**NEWSLETTER #77** PREFERÊNCIAS DE EMAIL | VERSÃO WEB 10th of December, 2021 Lisbon School <del>1anagemen</del>t idade de Lisboa LISBOA Congratulations to the Bachelor's in Finance! - the first Portuguese degree in the CFA University Affiliation A University which **Program** "makes a School" does this by way of free, "Another conquest for ISEG: the Bachelor's in Finance is innovative, and plural the first in Portugal to be integrated in the CFA Institute thinking regarding University Affiliation Program. Economics through to Similar to the Master's in Finance, the Bachelor's in Finance Management, based on also joins the restricted group of degrees that are affiliated informed debate and a by the CFA Institute. This partnership means that every year profound and genuine a student from this degree will gain a valuable CFA concern about the social scholarship. contextualisation of major individual, business, and In addition, our students will be able to access exclusive political decisions. workshops and events on financial topics. The CFA Institute the world association of investment professionals – reflects Since 1911 we have the rigour of the education we provide in Finance, the quality been providing opinion of our syllabus, and the good fit of the contents of the leaders who influence Bachelor's in Finance with the curriculum of the CFA both the country and program (Level 1). the whole world. Here The CFA was also very impressed with the course unit we are, again! dedicated to Fintech, saying that our degree provides our students with the necessary technical skills (Level 1) to start their professional career in finance. Ana Venâncio This news fills us all with pride and shoes that we are on the right track! It also demonstrates the international recognition of the quality of the education in finance offered by ISEG, validating the changes that we have made to this degree: over the last three years, we have changed the language to English, launched the Dual Degree with University. increased scholarships for the Dual Degree, restructured the course by offering innovative course units that are valued by the market, such as inLab and Entrepreneurial Finance, and we have signed a partnership with BNP Paribas with the aim to provide a practical complement to academic training and the immediate integration of our students into the labour market. I would also like to express my gratitude to the Dean of ISEG and to those responsible for the Scientific Area of Finance for their encouragement and courage in permitting these changes, as well as to all ISEG's faculty, especially those who teach the Bachelor's in Finance who have played such an important role in providing materials and in clarifying students' doubts during the submission of applications, and also to all the staff who helped in this process.

Thank you very much and Many Congratulations!" Bachelor's in Finance recognised as a CFA

**University Affiliation Program** 

**University Affiliation Program** Just as occurred with our Master's in Finance in 2015, it is now the turn of ISEG's Bachelor's in Finance to be recognised by the prestigious CFA Institute in its CFA University Affiliation Program. This is recognition for the high level of demand and quality of this degree, which prepares our students for more than 70% of the CFA certification curriculum. Accordingly, ISEG students will also benefit from an increased number of annual scholarships for the CFA exam. Congratulations to the whole team of the Bachelor's in Finance, and, in particular, to its Coordinator, Professor Ana Venâncio, who was responsible for preparing the whole process. We would remind you that the ISEG's Bachelor's in Finance also counts with a special collaboration with both BNP Paribas and the well-regarded Kozminsky University in Poland, which confers a double degree for our best students. In this edition of the Newsletter we highlight, the recognition of the Bachelor's in Finance in the

**CFA Institute®** 

CFA InstituteAffiliation Program, the election of Professor António Mendonça as President of the Portuguese Order of Economists, the 90 Seconds of Science programme with Professor Sandra Maximiano, the downward revision for economic growth of ISEG's Economic Outlook, and the "A School of 1s: 111 YEARS, 111 ALUMNI" section, which features the testimonials of Vítor Bento and Sofia Marta. The following are cited in this number: António Mendonça, Carlos Manuel de Oliveira, Carolina Afonso, Clara Raposo, Francisco Louçã, Joana Santos Silva, João Duque, João Ferreira Amaral, Jorge Caidado, Luís Mah, Ricardo Cabral and Sandra Maximiano.

