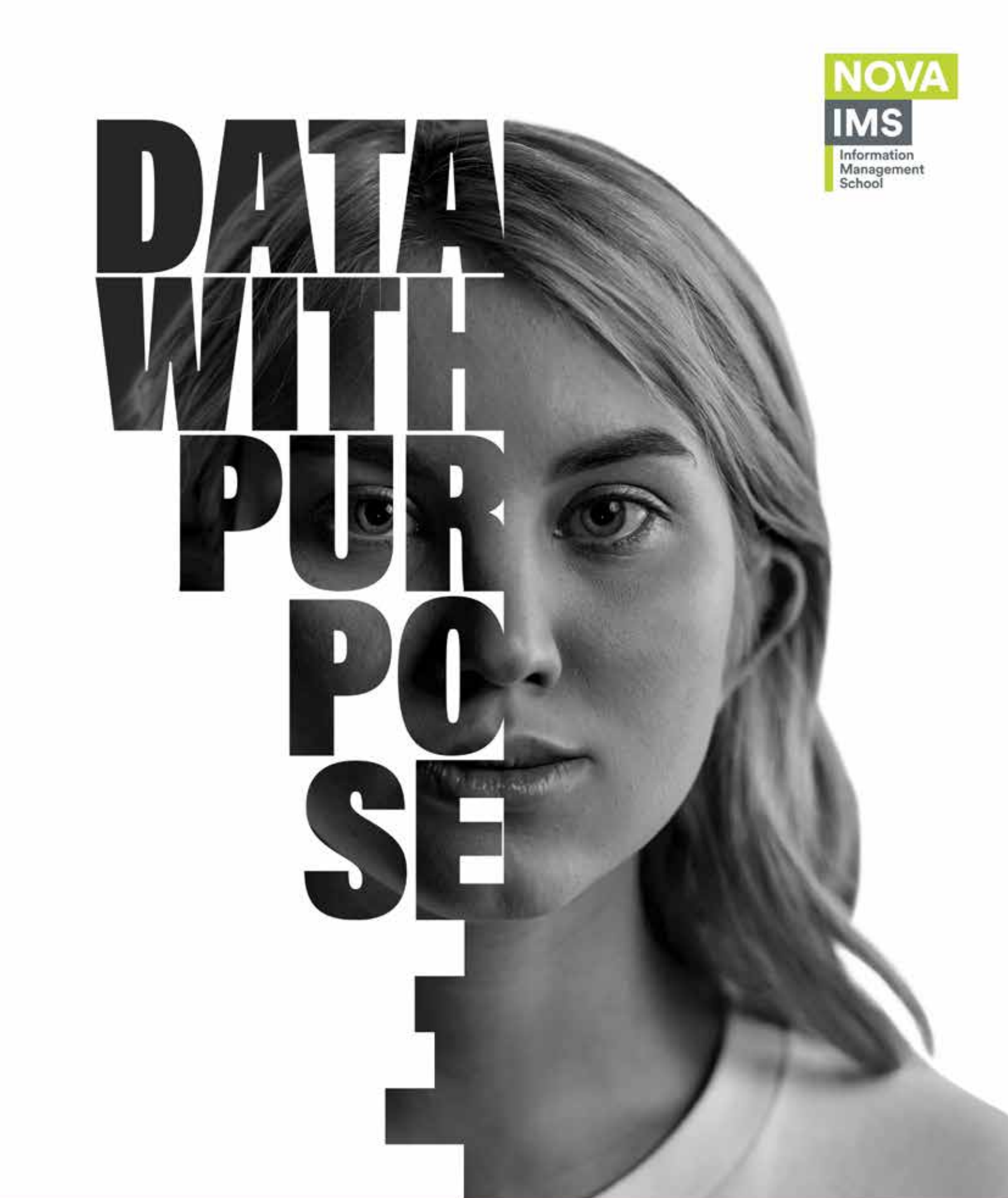


DATA WITH PURPOSE



Postgraduate and Master's Degree Programs

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data with purpose

Data with purpose



Miguel de Castro Neto
Dean of NOVA IMS



We aim to train highly qualified professionals, true leaders of digital transformation, equipped with the knowledge and skills that represent the 'state of the art' in our field of intervention."

At NOVA IMS, the School of Information Management and Data Science at the NOVA University of Lisbon, our guiding principle is 'Data with Purpose.' We take pride in our role as catalysts for value creation through data, aspiring to make a meaningful impact on society, organizations, and individuals.

Selecting the right postgraduate or master's program and institution is a pivotal decision; therefore, we firmly believe that we not only can but should be a compelling choice among your options.

NOVA IMS nurtures a community of approximately 3,800 students from 100 countries, and we take pride in our role as a leading institution of learning that cultivates high-caliber professionals, fostering true trailblazers in the digital transformation domain. Our programs are designed to equip individuals with cutting-edge knowledge and skills, positioning them at the forefront of expertise within our field.

Our master's programs boast accreditation and consistently earn top ranks in international evaluations, establishing us as a hallmark in both the national and international educational landscape. Our pedagogical approach revolves around best practices, offering personalized teaching and fostering easy access for students to engage with our faculty. Complementing this approach is an array of support services, coupled with opportunities for industry interaction and active participation in research projects.

This holistic approach contributes to the future success of our graduates, evidenced by their employability rates and remarkable personal and professional trajectories. Notably, our alumni not only recommend NOVA IMS to their peers but also return to further their learning, attesting to the enduring loyalty and satisfaction experienced within our institution. NOVA IMS provides an extensive array of postgraduate and master's courses, detailed in the following pages, which have witnessed growing demand and acclaim. This growth enables us to tailor learning paths that cater to the unique needs of each student.

We are eager to facilitate your seamless integration into the vibrant and inspiring NOVA IMS community, which thrives on embracing new challenges. As a prospective postgraduate or master's student, please feel free to reach out to us. Rest assured, you will always find a warm welcome awaiting you here.

Accreditations and Certifications



The Quality Management System

The NOVA IMS Quality Management System has the quality certification, according to the NP EN ISO 9001:2015 norm by APCER, to provide services to students and support the programs at NOVA IMS.



Erasmus Mundus Program

The master's degree program in Geospatial Technologies is part of the European Commission's Erasmus Mundus program, and it has been selected as one of the best European master's degree programs.



AACSB

The double degree master's program in Information Systems Management is developed in partnership with the University of Ljubljana, which is accredited by AACSB (Association to Advance Collegiate Schools of Business).



Eduuniversal

Ten of NOVA IMS' Master's and Postgraduate Programs were ranked in the TOP of the world Best Master's Ranking 2024, by Eduuniversal - international agency that publishes the annual ranking of the best MBA and master's degrees in the world.



Computing Accreditation Commission

NOVA IMS has the 1st Bachelor's Degree in Europe accredited in Information Systems by ABET, a North American accreditation agency, recognized as the worldwide leader in assuring quality and stimulating innovation in applied science, computing, engineering, and engineering technologies.

ABET

UNIGIS

NOVA IMS is accredited as a member of UNIGIS, an international network that gathers the best schools in Geographic Information Systems.



A3ES

NOVA IMS programs are accredited by A3ES (Agency for Assessment and Accreditation of Higher Education).



iSchools

NOVA IMS was the 1st Iberian Peninsula institute to join iSchools, an international organization that brings together the leading universities in research and teaching of information science.



EMOS

The Master / Postgraduate Program in Statistical Systems obtained the EMOS (European Master in Official Statistics) accreditation by the European Statistical System (ESS).



USGIF

NOVA IMS is the 1st university outside the USA to obtain the GEOINT (Geospatial Intelligence) accreditation from the United States Geospatial Intelligence Foundation (USGIF), the only global organization dedicated to promoting the professional practice of GEOINT and building a community of interest across the industry, academia, and Public Administration.





