



Lisbon School  
of Economics  
& Management  
Universidade de Lisboa

2023/2024

# Masters in Management and Industrial Strategy

**Master the world  
in a school built  
for the future.**

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

New industries, new services, new organisation practices. If you don't want to miss out on the latest trends on industrial economics and corporate management, take the leap forward and join the Masters in Management and Industrial Strategy at ISEG. A masters that will prepare you to face current challenges of a sustainable economy using innovation production and operations strategies.

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 organisational challenges of the new economy and the ensuing technological transformations. The masters was selected by Eduniversal's Top 100 Global Best Masters Rankings, coming in 49th place in the Supply Chain and Logistics category.

The future is competitive.  
Will you take the challenge?



 EDUNIVERSAL BEST  
MASTERS RANKING 2022

# Top 5 reasons

## to do the Masters in Management and Industrial Strategy @ISEG Lisbon

### 01.

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

### 02.

It's a masters in management that combines **subjects from economics, industrial organisation, and business strategy**.

### 03.

The masters degree aims to stimulate the perception of the **organisation 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 to technology and innovation, as well as the correct interpretation of the organisation of the value chain.

### 04.

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

### 05.

The masters degree seeks to teach students how to solve complex problems related to the organisation of value chains on a global scale. For the duration of the degree, the participants will acquire skills in optimising **processes and operations, innovation management, logistics and supply chain management, strategic management, internationalisation, B2B marketing, quality management, and investment portfolio analysis**.



Sara Caires  
Alumnus in Management and Industrial Strategy

“

*If you are interested in a broad view of the business world, this is the right master's degree for you. This degree covers several business areas from B2C and B2B marketing, quality management, business strategy, logistics and relationships, to supply chain, and promotes the discuss of many current issues by analyzing real cases.*



# Study plan

YEAR 1	Course Units	Credits	Semester
	Company Internationalisation Strategies	6	1
	Logistics and Supply Chain Management	3	1
	Quality Management	6	1
	Management Strategy	6	1
	Financial Management	3	1
	Industrial Organisation	6	1
	Management of Innovation	6	2
	Industrial Marketing	6	2
	Planning, Control and Integration of Production	6	2
	Industrial Policy and Competitiveness	3	2
	Seminar	3	2
YEAR 2	Course Units	Credits	Semester
	Statistical Methods	6	1
	Research Seminar	6	1
	Advanced Topics of Industrial and Operations Management	6	1
	<b>Masters Final Work – MFW</b> (Dissertation, Project or Internship)	21	2

## Key Facts

### Start Date:

September 2023

### Schedule:

Evening Classes

### Duration:

4 Semesters

### Language:

English

### Tuition Fees:

From within the EU: €6.850

From outside the EU: €8.150

### Programme Directors:

Graça Silva

Manuel Laranja

Jaime Andrez

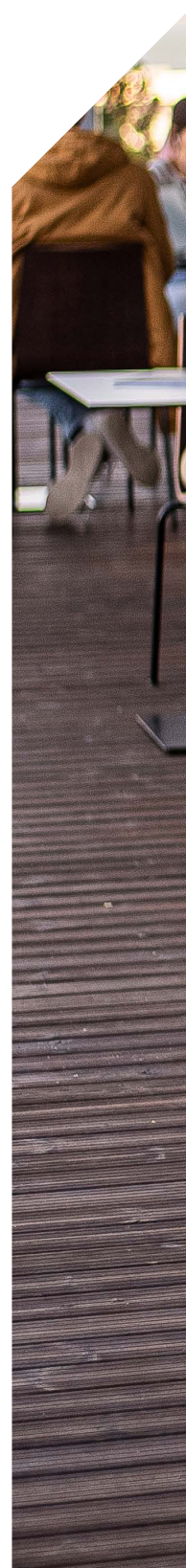
Nuno Crespo

### Ranking:



EDUNIVERSAL  
RANKING 2022  
BEST MASTERS

Ranked n°49 in  
the World  
Top 100 Global  
Ranking  
Supply Chain  
and Logistics













# 10 things you gain by joining ISEG

01.

You join one of the best European Schools. ISEG Lisbon entered the prestigious Global **Financial Times FT Rankings** since 2020, with the Masters in Finance. In 2022, ISEG also entered the European Business School Financial Times Ranking.

02.

You enrich your curriculum. ISEG is accredited by **AACSB**, a distinction earned by only 5% of business schools in the world.

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's 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's 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® Research Challenge or the Junior Achievement Awards.

10.

You grab your future. ISEG's 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.

# Yes, it is YOU!

It's you we're talking to! You, with your tastes, your talents and your doubts.

Your "B-Side" makes a world of difference... we're waiting for you to help you choose the future you want for yourself and for us!

We will welcome you with open arms and more:  
**ISEG. Open Minds. Grab the Future.**

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Open Minds.  
Grab the Fut



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\*Magos dos números, tudo bem

# Math magicians. What's up?

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus.



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\*Eternos curiosos, venham daí.

# Endless seekers. Come on over.

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus.



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\*Poetas são bem-vindos.

# Poets are welcome.

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\*Os pensadores formam a galáxia.

# Hi there, out-of-the-box thinkers.

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus.



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Apply now:

[www.iseg.ulisboa.pt/management-and-industrial-strategy](http://www.iseg.ulisboa.pt/management-and-industrial-strategy)  
[smd@iseg.ulisboa.pt](mailto:smd@iseg.ulisboa.pt)

(+351) 213 925 900

ISEG  
Rua das Francesinhas  
1200-675 Lisboa · Portugal

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THE FUTURE.**



Rankings:



Memberships:



Accreditations and Partnerships:

