



Study Plan

School: School of Social Sciences
Degree: Master
Course: Public Policies and Projects (cód. 326)

1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN9585M	Territories and Organizational Strategies	Economy	7.5	Semester	195
ECN9637M	Networks, Partnerships and Leadership	Economy	7.5	Semester	196
GES8204M	Corporate Strategy	Management	7.5	Semester	195
ECN9649M	Decision-Making Tools	Economy	7.5	Semester	196

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
ECN9583M	Innovation and Competitiveness	Economy	7.5	Semester	193
ECN9584M	International Markets	Economy	7.5	Semester	193
ECN9650M	Design, Evaluation of Monitoring of Policies and Projects	Economy	7.5	Semester	196
ECN9651M	EU and National Funding Sources	Economy	7.5	Semester	196

2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Mandatory alternatives					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
	Dissertation				
	Internship				
	Project Work				

2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Mandatory alternatives					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
	Dissertation				
	Internship				
	Project Work				



Conditions for obtaining the Degree:

*** TRANSLATE ME: Para aprovação na componente curricular é necessário a aprovação (através de avaliação ou creditação) das seguintes unidades curriculares: {\ }newline

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1º Semestre: {\ }newline

4 UC obrigatórias num total de 30 Ects {\ }newline

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2º Semestre: {\ }newline

4 UC obrigatórias num total de 30 Ects {\ }newline

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Para obtenção do grau, é necessário também a aprovação na Dissertação, Relatório de Estágio ou Trabalho de Projecto, com um total de 60 ECTS, no 3.º e 4.º Semestre. {\ }newline

Program Contents

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Territories and Organizational Strategies (ECN9585M)

Introduction

1. Public administration, territorial planning and development of local and regional territories and the implications of European integration process on the growing international exhibition of territories and organizations
2. Public local and regional governments and the territorial governance - the new relational model and the new requirements for the definition of public policies place based
3. The network economy , the economics of networks and the piloting process of territories and organizations attractiveness.
4. The EU Cohesion Policy and other territorially relevant policies of the Union.
5. The Portuguese's Public Policies territorially more relevant and the new European framework of the EU Cohesion Policy 2014-2020.
6. The competitiveness of territories and organizations in the global economy.
7. The management of territorial attractiveness, economic based diplomacy and inter-action models for territories - organizations strategic relationship.

Conclusions.

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Networks, Partnerships and Leadership (ECN9637M)

1. introduction
2. Technology, markets and cooperation
3. Public policy and cooperation
4. Interfirm cooperation
5. University-industry cooperation and research partnerships
6. Public-private partnerships
7. Institutional cooperation and territorial networks



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Corporate Strategy (GES8204M)

- 1 – Introduction;
- 2 – Conceptual pictures of reference;
- 3 – The strategic manager;
- 4 – Strategic thinking versus strategic planning;
- 5 – Strategic planning systems: the classic and the modern planning;
- 6 – Extern analysis or ambience analysis;
- 7 – Intern analysis or resources and competences analysis;
- 8 - Strategic decisions;
- 9 – Strategic implementation and control.

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Decision-Making Tools (ECN9649M)

1. Introduction
2. Decision Analysis
 - 2.1. Certainty situation
 - 2.2. Risk situation
 - 2.3. Uncertainty situation
3. Decision Support Methodologies
 - 3.1. Cost-Benefit Analysis
 - 3.2. Multi-Criteria Analysis

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Innovation and Competitiveness (ECN9583M)

1. Introduction: Scope and objectives.
2. The concept of innovation: Why innovate? Concept, objectives and types of innovation. Invention, innovation and diffusion.
3. The process of innovation: Schumpeter, creative destruction and technological revolutions. Innovation models.
4. Knowledge: Intangible assets. Knowledge economy. Typology of knowledge. Encoding, transfer and learning.
5. Research and development: Definition of R&D. Professionalization, appropriability and intensity of R&D. Investment and financing of R&D.
6. Intellectual property: Intellectual and Industrial Property. Patent systems. Forms of knowledge protection. Relation R&D-patenting .
7. Dynamics of innovation: Firm size and technology intensity. Sources, diffusion and adoption of innovation. Industry standards and technological trajectories. Innovation and cooperation.
8. Innovation and competitiveness: public policies, globalization and geography of innovation. Innovation performance of Portugal.



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International Markets (ECN9584M)

1. The Nature of International Economic Relations (firms and institutions)
 - The rapid change of international economic relations
 - Trade and investment: their role in the international economic relations
 - Theoretical arguments for international economic relations
2. The International Environment
 - The dynamics of International organisation
 - The dynamics of International markets
3. The Foreign Environmental Forces
 - Financial forces
 - Economic and socioeconomic forces
 - Physical, environmental and sociocultural forces
 - Political and legal forces
 - Competitive forces
4. The Organisational Environment
 - International competitiveness and strategic planification
 - Exportação and Importação practices
 - International financial markets: financing and covering of the risk

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Design, Evaluation of Monitoring of Policies and Projects (ECN9650M)

Introduction.

- 1) The methodologies and the principles of conception and design of public policies and projects.
- 2) Needs and difficulties in evaluating projects and public policies.
- 3) The methodologies and techniques for evaluation of public policies and projects.
- 4) Strategic options for calibration of policies and projects, consideration of impacts and alternative options.
- 5) The hardware and software of public policies and projects.
- 6) Promotion and follow up of projects and public policies.
- 7) Programming and monitoring plans, policies and projects.

Conclusions.

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EU and National Funding Sources (ECN9651M)

1. Introduction
2. The public policy and financial instruments to support development, in Portugal and in the European Union
 - 2.1. The Europe 2020 Strategy and the Partnership Agreement between Portugal and the European Union
3. Incentives and business financing decisions
 4. Detailed and demonstrative analysis of available funding sources, national and in EU, by sector of activity, and canals, conditions, methods and procedures for application
 5. Detailed and demonstrative analysis of available funding sources, national and in European Union for place-based projects, and canals, conditions, methods and procedures for application
6. Sources of alternative and / or complementary financing: venture capital funds; crowdfunding (collaborative funding); Business Angels; microcredit.