30
<b>Total</b>	<b>225</b>	<b>1601</b>	<b>60</b>

## MANAGEMENT AND INTERNATIONAL TRADE

This course aims to provide high level technical training on how to manage international trade operations and contribute to the sustainable international development of the company by researching and monitoring the international markets in which the company operates, prospecting / promoting, negotiating, conducting business and monitoring of purchases and sales of its products and / or services in foreign markets and the optimization of import processes.

### COURSE OBJECTIVES:

/Develop market studies related to the strategic segments of the company's target market, positioning and marketing strategy in foreign markets;

/Manage purchasing and sales in an international context (import and export) and trade and professional relations in a multicultural context;

/Coordinate import and export support services.

### PROFESSIONAL OUTPUTS:

Production and commercial companies of goods and services in international markets | Import, distribution and commodities companies | International transport and logistics companies, namely freight forwarders | Official brokers and public bodies related to customs | Associations and Chambers of Commerce and Industry | Managers of Sales Teams.

1ST YEAR			
1ST SEMESTER	Contact hours	Total hours	Credits
<b>Curricular units</b>			
Applied Economics	30	107	4
Fundamentals of Management	30	107	4
Operations Management	45	160	6
Spanish Language	45	160	6
English Language	45	160	6
International Trade Support Information Systems	30	107	4
<b>2ND SEMESTER</b>			
International Trade	45	160	6
International Management	45	160	6
Spanish Language for Business	30	107	4
English Language Applied to Negotiation and Sales	45	160	6
Portuguese and Business Communication Techniques	45	160	6
Soft Skills	15	53	2
<b>Total</b>	<b>450</b>	<b>1601</b>	<b>60</b>

2ND YEAR			
1ST SEMESTER	Contact hours	Total hours	Credits
<b>Curricular units</b>			
International and Business Law	45	160	6
Portuguese Taxation	30	107	4
Commercial Management	45	160	6
International and Services Marketing	30	107	4
Negotiation and Sales Techniques in an International Context	30	107	4
Planning and Organization of Fairs and Events	45	160	6
<b>2° SEMESTRE</b>			
Internship		800	30
<b>Total</b>	<b>225</b>	<b>1601</b>	<b>60</b>

## DIGITAL MARKETING MANAGEMENT

This course aims to train senior digital marketing management professionals with the ability to design innovative search engine presence programs, identify and segment the organization's clients, create and evaluate compelling content, and disseminate them in text format, image, audio and video. The future professional monitors, filters, measures and guides the presence on the world wide web (www) of a brand, product, individual or company.

## COURSE OBJECTIVES:

/Develop a world wide web presence management plan tailored to market requirements and organizational characteristics;  
/Develop and implement policies and actions for online commerce and web page management;  
/Create procedures and instruments for controlling and monitoring activity in digital media.

## PROFESSIONAL OUTPUTS:

Digital Marketing Manager and Facilitator | Digital Strategy Manager of a Company | Platforms and Websites Booster | Mobile marketing manager, email marketing, display advertising social media.

1ST YEAR			
1ST SEMESTER	Contact hours	Total hours	Credits
Curricular units			
Law Applied to Digital Media	45	160	6
Fundamentals of Management	30	107	4
Informatics	30	107	4
Introduction to Digital Marketing	45	160	6
English Language	45	160	6
Marketing	30	107	4
<b>2ND SEMESTER</b>			
E-commerce	30	107	4
Marketing Communication	30	107	4
Entrepreneurship and Innovation	45	160	6
Strategic Marketing for Digital Media	30	107	4
Multimedia	45	160	6
Portuguese and Business Communication Techniques	45	160	6
<b>Total</b>	<b>450</b>	<b>1602</b>	<b>60</b>
2ND YEAR			
1ST SEMESTER	Contact hours	Total hours	Credits
Curricular units			
Digital Marketing Management	30	107	4
Integration Systems	30	107	4
Mobile Marketing	30	107	4
Monitoring and Control of Digital Marketing	30	107	4
Digital Marketing Plan	75	267	10
Web Design	30	107	4
<b>2ND SEMESTER</b>			
Internship		800	30
<b>Total</b>	<b>225</b>	<b>1602</b>	<b>60</b>

# EXECUTIVE TRAINING

ISAG – European Business School offers a wide range of Executive training, that are essential to the development of a professional in his/her career path. Below, please find the description of each training offer and its importance to the world market nowadays.

## MBA

### **COURSE DESCRIPTION:**

Prepare for executive management functions in SMEs and big companies with a solid preparation in several areas of Management. Development of essential leadership skills for any executive manager. Training that combines national specificities with the international and global environment.

The Executive MBA includes an international week in May 2021 in a European financial capital, in which visits to companies, financial institutions and centers of entrepreneurship will take place. The tuition fee already includes the international week.

### **RECEIVERS:**

Holders of academic qualifications or professional experience compatible with the objectives and contents of the MBA, from any professional area or industry sector who wish to progress in their careers to management positions.

### **OBECTIVES:**

Prepare for executive management functions in SMEs and big companies with a solid preparation in several areas of Management. Develop essential leadership skills for any executive manager. Train professionals, allying national specificities with the international and global environment.