A brighter future? >> Clara Raposo participated in the conference on "The Challenges of see more > the Portuguese Economy Post-Pandemic", organised by Expresso AND Banco de Portugal. >> Francisco Louçã says "it's time to stop injecting liquidity". see more >

>> In his opinion column, Jorge Caiado talks about datafication - "the see more > new 'big data'". >> Francisco Louçã talks about Eduardo Cabrita's conduct in the cases see more > of Ihor Homeniuk and Nuno Santos. >> Ricardo Cabral writes about "some of the problems that will carry see more > over to 2022", in Público.

>> Luís Mah writes about China's search for common prosperity in the see more December issue of the Jesuit magazine Brotéria. >> João Duque on "The opportunity", in Expresso. >> Carlos Manuel de Oliveira lists the "10 critical points" of Marketing imagens de marca see more > and Management for 2022, in an opinion article.

>> Carolina Afonso talks about the "new Omnichannel Client", in imagens de marca see more > Imagens de Marca. >> The farewell and 16-year longing for Angela Merkel by Joana Executive see more > Santos Silva, in Executive Digest. >> In the "Perfect Storm" podcast, João Ferreira Amaral discusses the see more >

>> Comments by Clara Raposo at the conference on "Challenges for see more > the Portuguese Economy Post-Pandemic", organised by Expresso and Banco de Portugal. >> "The taboo". During his commentary this week, Francisco SIC see more Louçã analyses the "disastrous management" of the Government and Minister Eduardo Cabrita.

90 Seconds of Science with Professor Sandra **Maximiano** This is the programme that gives a voice to Portuguese researchers and their work. In 90 seconds, twice a day: before 11.00 and before 19.00, on Antena 1, from Monday to Friday.

ISEG revises the forecast for economic

The "ISEG Economic Outlook" for November 2021 includes a revision for

The Economic Analysis Group revised the growth forecasts for the Portuguese economy this year downwards, situating it now in the range of 4.3% to 4.5%. This is as a result of the increased

growth downward

economic growth

**€€€€** see more >

dinheiro see more >

Vítor Bento

learning.

Sofia Marta

Postgraduation in e-business, 2003

SOFIA MARTA'S ISEG, in first-person

What's Up @ ISEG

Webinar | Tax policy in the post-

The Board of Public Finance (CFP) is organising a webinar on "Tax Policy in the

December, in collaboration with ISEG.

The webinar will start at 14.30, and will

count with the presence of the Dean of ISEG, Professor Clara Raposo (ISEG), as well as Professors Paulo Trigo Pereira (ISEG; IPP) and Miguel St. Aubyn (ISEG;

The webinar will be conducted in English and will be open to the public. Further information and link to participate here.

Training for Library users | Eikon +

Further information and enrolment here.

· BQL for Shares: Basic Analysis and

**Antena 2 concert | Inês Vaz (accordion)** 

take us on a flight through musical universes.

Free entrance, subject to the venue's capacity.

**Nunes Prize** 

**Dinner** 

met up again for a fundraising dinner.

fees, food, transport, and school materials.

video? This is what it looked like.

sponsored this dinner and the fundraising:

Banco Montepio

The session starts at 19.00 and the programme can be consulted here.

Further information and enrolment here.

Training for Library users |

Estimations; · BQL for Funds; · BQL for ESG.

Post-Covid 19 Era" on the 10th of

Covid 19 era

CFP).

**Datastream** 

for reflection and discussion.

Vice-President - Health & Public Service, Accenture

Graduated in Economics, 1978

Chair of the Portuguese Banking Association

VÍTOR BENTO'S ISEG, in first-person

reality. In any case, I am going to go on and open the chest.