EDUNIVERSAL

Best Masters Ranking 2024

NOVA
IMS
Information
Management
School

#1 IN THE WORLD

The best master's program in the world for the 6th time in a row

MASTER'S PROGRAM

Information Management

Specialization: Business Intelligence

#2 WORLD

#4 WORLD

#2 EUROPE

#4 EUROPE

#1 WESTERN EUROPE

#1 WESTERN EUROPE

#15 WESTERN EUROPE

#1 PORTUGAL

#1 PORTUGAL

#1 PORTUGAL

#1 PORTUGAL

#2 PORTUGAL

MASTER'S PROGRAMS

Statistics and Information Management

SPECIALIZATION:
Risk Analysis and Management

Data-Driven Marketing

SPECIALIZATION:
Marketing Intelligence

Data Science and Advanced Analytics

Information Management

SPECIALIZATION:
Information Systems Management

Law and Financial Markets

#2 WORLD

#3 WORLD

#2 EUROPE

#3 EUROPE

#3 WESTERN EUROPE

#11 WESTERN EUROPE

#1 PORTUGAL

#1 PORTUGAL

#1 PORTUGAL

#2 PORTUGAL

POSTGRADUATE PROGRAMS

Information Management and Business Intelligence in Healthcare

Enterprise Data Science & Analytics

Digital Marketing and Analytics

Digital Enterprise Management



Jorge Barroso // Managing Director Automotive Solutions // DEKRA Portugal

Attending NOVA IMS for both postgraduate and master's degree programs proved to be an excellent decision. The professors are highly qualified and demanding. Their professional expertise, combined with collaborative projects among peers, enabled me to attain a deep level of theoretical and practical knowledge in this increasingly computerized and digital world, helping to drive transformative changes with significant business impact. Another great advantage was the diverse networking circle, which is crucial in today's landscape. Without a doubt, it was a fantastic experience with very positive outcomes that will better equip me to face present and future challenges.

Patrícia Afonso // Digital Data Analyst // Mercedes-Benz.io

I couldn't have made a better choice than embarking on my academic journey at NOVA IMS. As an institution, NOVA IMS offers its students top-tier education and equips them with the essential tools to propel future data analysis experts into both the national and international markets. From day one, students are prepared to apply the knowledge gained in theoretical classes into practical applications, fostering a deeper understanding of the subjects and the development of a data-driven mindset. It's also worth noting the mutual support among colleagues and the academic spirit of the NOVA IMS community, which undoubtedly leaves a lasting impact on every student.



Gonçalo Maximiano // Digital Product Manager // Millennium bcp

To be an alumnus of NOVA IMS means being well-prepared for real-world challenges. The foundational training provided is solid and applicable to the everyday operations of businesses. It teaches us to recognize the significance of information in decision-making, with tangible impacts on individuals, equipping us with the technical and interpersonal skills to be leaders in the current and future generations within the job market. This prepares us with technical and business expertise to engage with development teams and stakeholders at the highest level.

Daniela Marques // Business Intelligence Analyst // Vodafone

At NOVA IMS, we find the perfect environment to learn and grow. The teaching is designed in line with the latest market trends, which means that in addition to theory, the master's program also has a strong hands-on component. Beyond the academic aspect, there is always room for new ideas, entrepreneurship, and making an impact in the community, whether through participation in existing extracurricular activities or by creating new ones. You also find a strong connection between professors, students, and the community, which eases integration and learning.



Gabriel Coimbra // General Manager // IDC Portugal

An excellent education, with a strong connection with the business market, is an undeniable feature of NOVA IMS, and in my opinion, an essential ingredient that has influenced the development of my professional career. I made good friends and valuable contacts for business networking!

NOVA IMS KPI

At NOVA IMS, the universal language of numbers resonates with our vitality, diversity, and significance within today's job market. Here, data transcends mere information; it embodies the very core of our dedication to excellence and innovation.

OPPORTUNITIES

>800

Annual job and internship offers

€1.466

Average monthly income*



RESEARCH

>80

Research, innovation and capacity building projects

>140

Annual international publications



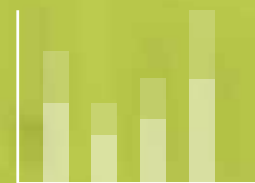
COMMUNITY

>3.800 Students

100 Nationalities

29% International students

12% International teachers



PROGRAMS

3 Bachelor's Degrees

21 Postgraduate Programs

9 Master's Degree Programs

1 Doctoral Program



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Business Intelligence



The globalized and ever-changing environment in which businesses operate has promoted the ability to leverage data and digital transformation to manage information and knowledge in organizations as a critical success factor for business. This postgraduate program aims to train experts and managers able to design, build, and use business intelligence and analytics processes to support organizational decision-making and knowledge management, inducing value creation and promoting its operational and strategic excellence.

