

# CATÓLICA PORTO BUSINESS SCHOOL **SUMMER SCHOOL 2018**

*This Summer, change your perspective*



**Porto, July 16-28**

[www.porto.ucp.pt/summer-school](http://www.porto.ucp.pt/summer-school)



**CATOLICA**  
CATOLICA PORTO BUSINESS SCHOOL

PORTO



ASSOCIATION  
**AMBA**  
ACCREDITED

MEMBER OF:  
**AACSB**

## > SUMMER SCHOOL PROGRAMME

Is there anything lacking in your academic path that you need to take the **next step forward**? Are you aiming to find out which area of knowledge you would **like to work** in the near future? Do you want to experience a **great time abroad**, getting to know new people? If you are an undergraduate or graduate student from any field of knowledge, or a young professional willing to update your skills, while enjoying an experience abroad, this programme **definitely suits you!**

Two-week  
Programme

Entirely taught  
in English

One of  
3 intakes



Sessions

Group work

Presentations

Interacting with  
business

Portuguese  
Language & Culture

Teambuilding activities



Unforgettable  
Summer  
experience!

### MARKETING TRENDS

#### > OVERVIEW

The course provides a foundation of knowledge on the latest marketing trends. Current changes resulting from globalization and the integration of digital technologies into everyday life, allowed us to identify a different set of lines of thought and actions taken by consumers and organizations in their attempts to survive and adapt to this new environment. We will base our teaching methods in case studies and role play. Managers from relevant companies will be invited to interact with students.

#### > TOPICS

New consumer trends | marketing 4.0 | E-commerce platforms | cause related marketing | generation z behavior | social media branding | on-line customer experience | experiential marketing | viral and tribal marketing | SEO and Google Adwords | luxury and sustainable marketing

#### > COORDINATOR



**Susana Costa e Silva**  
Assistant Professor  
Católica Porto Business School

### INTERNATIONAL BUSINESS

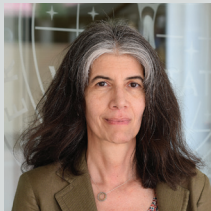
#### > OVERVIEW

The course provides an introduction to international business and the internationalization strategies managers develop to sustain a competitive advantage in a globalizing world. Students, working in teams, will be required to develop an internationalization project for a company, including the selection of the most suitable new market for the product or service and the development of the market entry strategy.

#### > TOPICS

Globalization and International Business | Country differences: political, legal and economic | Country differences: cultural and ethical | The strategy of International Business | Country evaluation and selection | Market entry strategies (entry modes) | The organization of international business.

#### > COORDINATOR



**Leonor Sopas**  
Invited Assistant Professor  
Católica Porto Business School

### ENTREPRENEURSHIP

#### > OVERVIEW

The course introduces the key concepts, tools and principles of entrepreneurship. It offers a framework for understanding the entrepreneurial process and learning what it takes to turn your idea into a viable business. Students will be exposed to the challenges faced by entrepreneurs who start new ventures or by professionals who work in entrepreneurial settings. You will have the chance to interact with leading entrepreneurs, investors, and academics who will help you develop and test your assumptions as well as pitch your business model. A blended learning method will be used that will include lectures, facilitated group discussions, workshops and role playing.

#### > TOPICS

Innovating in established companies | Start-up strategy | Networks and Platform-based business models | Running lean | Entrepreneurial marketing | Social entrepreneurship

#### > COORDINATOR



**Leonardo Corbo**  
Invited Assistant Professor  
Católica Porto Business School

## > REQUIREMENTS

Students and recent graduates at undergraduate and graduate level of all areas | Fluency in English | No Portuguese language knowledge is required | More than 18 years old

## > ECTS

Applicants can obtain 4 ECTS, provided if they attended all sessions and have obtained approval within all the assessment elements (may include previous assignments).

## > FEES

	<b>EARLY BIRD</b>	<b>REGULAR</b>
Programme with accomodation	€ 850	€ 900
Programme without accomodation	€ 750	€ 800

Students from Partner Institutions have a 10% discount.

Fees include: materials, social activities and coffee breaks in the morning.

Fees do not include: travel costs, meals and insurance.

## > ACCOMODATION

Accommodation includes 13 nights + breakfast between July 15 to 27 (check out on the 28th) in a shared room (2 students) and is limited to availability – rooms will be assigned in a first come first served basis. Individual accomodation has a plus of 200€ per student.

## > APPLICATION DATES

Early bird application: until March, 31

Regular application: from April, 1 to May, 31

**Application deadline: May, 31**

## > HOW TO APPLY

Please go to [www.porto.ucp.pt/summer-school](http://www.porto.ucp.pt/summer-school) and fill your application form.

Refunds and Cancellation: Cancellations before the 15th of June can be made at no cost.

## > ADMISSION

Results for early bird applicants will be announced no later than April, 6.

Results for regular applicants will be announced within a two-week period.

You will receive a confirmation email with payment details.

Católica Porto Business School reserves the right to cancel the course due to insufficient enrolment. If this is the case, the tuition fee will be fully refunded.