



Lisbon School
of Economics
& Management
Universidade de Lisboa

Masters in Management and Industrial Strategy

Master the world
in a school built
for the future.

Index

Why Masters in Management and Industrial Strategy at ISEG	04
Top 5 reasons to do a Masters in Management and Industrial Strategy	05
Study Plan	06
Key Facts	06
10 things you gain by joining ISEG	09
Apply Now	10

Welcome to the next level of Management and Industrial Strategy, in the heart of Lisbon.

New industries, new services, new organization practices. If you don't want to miss out on the latest operational trends in economics and corporate management, take the leap forward and join the Masters in Management and Industrial Strategy (MMIS) at ISEG. A master that will add value to your career.

The main goal of the MMIS is to teach professional managers strategies for innovation, production and operations, in order to prepare them to face the organizational challenges of the new economy and the ensuing technological transformations. The master was selected by Eduniversal's Top 100 Global Best Masters Rankings, coming in 55th place in the Supply Chain and Logistics category.

The future is competitive.
Will you take the challenge?



Top 5 reasons

to do a Masters in Management and Industrial Strategy @ISEG Lisbon

01.

The main objective of the MMIS is to prepare students to face the **challenges of competitiveness** in a global economy.

02.

It's a masters in management that combines subjects from **economics, industrial organization, and competitiveness policies**.

03.

The master's degree aims to stimulate the perception of the organization of economic structures and the interdependence between industry and services on a global scale, and also to **expose students to the resolution of complex problems** related with technology and innovation, as well as the correct interpretation of the organization of the value chain.

04.

It aims to develop a **culture of being demanding, combined with rigor and quality**, which acts as a factor of differentiation and leads to the creation and consolidation of knowledge.

05.

The master's degree aims to teach students how to **solve complex problems related to the organization of value chains on a global scale**. Over the duration of the degree, the participants acquire skills in the optimization of processes and operations, innovation management, logistics and supply chain management, strategic management, internationalization, B2B marketing, quality management, and investment portfolio analysis.



João Costa

Orthodontic Technician, MALO Clinic

“

During my professional career as a dental technician, I first worked at the MALO Clinic, where groups were formed to develop ideas on how to reduce management costs. This challenge, in conjunction with the fact that I went on to launch my own company, revealed the need to acquire know-how in management. The knowledge that I developed as a result of this master has proved to be extremely useful in enabling me to achieve my goals and face the challenges of the future.

Study plan

	Course Units	Credits	Semester
YEAR 1	Company Internationalization Strategies	6	1
	Logistics and Supply Chain Management	3	1
	Quality Management	6	1
	Management Strategy	6	1
	Financial Management	3	1
	Industrial Organization	6	1
	Management of Innovation	6	2
	Industrial Marketing	6	2
	Planning, Control and Integration of Production	6	2
	Industrial Policy and Competitiveness	6	2
	Seminar	3	2
	Course Units	Credits	Semester
YEAR 2	Statistical Methods	6	1
	Research Seminar	6	1
	Advanced Topics of Industrial and Operations Management	6	1
	Master's Final Work - MFW (Dissertation, Project or Internship)	21	2

Key Facts

Start Date:
September

Schedule:
After-hours

Duration:
4 Semesters

Language:
English

Tuition Fees:
From within the EU: €6.850
From outside the EU: €8.150

Programme Directors:
Manuel Laranja
Jaime Andrez
Nuno Crespo

Ranking:



Ranked No. 55 in the Global
Ranking for the Top 100 Best
Masters in Supply Chain and
Logistics
(www.best-masters.com)



10 things you gain by joining ISEG

01.

You enrich your curriculum. ISEG Lisbon entered the prestigious **Global Financial Times FT Rankings** in 2020, with the Master in Finance, and is accredited by **AACSB**, a distinction earned by only 5% of business schools in the world.

02.

You feel safe. **ISEG's campus is certified COVID-SAFE**, a guarantee of safety and readiness to adapt to the pandemic crisis.

03.

You're always connected. All classrooms are **technologically fully equipped**, for a perfect learning experience, whether it's online, in-person, or hybrid.

04.

You broaden your horizons. ISEG is part of the **University of Lisbon, the leading Portuguese university** according to the selective Shanghai Ranking (ARWU) and has an impressive list of partnerships with top-ranked international schools.

05.

You live like a "lisboeta". ISEG is perfectly located for **Lisbon's downtown lifestyle experience**. It's a vibrant, multi-cultural and cosmopolitan European capital.

06.

You're surrounded by knowledge. ISEG's **high quality research** centers are engaged in a diverse array of international research projects.

07.

You're part of an inclusive club. ISEG has a large, diversified, global network of **talented and successful Alumni**.

08.

You become an asset. **ISEG graduates are highly desirable to top employers** both in the private and in the public sector, all over the world.

09.

You join a **winning team**. ISEG students and faculty are well known for winning international and national awards for best case studies, best dissertations and research output, applied projects, as well as in student competitions such as the CFA Challenge or the Junior Achievement Awards.

10.

You grab your future. ISEG students benefit from a **collegiate and open-minded atmosphere, in which the United Nations' Sustainable Development Goals (SDGs) play a special role**, leaving them well prepared in quantitative subjects to become influential and conscientious leaders.



ISEG's Campus
is Certified
COVID SAFE

Apply now:

www.iseg.ulisboa.pt/cursos/gei
masters@iseg.ulisboa.pt

(+351) 213 925 900

ISEG
Rua das Francesinhas,
1200-675 Lisboa · Portugal

**OPEN
MINDS.
GRAB
THE FUTURE.**



Lisbon School
of Economics
& Management

U LISBOA | UNIVERSIDADE
DE LISBOA

Rankings:



Master in Finance
Ranking 2020



PRME

Principles for Responsible
Management Education



ALIANÇA
OBJETIVOS DE
DESENVOLVIMENTO
SUSTENTÁVEL PORTUGAL



Accreditations and Partnerships:



A3ES

Agência de Avaliação
e Acreditação
do Ensino Superior



Institute
and Faculty
of Actuaries