## 1<sup>ST</sup> YEAR

### MODULE

ECTS

#### **BUSINESS FUNDAMENTALS**

Strategy	4
Finances	4
Strategic Marketing	4
Strategic Direction of People	4
Digital Transformation	4
TrendSeminar Executive Management	-

#### **BUSINESS BOOSTER**

Management Accounting	4
Talent Management	4
Operations Management	4
Innovation Management	4
Trend Seminar in Business Innovation	-

#### **BUSINESS PITCH**

Investment Analysis	6
Financial Markets	6
Management Control Systems	6
Management Information Systems	6
Media Communication and Media Relation	6
Project Management	6
Trend Seminar in Project Management	-

#### **LEADER SKILLS DEVELOPMENT**

Networking and Partnerships	2,5
Media Training Lab	2,5
Neurobusiness	4
Intra-entrepreneurship, Entrepreneurship and Innovation	2,5
Leadership Development	2
Design Thinking	2
Trend Seminar in Entrepreneurship	-

#### **BUSINESS GAME**

4

## **POSTGRADUATE COURSES**

### **// Commercial Direction and Marketing**

Preparation for management roles with solid training, in a real business environment, in several areas, namely in marketing, strategic management, business communication, finance and commercial direction.

Development of leadership skills on business activity, essential for coordination and generating value.

### **// Taxation**

ISAG's Post Graduation in Taxation offers advanced, in-depth and transversal executive training in cutting-edge areas of Portuguese, European and International Corporate Taxation, lectured after work hours.

### **// Human Resources Management**

The Post Graduation in Human Resources Management prepares participants to move into more complex positions within human resources management, with a strong scientific training. The sessions will allow participants to act in the context of simulation and case studies, reinforcing skills for higher levels of management and administration.

### **// Business Management**

This course aims to provide a professional enhancement that promotes better integration and performance of business action. To this end, the course combines a technical updating aspect with a knowledge and experience aspect, thanks to the teacher's knowledge of the business reality.

### **// Digital Marketing Strategy**

The Post-Graduation in Digital Marketing Strategy aims to provide solid training that enables the resolution of marketing problems, contributing to the improvement of companies decision-making process. With a highly specialized team of teachers and consultants, updated syllabus, appropriate teaching and learning methodologies and an extremely active and practical operating dynamics, this innovative program focuses on the online aspect of the business network.

### **// Data Science and Business Intelligence**

ISAG's Data Science & Business Intelligence Post Graduation offers specialized training in the areas of Data Knowledge Extraction and Decision and Business Intelligence Support Systems.

## // **Strategies and Formats in 4.0 Education**

The Post Graduation in Strategies and Formats in 4.0 Education aims to enable professionals to build a curriculum with a new approach, centered on the Biocentric Principle and Biocentric

Education, that is, reestablishing the connection with life and defining personal references that trigger their full potential.

Education is approaching the 4.0 era, where know-how is prioritized, which implies classroom experiences that are able promote its development. Educators and institutions that apply digital learning environments and diversified learning strategies at the same time will be placing on the labor market professionals that will help increase local, regional and national development.

Theoretical-Experiential Learning is this model proposal, where the totality of being is integrated in its learning process, acting in a preventive perspective, stimulating the affective core of learning, through music, movement and group meeting, that allows the development of human potentials of vitality, pleasure, creativity, affectivity and transcendence.

## // **Communication and Sustainability**

Sustainability has definitely entered the companies' strategy. It defines needs, guides projects, demands results. As such, it must be the target of careful communication, so that all stakeholders of the organizations get involved in a common effort and achieve their objectives.

The Post-Graduation in Communication and Sustainability intends to present the basic concepts of the universe of Sustainability and the framework that Communication should give to it, exploring the study of concrete cases and the identification of best practice.

## // **Tourism and Hospitality Management**

This Post Graduation aims to meet the needs of specialization in emerging areas of the market and provide its participants with advanced theoretical and practical knowledge and skills, in the field of Tourism and Hospitality Management, in the context 4.0 of the Digital Era.

By promoting studies in areas identified as central to the future of the sector and responding to the needs identified in official documents such as the Tourism 2027 Strategy, and the Oporto and North Region Action Plan, this postgraduate course is presented as strategic for the labor market.



## **SPECIALIZATIONS COURSES**

### **// Cooking Skills ISAG – Chef Cordeiro Signature**

The course aims to teach participants the traditional Portuguese cuisine with a solid approach to the main contents. The course is divided into 10 modules (12 hours each) consisting of theoretical (40 hours) and practical classes (80 hours).

Chef Cordeiro intends to honor the essence of knowledge on Portuguese gastronomy and the responsibilities in the kitchen.

### **// Neuromarketing in Business**

This course combines a theoretical framework, with a dominant practical component for the central theme of Neuroscience Applied to Consumption, thus allowing each one to be able to identify the potentialities of behavior analysis, psychophysiology and electrophysiology data, applied to the context of consumption or interaction with consumption individuals.

The course comes with a dynamic and innovative engine to be integrated into the practices already existing in the companies, and allied to the more traditional market studies, the course contents will be complementary and will motivate structural changes in the companies and partners.

It aims to show participants the importance of applying neuroscience in the context of business strategy, product creation, price strategy, distribution and communication.

With this course, trainees will modify their mind set regarding strategic interventions to be applied in companies, they will understand the importance of identification and reaction to triggers, and then adapt and create products, campaigns, prices, websites or packaging capable of involving your customers.

### **// Expertise in Wine Management**

The course aims to train wine experts, with a complete knowledge of the sector and the market. It also intends to provide instruments that enable the management of a business in the wine area and that foster the perception of all the central areas that involve the wine sector. This course represents a unique opportunity that allows you to drink useful knowledge with the best professionals in their respective areas of intervention.

### **// Project Management**

The Specialization Course in Project Management is prepared to respond to current market needs to support the difficulties and opportunities that exist in the area of Project Management. Course

with two modules | traditional and agile | thus giving a wider range of knowledge in the two major areas of knowledge recognized in the market.

### **// Specialization Course in Leadership & Team Intelligence**

One of the great challenges for companies is to motivate and involve their employees in the purpose of the organization in order to retain and attract the best and achieve success. An effective teamwork organization must make its team a priority, be the best, and value its identity. The purpose of this specialization course is to provide the trainees with technical and personal skills in the context of teamwork with an emphasis on the practical component.

### **// Design Thinking with Lego Serious Play**

The Design Thinking Process was developed by Stanford University and became known as the school model. It is now recognized by many as an enormous problem-solving potential, based on the understanding of the unmet needs of customers or users. From there emerges a process of innovation and creativity that involves the development of concepts, the generation of ideas, prototyping and experimentation. When the process is applied to business development, it substantially increases the success rate of innovation. The Lego® Serious Play® Methodology facilitates the articulation between mind, hands and flow, both individually and collectively. From a challenge a construction is made, to which each participant attributes a metaphorical meaning, the meanings are shared, and a reflection is made among all the team members. It is therefore a methodology that involves 100% of the participants and stimulates each one to put not only their most cognitive knowledge, but also their memories, emotions, creativity through the construction of their models. Over two days of facilitation, participants have the possibility of experiencing these two methodologies combined and aligned with a single goal: starting from a challenge presented, stimulating individual creativity, working in the search for joint solutions and towards a common result.

# Student Ombudsman

The ISAG Student ombudsman represents all students of ISAG, and they are responsible for defending the student's best interests and represent them on ISAG directors board. Besides this, the Student Association is also in charge to organize academic, cultural and sport events, in order to promote integration and academic spirit in our Institution.



[aeisag@isag.pt](mailto:aeisag@isag.pt)

## Exchange Students

### Classes and Course List

If you are a mobility student, your classes will be taught in Portuguese or in English, according to your preference. ISAG offers English-taught courses in all its training offer, making available for non-portuguese speaking students the possibility to do an exchange mobility to Portugal and come to ISAG and learn in English.

Our course list is upgraded every year, which means that, after your nomination, our incoming mobilities coordinator will send you the course list available for the current academic year by email, so that you can check and choose the courses you want to attend during your mobility semester. After the validation of your Study Plan, and the delivery of all your mobility documents, including the Learning Agreement signed by all parts, our Academic Services will do the registration of the subjects you will attend here at ISAG.

Please note that the **attendance in the classes is mandatory**.

## Portuguese Language Course

**Bem-vindo  
ao ISAG!**

If you want to get more involved and immerse in the Portuguese culture, learn day to day vocabulary, and challenge yourself to learn a new language, our Institution offers you an excellent opportunity: study Portuguese!

Every semester, our Institution offers to mobility students the possibility to learn Basic Portuguese for free. Classes start within the academic year and the course has a duration of 30 hours.

By attending these classes, you also gain a certificate of participation at the end of the course.

For any question regarding Portuguese classes, please contact the international relations office: [iro@isag.pt](mailto:iro@isag.pt)

**O ISAG  
dá-te mundo!**

## Courses grading system

In Portugal, the students enrolled in Higher Education Institutions are evaluated through a grading scale of 0 to 20, being 10 the minimum score for achieving a positive grade, and 20 the maximum grade you can achieve.

In order to establish the course units grades for each group of the European Credit Transfer and Accumulation System (ECTS) grading scale, the distribution of students with passes in the previous three academic years and/or in a total of at least a hundred students is taken into consideration. When a cohort of this scale is impossible, the ECTS grading scale is replaced

ECTS Grade	Percentage of Students Approve
A	10
B	25
C	30
D	25
E	10

by the use of an institutional conversion table based on all course units grades of all ISAG – European Business School’s Degree Courses from the previous three academic years. It is important to notice that not all groups of the ECTS grading scale might be represented.

## Welcome Day

The Welcome Day is a special event that we promote every semester to our exchange students. During this day, you will do a lot of activities, icebreakers games, and we promise you a lot of fun and **unforgettable moments!**

Our core goal is to give you a joyful and warming welcoming, and to provide that, we not only show you ISAG facilities, but we also introduce you to our beautiful city, for you to get more involved and immersed in this brand new experience.



We will present you the members of our Institution, and give you tips for your stay here at Oporto and at ISAG. During this day, you will have many ongoing activities both inside and outside the Campus, so, our recommendation is: bring comfortable shoes and a lot of energy!

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**Our Welcome Day is held at the beginning of each semester** before your classes start. Our Incoming Mobilities Coordinator will give you further information regarding this event by email, so that you get notified regarding the day and the time to arrive to ISAG.

In case you are curious about this event that we make specially for you, have a quick sneak peak of the last ones below. Get ready to have loads of fun!



## Buddy Program

The Buddy Program by ISAG aims to be a channel of communication and support to the Exchange Students that come to study in our Institution. In fact, this project's main objective is to involve ISAG's students with the exchange students in order to promote a better and faster integration of the latter not only with the Institution but also with the city of Porto.



The lines of definition of this program are the encouragement of an easier integration of the newcomers, made by both the IRO and the students, and the promotion of a spirit of cooperation, mutual help and inclusion.

Buddies are students which will help you during all your period of mobility, and to which you can ask tips and information of any matter regarding Oporto or ISAG. Please remember that you can also rely on the International Relations Office to help you with any doubt you might have.

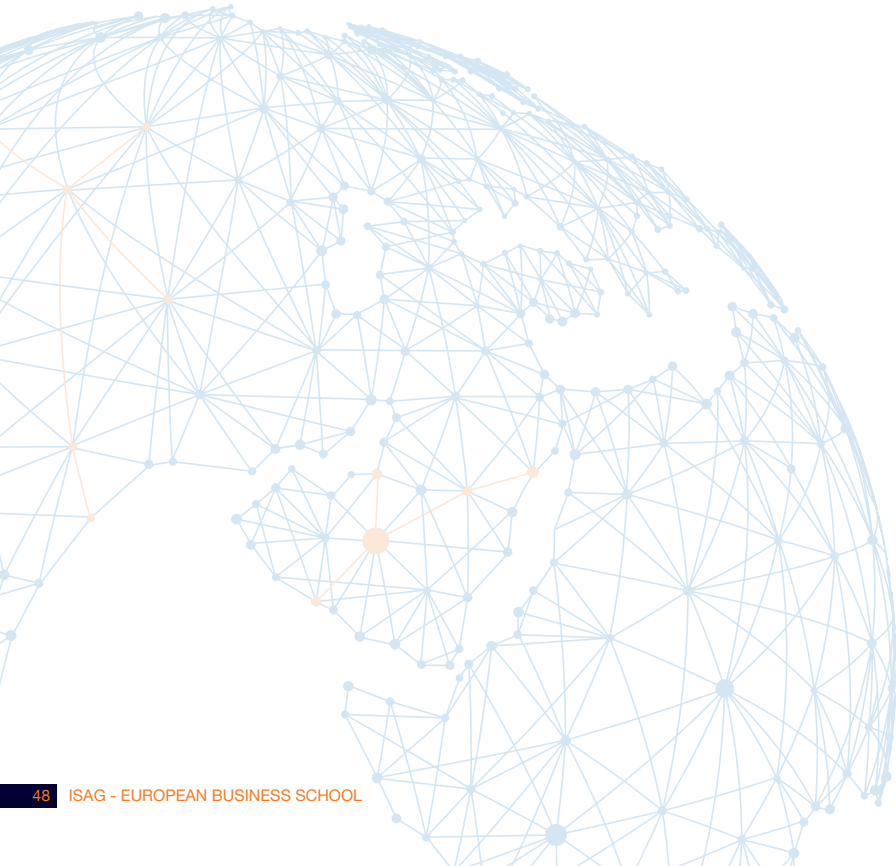
Additionally, having a Buddy means creating new friendships!

If you are interested in participating in this Program and you want further information, send an email to [iro@isag.pt](mailto:iro@isag.pt)

## Erasmus Student Network (ESN Porto)

The ESN is a student network that is responsible for developing activities for exchange students during their mobility semester. In order to present this Association to you, the ESN Porto is always invited for our Welcome Day, where they have the opportunity to present their members and their work, to promote the ESN Card as well as to announce the activities they will do during the semester, to which you can participate.

For getting more information about ESN Porto, please visit their website page that you can find here: <http://www.esnporto.org/>





# Hotel-School: Accommodation in the Campus

In 2018, we have inaugurated the ISAG Hotel-School, located in our Campus. Our hotel has 20 bedrooms with private bathroom, a room to prepare meals and a common space. We offer two typologies of bedroom that you can choose within your preference: shared room or private room. Outside, the campus is surrounded by a green landscape, that you can enjoy in your free time.



Every semester, we offer to the exchange students the possibility to be accommodated in the Hotel-School. In order to apply to a room, you need to send an email to [escola.hotel@isag.pt](mailto:escola.hotel@isag.pt), and you will be given the information regarding the documents you need to send in order to complete your application for accommodation, and later, the confirmation of your acceptance.

## WHAT IS INCLUDED

- // Private bathroom
- // Change of bedsheets and towels once a week
- // Weekly cleaning of the rooms and daily cleaning of the common spaces
- // Rooms equipped with LCD TV, WI-FI, Minibar reading lamp and AC
- // Parking lot free of charge
- // Security 24/7

## HOTEL-SCHOOL IN A GLANCE



# HOTEL SURROUNDINGS

- // Norteshopping: 5 minutes
- // Matosinhos Beach: 20 minutes
- // Porto City Park: 20 minutes
- // Hospital CUF: 15 minutes
- // Hospital Pedro Hispano: 15 minutes
- // Self-Service Laundry “Lavamatic”: 5 minutes
- // Pharmacy 24 hours: 3 minutes
- // Supermarket: 5 minutes
- // Bakery: 10 minutes
- // Restaurants: 10 minutes
- // Post Office: 10 minutes
- // Metro “Sete Bicas”: 15 minutes



# HOW TO ARRIVE TO ISAG - EUROPEAN BUSINESS SCHOOL

## BUS NUMBER

**601** • Cordoaria – Aeroporto

**205** • Campanhã – Castelo do Queijo

**504** • Boavista – Norte Shopping

**111** • Mar Shopping – Hospital de São João

**Stop: Rotunda A.E.P**

**Stop: Preciosa**

**Stop: Preciosa**

**Stop: Preciosa**



## METRO LINES

**A** • Estádio do Dragão - Sr. de Matosinhos (blue line)

**B** • Estádio do Dragão – Póvoa do Varzim (red line)

**C** • Campanhã – ISMAI (green line)

**E** • Estádio do Dragão – Aeroporto (purple line)

**F** • Senhora da Hora – Fânzeres (orange line)

**Stop: Sete Bicas**

**Stop: Sete Bicas**

**Stop: Sete Bicas**

**Stop: Sete Bicas**

**Stop: Sete Bicas**



# About Porto



# COST OF LIVING

## Cost of Living



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**A room:** 350€ - 550€



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**ISAG Restaurant:**

4€ - 5€ / meal per person

**Restaurants in Oporto:**

**Fast food chains:** 6€ / meal per person

**Economic restaurants:** 7€ / meal per person

**Mid-range restaurants:** 15€ / meal per person



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**Rice:** 1,00€ / bag

**Milk:** 0,50€ / bag

**Coffee:** 0,65€ - 1,00€

**Bread:** 0,12€ / each

**Banana:** 1,00€ / kilo

**Water:** 0,20€ / liter

**Eggs:** 0,80€ / half-dozen



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**Cinema Ticket (student):** 6,20€