Vítor Bento | Sofia Marta

In this edition, we share the testimonials of Vítor Bento and Sofia Marta.



protect themselves from the Marxist-Leninist-Maoist-and-I-don't-see-any-more tsunami that engulfed the School and secured an excellent education for those who has a desire to learn. So much so, that a few years later, during a postgraduate course at the IMF, in Washington, in the company of people from various countries, I managed to qualify as a specialist in Econometrics... Nevertheless, on the contrary, among other examples, the subject which as taught in a normal school should be International Economics, was, in my degree, taught as Imperialism and Dependence – which in itself is sufficiently suggestive –, supported by a "manual" with the image of a huge octopus on the cover, whose subject matter the professor who was not much older than me, and who had apparently only recently sailed these waters -

seemed to have more difficulty in explaining intelligibly what many of us were interested in

In truth, and despite the total mess that teaching was in those days, there were always members of faculty who were committed to maintaining the academic integrity of the School. So much so,

was taught, I had some good professors who taught me the important foundations of the knowledge that I later solidified by means of a lot of self-taught study. The subjects of

Mathematics, for example, although supported by (excellent) Russian textbooks, managed to

It's fantastic to see how a school with so much tradition and history is always capable of remaining up-to-date and ahead of the times."

**Bloomberg** An online training session on "Bloomberg" will take place on the 10th of December, Bloomberg EVENTO ONLINE from 18.00 to 19.00. 10 de Dezembro, das 18h às 19h The following topics of reference will be covered in the training: Usbon School of Economics Bloomberg

The CGD Auditorium (Quelhas, 2nd Floor) at ISEG will once again host an Antena2 concert next week. On the 14th of December it will be the turn of the accordion, when musician Inês Vaz will

| || ANTENA 2

**Best ISEG Economics Student, Maria Leonor** 

de Almeida, is awarded the Professor Jacinto

The Bank of Portugal (BoP) awards the annual Professor Jacinto Nunes Prize

Maria Leonor de Almeida is the recent Economics graduate with the highest average grade from ISEG. The Professor Jacinto Nunes Prize, which is awarded every year by Banco de Portugal, aims to distinguish students with the highest final average grade in the Bachelor's

isbon School of Economics & Management

8th Alumni Económicas Fundraising

After a year of pandemic, Alumni Económicas – the ISEG Alumni Association

The ALUMNI ECONÓMICAS SOLIDARITY programme, which was launched in 2012, has already made it possible to support more than 70 students, helping with the payment of tuition

It was in this context, that the ISEG Alumni Association, with the support of ISEG, aware of its social responsibility and of the difficult period that many families are going through, organised the 8th fundraising dinner, with the aim of helping enrolled undergraduate students enrolled who have proven financial difficulties. The event took place on the 18th of November, at the Casino Estoril. Do you want to see the

ISEG and its students would like to thank the charitable solidarity of a number of entities that

antar **Deloitte.** accenture FIDELIDADE

**Obrigado!** A vossa generosidade significa muito para nós.

DWC

(in) 🔰 🖸 PRME Principles for Responsible Management Education

(N) **ACCREDITATIONS AND PARTNERSHIPS:** 

Portuguese tax burden in 2020 (which is greater than the OECD OBSERVADOR average). >> João Duque participated in the TSF Forum, which addressed the pros and cons of working fgrm home.

see more > >> Sandra Maximiano participated in the "90 Seconds of Science" |||IANTENA1 see more > programme to talk about the effect of genetics vs. the social context. >> Luís Mah was on RDP Africa's "Private Passions" programme to talk see more about how Asia is becoming the centre of the world economy.

Professor António Mendonça is elected **President of the Portuguese Order of Economists** The new President of the Order of Economists was elected on the 3rd of December and is an alumnus and currently a Full Professor at ISEG. He succeeds Dr. Rui Leão Martinho, who is also

ISEG wishes Professor António Mendonça an excellent term in this project of leading the Order.

The swearing in ceremony will take place on the 30th of December.

an ISEG alumnus.

see more

The election of the new President of the Order was extensively covered in the media:

of Behavioural and Experimental Economics – to feature in the programme. During her talk, which you can listen to here, she spoke about the comparative study carried out between two patriarchal and matriarchal societies in India, with the aim of analysing the effect of genetics and social context on gender differences.

After the participation by Prof. Joana Pais from ISEG (you can hear the episode here), it was now the turn of Prof. Sandra Maximiano – who is also one of the Coordinators of X-LAB - Laboratory



A School of Firsts: 111 YEARS, 111 ALUMNI

"My memory of my years as a student of Economics has become blurred over time, and thus much of it has been consigned to the cellars of archives that are inaccessible to memory.