Goals

The course aims to train specialists who are able to:

- Introduce the principles of knowledge management to improve organizational efficiency and effectiveness, in order to promote the competitiveness of organizations;
- Understand the process of business intelligence and its role in creating value for the business;
- Use analytical applications to monitor organizations' performance and visualization tools;
- Understand the purpose and learn the main data mining and predictive analytics techniques;
- Identify the key indicators of analytical applications in a business context.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 45 are in mandatory course units:

- Business Intelligence I;
- Business Intelligence II;
- Data-Driven Decision-Making;
- Data Governance;
- Data Mining I;
- Data Mining II;
- Data Privacy, Security and Ethics;
- Knowledge Management.

The remaining 15 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

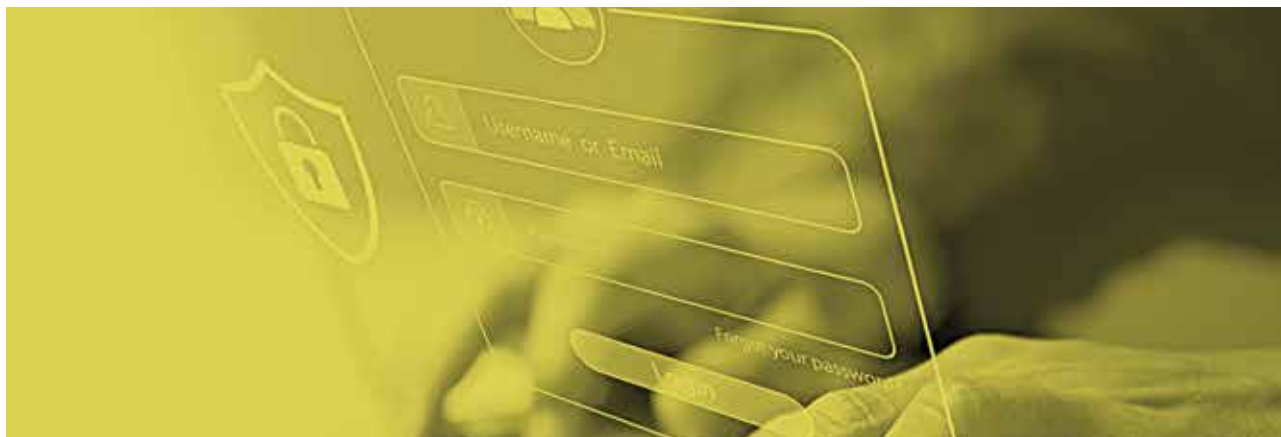
Two semesters, total of 60 ECTS.

Program Coordinator

Fernando Bação



Intelligence Management and Security



The Postgraduate Program in Intelligence Management and Security equips individuals with the expertise to comprehensively understand and effectively address the diverse challenges confronting various institutions within the contemporary security, defense, international cooperation, and information landscape on a global scale. This program fosters analytical capabilities across various domains and introduces methodologies essential for evaluating, managing, and making decisions within intricate international security and defense contexts. It requires a comprehensive understanding of the regional political, diplomatic, economic, and societal framework, especially concerning the emergent risks and novel challenges introduced by cybersecurity, counterintelligence, artificial intelligence, foresight, and scenario building.

Goals

The course aims to train specialists who are able to:

- Comprehend the various phases of the information production cycle;
- Understand, analyze, and research globalization processes;
- Demonstrate knowledge of intelligence and information gathering, and techniques of data analysis;
- Communicate complex issues, clearly and effectively;
- Support decisions leveraged using processes, competitive and business intelligence;
- Understand the role of strategic intelligence to support decision-making.

Study Plan

The Study Plan consists of 8 mandatory course units, total of 60 ECTS:

- Cybersecurity;
- Economic and Competitive Intelligence;
- Globalization and Security Risks;
- Intelligence Services and Political Regimes;
- Methodology and Techniques of Analysis and Prospective;
- Regional Dynamics of Security and Defense;
- Social Network Intelligence;
- Structured Analytic Techniques for Intelligence Analysis.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinators

Guilherme Victorino
Teresa Rodrigues

Partnership



Data Science and Advanced Analytics

specialization in **Business Analytics**



The Master's Degree Program in Data Science and Advanced Analytics is designed for people with analytical skills wishing to meet the challenges of modern technology and to turn data into knowledge. The specialization in Business Analytics is more oriented to information management and business and it will train students with a strong business background that will allow them to identify the most adequate analytical models and implement them in different business problems and functional areas. In addition, students will be able to interpret the results of business analytics and their implications for business. Finally, according to the data analysis results, they will be able to make data-driven decisions to optimize business processes. In every academic year, the partners offer a paid internship to the 1st year students, to be undertaken during the 2nd year. 1st year students should apply to the internship(s) they are interested in. The internship will be assigned to the student gathering the best qualification in the application.

Goals

The course aims to train specialists who are able to:

- Understand the main paradigms associated with large databases and data warehouses;
- Understand the processes of decision-making;
- Master data mining tools, in particular for big data-related problems;
- Master the processes of creation and maintenance of descriptive and predictive models;
- Recognize and apply the most effective analytical models to different business cases;
- Interpret models and their implications for business.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 52,5 are in mandatory course units:

- Business Cases with Data Science;
- Business Intelligence;
- Business Process Management;
- Data Mining;
- Digital Transformation;
- Machine Learning;
- Programming for Data Science;
- Statistics for Data Science;
- Storing and Retrieving Data.

The remaining 7,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Four semesters: 2 for the curricular component, and 2 for the development of a dissertation of a scientific nature or a project work, and for the completion of the Research Methodologies Course Unit, total of 120 ECTS.

Program Coordinator

Roberto Henriques

Internship Agreements



Partnership



For more information or applications, please visit: www.novaims.unl.pt/MDSAA-BA





The Master's Degree Program in Information Management, with a specialization in Business Intelligence, aims to train experts and managers to design, build and use business intelligence and analytics processes to support organizational decision-making and knowledge management, inducing value creation and promoting its operational and strategic excellence.

This program is offered in two formats:

- **Working Hours (WH):** aimed at young graduates and professionals who intend to study on a full-time basis;
- **After Working Hours (AWH):** particularly aimed at professionals who intend to make their studies compatible with their professional activity.

Goals

The course aims to train specialists who are able to:

- Introduce the principles of knowledge management to improve organizational efficiency and effectiveness, in order to promote the competitiveness of organizations;
- Understand the process of business intelligence and its role in creating value for the business;
- Use analytical applications to monitor organizations' performance and visualization tools;
- Understand the purpose and meet the main techniques of data mining and predictive analytics;
- Identify the key indicators of the analytical applications in a business context.

Program Length

Three semesters: 2 for the curricular component, and 1 for the development of a dissertation of a scientific nature, a project work, or an internship report of a professional nature and the completion of the Research Methodologies Course Unit, total of 95 ECTS.

Study Plan

The academic part corresponds to 60 ECTS, of which 45 are in mandatory course units:

- Business Intelligence I;
- Business Intelligence II;
- Data-Driven Decision-Making;
- Data Governance;
- Data Mining I;
- Data Mining II;
- Data Privacy, Security and Ethics;
- Knowledge Management.

The remaining 15 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Coordinator

Fernando Bação



Business Intelligence & Analytics for Hospitality & Tourism



The Postgraduate Program in Business Intelligence and Analytics for Hospitality & Tourism responds to the need for higher education in an industry fundamental to the development of the world economy: Tourism. This postgraduate program aims to prepare professionals capable of actively participating in developing and applying analytical models for tourism and hospitality, combining the various areas involved with a transversal data science approach to leverage them.

Goals

The course aims to train specialists who are able to:

- Apply business intelligence and business analytics competences to the hospitality and tourism sector;
- Analyze and solve problems in a highly dynamic and competitive industry;
- Apply knowledge of management and marketing in the context of digital transformation, in an era of big data that poses constant challenges to tourism organizations and companies;
- Develop hospitality and tourism analytics projects integrating concepts and tools worked throughout the program.

Study Plan

To earn the postgraduate diploma, students must complete 9 course units:

- Business Intelligence in Tourism;
- Data Science for Hospitality & Tourism I (Descriptive Analytics);
- Data Science for Hospitality & Tourism II (Predictive Analytics);
- Digital Transformation in Hospitality and Tourism;
- Management in Hospitality and Tourism;
- Marketing Digital;
- Project in Hospitality and Tourism Analytics (Capstone);
- Revenue Management;
- Smart Tourism.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinators

Nuno António
Paulo Rita

Support



Partnership



Enterprise Data Science & Analytics



This program aims to qualify professionals in data science and advanced analytics, as well as in the creation of predictive models and their practical application in enterprise environments.