# ACCOMODATION OUTSIDE THE CAMPUS

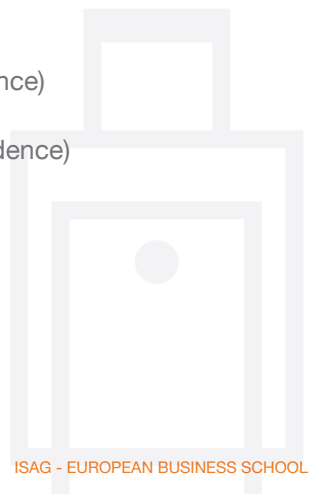
Being the second biggest city in Portugal, Porto has a wide variety of accommodation offers to students.

Being an ISAG student, you should look for rooms near the following areas: **Senhora da Hora, Matosinhos, São Mamede Infesta, Asprela, Boavista, Trindade and Cedofeita**. However, in case the prices are too high, you can search for a flat in Maia, Vila Nova de Gaia and Vila do Conde, that are a bit furthest from our Campus.

Be aware that one of the main advantages of living in Porto is that **the transports network covers all the city**, so wherever you decide to live, you will have at least one means of transport available to arrive to ISAG and other parts of the city (both bus and metro).

Please find below some website pages that can help you in your search for accommodation:

- <https://www.uniplaces.com/> (Uniplaces)
- <https://www.bquarto.pt/> (BQuarto)
- <https://www.custojusto.pt/> (Custo Justo)
- <https://casa.trovit.pt/> (Trovit)
- <https://en.livensaliving.com/> (Livensa Residence)
- <https://roofresidence.pt/pt/a-roof> (Roof Residence)



# PUBLIC TRANSPORTS

Porto offers to all its residents a wide transports network, that covers all the city. You can either travel by metro or by bus, and you only need to use a single card, that is valid for both means of transport.

Below, you can check the prices of using the public transports in Porto. Be aware that the single trip price differs from the area where you are.

- **Single trip:** ~ 1,20€
- **Monthly pass:** 30€ (access to 3 zones) | 40€ (access to all zones)

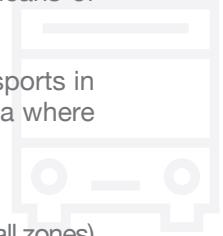
When you arrive to ISAG, our incoming coordinator will give you a declaration certifying that you are enrolled at our Institution. In case you are under 23 years old, you can take this declaration to an Andante Shop, and you can have the monthly card with access to all zones of Oporto, paying just 30€. In case you are older than 23 years old, this declaration isn't valid, and the prices indicated above, are the ones to be taken into account.

In order to have a monthly card, valid for using in Metro, Bus and Trains, you need to go to an Andante Shop, and you need to take the following documents:

- Identification Card or Passport;
- Declaration that you are enrolled in a Higher Education Institution in Oporto;
- Credit Card or money, so that you can pay your card + the monthly pass.

In case you have doubts on what transport to take, and the schedules, you can download the App “SCTP Live” (for buses only), that is translated into English, or you can access the official website of both the Metro (<https://en.metrodoporto.pt/>) and Buses (<https://www.stcp.pt/en/travel/>) available in English.

For trains, check the official page of CP - <https://www.cp.pt/passageiros/en> - where you can find the cities you can go to through **Porto Campanhã** or **Porto São Bento**, the schedules and prices. **You can use your monthly Andante card to catch trains as well!** However, you must know that these trips are only free of charge when using urban trains for the following destinations: Line of Paredes / Vila das Aves / São Bento / Paramos.





# BANKING

You can open a bank account being a student in Portugal. In order to open an account, you need to have the following documents:

- A fiscal number, that can be obtained in a fiscal office or in a Loja do Cidadão ( <https://eportugal.gov.pt/en/servicos/pedir-o-numero-de-identificacao-fiscal-para-pessoa-singular>);
- A passport or identification card;
- A declaration stating that you have a Portuguese address, that can be obtained in a borough;
- A declaration confirming that you are enrolled in a Portuguese Higher Education Institution (Acceptance Letter).

Close to ISAG, you can find some banks, in which you can open your account in case of need. In spite of this, we recommend you go to Activo Bank, in Norte Shopping, since it is open from 9:00am to 8:00pm, and it has a good App which simplifies a lot your financial management and your banking consultations. Moreover, they don't charge any fees of your account and neither card, and they are located near ISAG, which means you are closer to their information desk in case you need assistance.

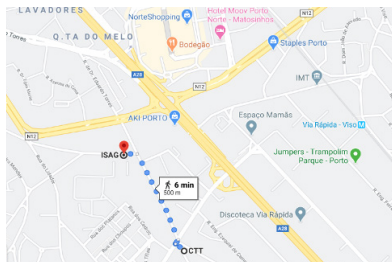
If you don't want to have an account in Portugal, we also recommend that you use Revolut. Revolut is an online bank, and your Revolut Card will be associated to the bank account you ordinarily use. It is easy to use, and you can do all the banking operations (transfers, payments, withdrawals, etc). An additional perk of this bank is that you can pay in the currency of the country you are (in Portuguese case, euros) without paying extra charges for the conversion. When you are finalizing a purchase and you insert the Revolut Card to pay, it will give you the option to pay with your country currency or with the currency used in the country you are at the moment, and you just need to select which means you prefer. Similarly, to Activo Bank, Revolut also has an App, through which you can manage your money and do all the consultations. You need 20€ to open an account in Revolut and 5€ to send a physical card to your address.

For further information regarding these two banks, please click on the links:

- <https://www.revolut.com/pt-PT> (Revolut)
- <https://www.activobank.pt/en/public/produtos/Pages/homepage.aspx> (Activo Bank)

## POSTAL SERVICES

Near ISAG, you find the Portuguese Postal Services, CTT, where you can send and receive anything that is forwarded by post. In case you order something, you can request the entity to deliver in our Campus and pick it up in the academic services.



You can find a CTT in Norte Shopping, or at the end of the street where our Institution is headquartered.

## HEALTH CARE SERVICES

### For European Citizens

All Europeans can possess, the **European Health Insurance Card (EHIC)**, that is valid in all European Countries and also in Iceland, Liechtenstein, Norway, Switzerland, and United Kingdom. This card allows all the EHIC holders to have access to medically necessary, state-provided healthcare at the same and equivalence cost of the citizens of the country they are in.

If you are an European citizen, you can obtain this card through your national health insurance provider. It is important to state that, usually, the process of getting the EHIC can last from 2 to 4 weeks, therefore, we advise you to get the EHIC with time, and before your departure to Portugal.

Be aware that the EHIC does not cover any private healthcare. In Portugal, there are public hospitals where you pay a small fee (18€ for urgency appointment and 4,5€ for general medicine appointment) and private hospitals.

For further information regarding the European Health Insurance Card, please check the following link: <https://ec.europa.eu/social/main.jsp?catId=559>

## For Non-European Citizens

All students that are not part of the European Union need to arrive to Portugal with their own insurance, in order to be able to access the health care services and be reimbursed for their expenses.

In the context of international cooperation there are bilateral agreements between Portugal and other countries, subject to reciprocity, that allow equal treatment with nationals, in a situation of stay or residence in Portugal, covering the schemes of social security and disease.

Student mobility can be considered as temporary stay, and the countries with bilateral agreements on Health Care are:

ANDORRA	QUEBEC
BRAZIL	MOROCCO
CAPE VERDE	TUNISIA

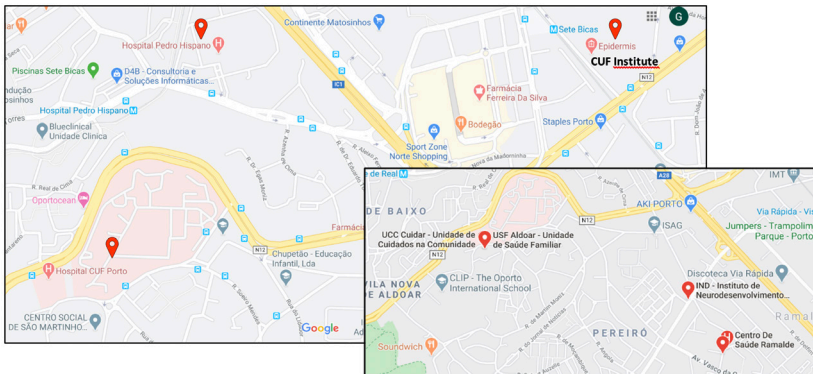
If you are from one of the countries listed below, **it is advisable to contact the competent institution in the home country before leaving, to obtain all necessary information as well as the entitlement certificate**, which allow the implementation of the respective Convention and ensure to the citizen compliance with the rights conferred on it.

The presentation of the entitlement document will make possible the access to the necessary health care services, and the respective invoicing (bill) will be presented to the country of residence of the student for payment. **This document will only be accepted in public units of the National Health Service.**

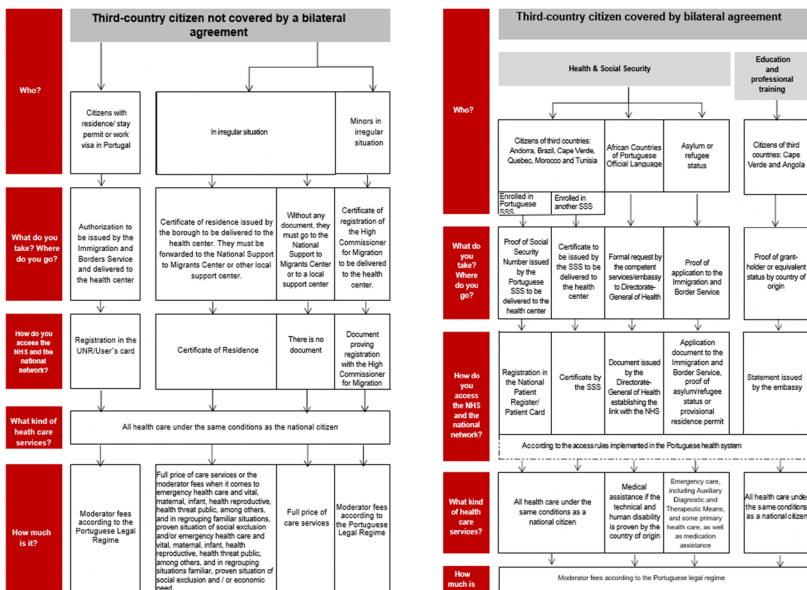
If the patient does not provide the entitled certificate at the time of provision of health care in NHS units, he/she will have to pay the respective bill.