As a working student on an evening shift – which remained the situation for the whole of my degree, and which had already been the case at the end of my time at secondary school – I immediately lacked any "out-of-school" experience or knowledge of "correlated" activities which typifies a university student. As I was working, the nature of the degree meant that the majority my peers were older than me and already had families. Apart from that – which counts a lot for one's experience of university - everything else could have been normal.... but it wasn't.

For it wasn't, because the times of studying for the degree were, in themselves, abnormal. When I started my studies in Economics in the Autumn of 1973, the first thing that happened was a strike of my lectures in protest against the expulsion of Prof. Pereira de Moura. The 25th April Revolution occurred shortly afterwards, with all the surrounding enthusiasm and the turbulence that followed. Thus the five year degree, which was the norm at the time, was mainly spent during the middle of the PREC upheavals and their metastases, which only came to an end when political and social life returned to normal. Accordingly –resulting from the repercussions of the surrounding political turbulence, the revolutionary impulses of the young students, and the academic life - I usually say, with a certain level of deliberate exaggeration, that during my degree I learned how to make the Revolution and learned Economics as a second thought. I say deliberate exaggeration, as, in the midst of the confusion and turbulence during which the degree

However, of more concern is the opaqueness left by Cronos' journey which no longer enables me to be sure whether everything I remember actually happened, or whether it is just a retroactive figment of my imagination that has crystallised in my memory and become indistinct from certified

that when I wanted to become an Assistant a year after finishing my degree - after having in the meantime studied for further complementary accounting-finance subjects – and despite achieving an average grade of 16 for the degree (with the highest average grade being 17) – I was obliged to sit a specific exam for this purpose. It was through that exam that I saw reconfirmed by the same School the certification that I assumed I had obtained there at the end of the degree, but which those in charge of academics affairs - sensibly, even if inconveniently - thought was insufficient for the academic level that they wanted to restore in the School. I thus I moved into teaching, where I worked for some years and collaborated in bring about that restoration. Up until 1990, if my memory serves me right, when, due to misunderstandings rather than a lack of interest, I divorced myself from Economics and committed myself to other loves. Nevertheless we continued to be good friends."

Vitor Bento, during his time as a student of Economics, and nowadays.

"Even though I already had a degree in Mathematics, the postgraduation in e-business that I

At the time I was already working for Accenture, albeit at the beginning of my professional path, and ISEG was quite pioneering in the way it approached the subjects of Internet business. Various subjects were explored, ranging from new business models through to Marketing, and even Law. Despite the relatively low maturity of the market regarding this subject, several practical cases were presented for study. I remember well the group dynamics that was created

Sofia Marta, during the postgraduation in e-business, and nowadays.

CONVIDA

AO DERATE

10 DE DEZEMBRO, 14H30-17H00

TAX POLICY IN THE POST-COVID 19 ERA

studied for at ISEG was crucial for my professional journey, almost 20 years ago!

An online training session on "Eikon + Datastream" will take place on the 14th of December, from 18.00 to 19.30. The following topics of reference will be covered in the training: Eikon / DataStream **EVENTO ONLINE**  How to navigate on the Eikon 14 de Dezembro, das 18h às 19h30 terminal: Best practices in using the Terminal; · Interaction of Eikon with the Excel EIKON DATASTREAM add-in: How to use the Refinitiv Eikon Excel add-in.

degree in Economics in higher education institutions whose average grade of the last candidate admitted was equal to, or higher than 140. Congratulations to Maria Leonor Almeida for being awarded the Professor Jacinto Nunes Prize - which such an iconic prize, as it is named after an emblematic former student and professor at ISEG – from the hands of the Governor of the Bank of Portugal, Professor Mário Centeno, who is also an alumnus and a current professor at ISEG.

to the best students of the Bachelor's degrees in Economics

FUNDAÇÃO CALOUSTE GULBENKIAN PEIXE

**OPEN MINDS. GRAB THE FUTURE!** 

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