Developed in partnership with Microsoft, the Postgraduate Program in Enterprise Data Science & Analytics presents the methodologies and tools that transform data into information, on which enterprises can base strategic information on entering new markets, launching new product or service lines, optimizing processes, transforming business models and, generally, competing in a market increasingly driven by data-driven decisions.

This program aims to qualify professionals in the use of big data and machine learning methodologies and tools.

Goals

The course aims to train specialists who are able to:

- Explore and transform data;
- Create data models and data visualization;
- Apply statistical methods to data;
- Apply data science methodologies;
- Implement and validate machine learning models;
- Apply data science techniques to typical scenarios in enterprise environments.

Program Length

Two semesters, total of 60 ECTS.

Study Plan

To earn the postgraduate diploma, students must complete 9 course units:

- Analyzing and Visualizing Data;
- Analyzing Big Data;
- Big Data Foundations;
- Data Science and Machine Learning;
- Deep Learning Neural Networks;
- Enterprise Data Science Bootcamp;
- Managing Relational and Non-Relational Data;
- Programming for Data Science;
- Statistics for Enterprise Data Analysis.

Program Coordinators

Henrique Carreiro
Roberto Henriques

Partnership



Data Analytics



The Postgraduate Program in Data Analytics aims to train experts and managers qualified to lead and guide information collection, compilation, analysis, and management inside organizations. Experts and managers with these skills are highly scarce in today's data-driven landscape, as organizations crave those who can navigate the vast seas of information and transform raw data into actionable insights.

The program goes beyond traditional statistics, equipping students with the latest tools and techniques to thrive in the digital age. Whether it is for analyzing consumer trends, optimizing business decision-making, or predicting market fluctuations, graduates from this program will emerge as strategic leaders capable of driving innovation and growth. The program merges classic statistical rigor with cutting-edge information management approaches.

Goals

The course aims to train specialists who are able to:

- Develop techniques and methodologies for data collection;
- Apply various methodologies, tools and computational statistics to explore and analyze information in order to reduce levels of uncertainty associated with decision-making;
- Communicate results, in written form or orally, adapting them to the level and interests of the audience.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 37,5 are in mandatory course units:

- Forecast Methods;
- Multivariate Analytics;
- Regression Analysis;
- Sampling Methods;
- Statistics for Data Analytics;
- Time Series Analysis.

The remaining 22,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Jorge Miguel Bravo





The Postgraduate Program in Statistical Systems, with a specialization in Central Bank Statistics, was developed in close collaboration with Banco de Portugal in order to provide managers and technical staff that work in the field of central bank statistics - either as producers, analysts, or users of statistical information - the fundamental knowledge and skills to carry out their work. This program, accredited by the European Statistical System (ESS) with the European Master of Official Statistics (EMOS) and recognized by the European Central Bank, places special emphasis on the collection and compilation of monetary, financial, foreign exchange, and balance of payments statistics, including those arising directly from the participation of the Banco de Portugal in the European System of Central Banks (ESCB).

Goals

The course aims to train specialists who are able to:

- Manage and lead the process of statistical production in central banks;
- Develop techniques and methodologies of data collection;
- Master the tools and processes used for the storage, organization, and access to information in an entity responsible for the production of statistics of central banks;
- Apply statistical and computational methodologies and exploration and information analysis tools, to produce official statistics that can add value to decision-making;
- Communicate results in written or oral form, adapting them to the level and specific interests of the audience.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS. Students will choose the course units from the following:

- | | |
|--|--|
| ■ Analysis of Discrete Data; | ■ Econometric Methods; |
| ■ Analysis of Variance; | ■ External Statistics and Globalization; |
| ■ Business Intelligence; | ■ Financial Report; |
| ■ Computational Statistics I; | ■ Forecasting Methods; |
| ■ Computational Statistics II; | ■ Monetary and Financial Statistics; |
| ■ Data Collection, Administrative, Sources and Big Data; | ■ Multivariate Data Analysis; |
| ■ Data Management for Official Statistics; | ■ National Accounts; |
| ■ Databases Management; | ■ Predictive Data Mining; |
| ■ Descriptive Data Mining; | ■ Sampling and Estimation; |
| | ■ Statistical Communication; |
| | ■ Time Series Analysis. |

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Pedro Simões Coelho

Partnership



Support



EMOS Accreditation



Statistical Systems

specialization in Official Statistics



The Postgraduate Program in Statistical Systems, with a specialization in Official Statistics, aims at endowing technical staff and managers who work in the scope of the National Statistical Systems (NSS), either as producers, analysts, or users of statistical information, the knowledge, and skills crucial to the exercise of their activity.