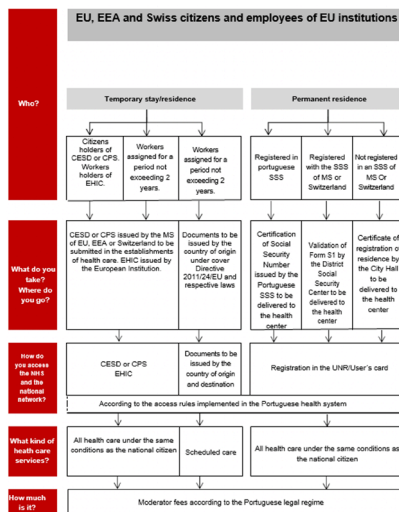
Please be aware that the bilateral agreements do not include the figure of reimbursement, which means that the reimbursement of this amount is subject to the laws and procedures established in the country of residence.

Next to ISAG, there are hospitals you can go to – check the map below -, and our **National Emergency Number** is **112**. However, you can also go to Health Care Centers, duly specified in the map, for non-urgent problems, such as flu.



In a private hospital without insurance you pay around 50€ for a general doctor appointment, while in the public hospital the amount is different depending on the category. Please find below the information regarding the fees you might pay for Public Health Care.





## National User's registration

All the foreigner citizens that come to Portugal to live for a duration of at least 3 months have the right to acquire their National User's Number, that allows them to **have access to all health care services under the same conditions as a Portuguese citizen.**

The National User's Number can be obtained in a Portuguese Health Care Institution, such as a Hospital or Health Center, and you need to present the following data:

- Full name
- Gender
- Date of birth
- Country of Nationality
- Country of birth
- District, municipality and borough, when the nationality is Portuguese
- Type of identification document
- Number of identification document
- Type of document of stay and residence, when foreign-born, as well as its number and validity, when applicable

When registering to the National User's number, you can choose between **Temporary Registration** and **Active Registration.**

The **temporary registration** is only valid for 3 months duration. Be aware that the counting of that time starts when you use the Health Care Services for the first time and it extends for 90 days in a row. In case you don't have any contact with a Health Care Institution, the 90 days will start counting from the day you did the registration.

After the 3 months, your temporary registration can become inactive due to two factors: 1) you didn't present all the documents mentioned above and you don't meet the residence requirements; 2) you haven't contacted any Health Care Institution during the 90 days.

On the other hand, the **Active Registration** can be obtained if the foreign citizen meets the following requirements:

1. Have Portuguese or foreign citizenship and residence in Portugal;
2. Present all the data mentioned above plus the Fiscal Number and the complete Portuguese address;
3. Have at least one identification document fulfilled and, in case of foreign nationality, have the document of stay and residence fulfilled.

When registering to the Portuguese Health Care, you will be given a family doctor and nurse, to which you can resort when feeling sick, needing only to make a previous appointment.

As mentioned above, by registering to this service, you will have access to the same conditions of health care as Portuguese citizens, and you will pay only a small fee: **18€ for urgency appointment and 4,5€ for general medicine appointment.**



# LIBRARIES IN OPORTO

Here is a list of libraries that you can go to study in Porto and have some amazing views. Remember that ISAG's library is open 24/7.



Biblioteca Municipal do Porto  
*Porto Municipality Library*

Biblioteca de Serralves  
*Serralves Library*



Biblioteca Municipal Almeida Garrett  
*Almeida Garrett Municipality Library*



# LEISURE TIMES

Porto is one of the most beautiful cities in Portugal. While you are here, you can enjoy your stay and get to know better Invicta, a term that defines our City and that means “invincible”.



This name was addressed to Oporto back to the XIX Century, when Portugal was divided between Liberals and Absolutists. The main battle between these two political forces happened in this city, declared as Liberal wing, for over one year, in which both ideologies sieged Oporto, baptizing this moment in History as the “the siege of Oporto”. During this period, Oporto remained strong and invincible, and the result of this long battle was the victory of the Liberals. Since this time, Oporto was awarded with this second name and it was never forgotten by Portuguese people, that keep carrying Invicta as the essence of this City.

During your stay, there are some places you must visit. We listed some:

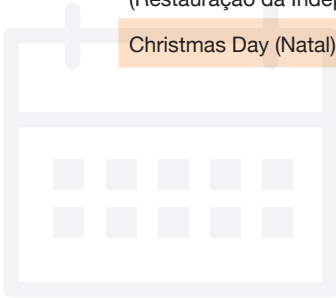
- Palácio de Cristal Gardens
- Clérigos Tower
- São Bento Train Station
- Aliados Avenue
- Santa Catarina Street
- Lello Library
- Ribeira
- Cordoaria Garden
- Casa da Música
- Porto City Park
- Stock Exchange Palace
- Porto Cathedral
- Carmo’s Church
- Miradouro da Vitória (viewpoint)
- Serralves
- Foz





# MAIN HOLIDAYS IN PORTUGAL

Holiday	Date
New Year (Ano Novo)	1st January
Holy Friday (Sexta Feira Santa)	2nd April
Easter (Páscoa)	4th April (moveable)
Labor's Day (Dia do Trabalhador)	1st May
Portugal Day (Dia de Portugal)	10th June
Corpus Christi (Corpo de Deus)	11th June
Republic Day (Dia da República)	5th October
All Saints Day (Dia de todos os Santos)	1st November
Restoration of Portugal's Independence (Restauração da Independência)	1st December
Christmas Day (Natal)	25th December



## CLIMATE

Portugal is known for their humid winters and dry summers. In the North, the climate is cool and rainy, while moving South it becomes gradually warmer and sunnier. Our winter period is usually from November until February, while summer starts in June and lasts until September. The average temperature during winter is 10 degrees and in Summer is 23 degrees, with highs around 35 degrees.



# GASTRONOMY AND TOURISTIC PLACES ON A GLACE

Portugal is very well-known having a rich cuisine and culture. All of the country is full of beautiful places to visit, and the gastronomy changes according to the region you are. Below, we give you some tips about Portuguese touristic places to visit and food you must try.

## OPORTO

### A must do list!

- ✓ Eat a Francesinha
- ✓ Do a boat trip in the typical Rabelo Boats in Ribeira
- ✓ Taste Wine of Porto
- ✓ Eat in our famous local taverns
- ✓ Climb the Clérigos Tower
- ✓ Have a drink in Piolho Bar
- ✓ Dance in the Galerias de Paris (Paris Galleries)
- ✓ Try the tasty artisanal beers in Nortada brewery while watching a concert
- ✓ Take the Electric Tram with destination to “Carmo” and enjoy the sightseeing
- ✓ Watch the sunset from D. Luis I Bridge





## LISBON

Lisbon is the capital of Portugal, therefore, it is a touristic place that we recommend you go, since you will find a lot to do and a lot to visit as well.

There, eat the Well-known **pastéis de nata!**

Around Lisbon you will also find a beautiful and romantic city called **Sintra**. We strongly advise you to go there, even to spend just the weekend because it is a magical place inside Portugal.



## AVEIRO

This city is known as the Portuguese Venice. Here, you will be able to ride in a gondola and to eat the famous Ovos Moles of Aveiro (Soft Eggs from Aveiro).



## GUIMARÃES

Portuguese People say that this is the city where Portugal was born. Guimarães is a medieval city, with a castle in its core. Here you breath Portuguese History and culture, and you can try Portuguese food in typical local restaurants.

## COIMBRA

Coimbra is known as the students' city, because it is where the first Portuguese University was established. It is a very romantic and old city, with a lot to do and to experience. Here, you can listen to Fado, in a House of Fado, and you can eat the typical Coimbra Sweets and food.



## BRAGA

Braga is located near Oporto, and it is good for a one-day trip with friends! There are some beautiful monuments you can visit and in the city center you will find history as well as good places to have a meal.



## ALGARVE

Algarve is located in the South of Portugal and it is known for the seafood and the astonishing beaches. We recommend you go to Algarve when it is warm weather and enjoy the architecture that is typical in the South and the sunny warm days.



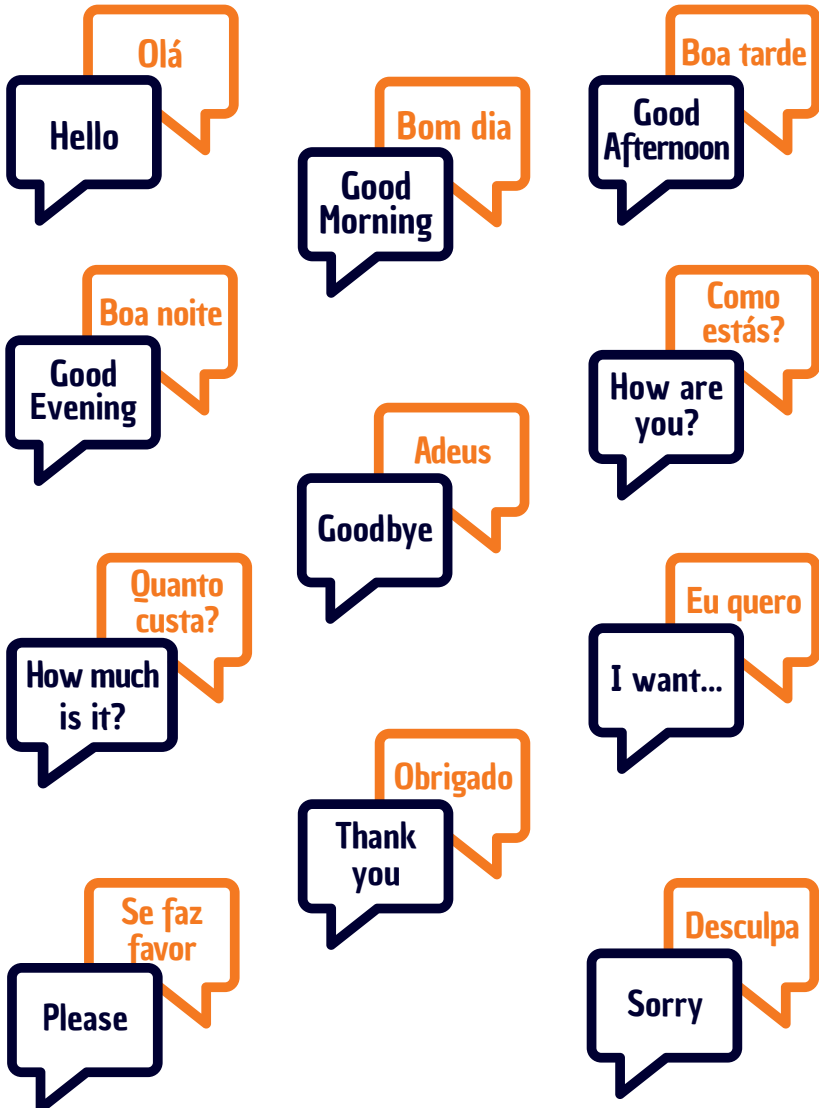
## ALENTEJO

Alentejo is the place for exploring nature and quietness. It is also located in the South of the Country and it is definitely a beautiful Region to meet. Here, you can find a wide selection of typical dishes and very roustical places to go.



# Polish your Portuguese

In order to be an expert in Portuguese Language, start learning before arriving to Oporto! Below, find some useful expressions that you can use in your day-to-day here in Portugal.





European Business School

INSTITUTO SUPERIOR DE ADMINISTRAÇÃO E GESTÃO

[isag.pt](http://isag.pt)