This program, accredited by the European Statistical System (ESS) with the European Master of Official Statistics (EMOS) seal, offers specialized training in official statistics, particularly in the production of statistics included in the statistical activity of NSS and international statistical organizations of which Portugal is a member.

Goals

The course aims to train specialists who are able to:

- Manage and lead the process of producing official statistics;
- Develop techniques and methodologies of data collection;
- Master the tools and processes used for the storage, organization, and access to information in an entity responsible for the compilation of statistics;
- Apply statistical and computational methodologies and exploration and information analysis tools, to produce official statistics that can add value to decision-making;
- Communicate results in written or oral form, adapting them to the level and specific interests of the audience.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS. Students will choose the course units from the following:

- | | |
|---|--|
| ■ Accounting and Financial Information; | ■ Data Management for Official Statistics; |
| ■ Analysis of Discrete Data; | ■ Descriptive Data Mining; |
| ■ Analysis of Variance; | ■ Econometric Methods; |
| ■ Business Intelligence; | ■ Forecasting Methods; |
| ■ Computational Statistics I; | ■ Multivariate Data Analysis; |
| ■ Computational Statistics II; | ■ National Accounts; |
| ■ Data Collection, Administrative Sources and Big Data; | ■ Predictive Data Mining; |
| ■ Databases Management; | ■ Sampling and Estimation; |
| | ■ Statistical Communication; |
| | ■ Statistical Methods; |
| | ■ Time Series Analysis. |

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Pedro Simões Coelho

EMOS Accreditation



Data Science and Advanced Analytics

specialization in Data Science



The Master's Degree Program in Data Science and Advanced Analytics is designed for individuals with analytical skills who seek to meet the challenges of modern technology by converting data into knowledge. The specialization in Data Science is more oriented to information technology and computer science. This specialization provides more in-depth technical skills, allowing students to master all the most known and widely used paradigms and environments for software development. Students from this course will be proficient in problem-solving, optimization, and computational intelligence. They will be able to tackle big data challenges technically and will have solid skills in methods like deep learning. In every academic year, the partners offer a paid internship to the 1st year students, to be undertaken during the 2nd year. 1st year students should apply to the internship(s) they are interested in. The internship will be assigned to the student gathering the best qualification in the application.

Goals

The course aims to train specialists who are able to:

- Understand the main paradigms associated with large databases and data warehouses;
- Understand the processes of decision-making;
- Master data mining tools and computational intelligence, in particular for big data-related problems;
- Master the most used paradigms and environments of software development;
- Master the concept of problem-solving.

Program Length

Four semesters: 2 for the curricular component, and 2 for the development of a dissertation of a scientific nature or a project work, and for the completion of the Research Methodologies Course Unit, total of 120 ECTS.

Study Plan

The program structure for the academic part has 11 course units:

- Big Data Analytics;
- Computational Intelligence for Optimization;
- Data Mining;
- Deep Learning;
- Machine Learning;
- Programming for Data Science;
- Statistics for Data Science;
- Storing and Retrieving Data;
- Text Mining.

The remaining 7,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Coordinator

Roberto Henriques

Internship Agreements



Partnership



For more information or applications, please visit: www.novaims.unl.pt/MDSAA-DS



Statistics and Information Management

specialization in Data Analytics



The Master's Degree Program in Statistics and Information Management, with a specialization in Data Analytics, aims to train experts and managers qualified to lead and guide information collection, compilation, analysis, and management inside organizations. Experts and managers with these skills are highly scarce in today's data-driven landscape, as organizations crave those who can navigate the vast seas of information and transform raw data into actionable insights.

The Data Analytics specialization goes beyond traditional statistics, equipping students with the latest tools and techniques to thrive in the digital age. Whether it is for analyzing consumer trends, optimizing business decision-making, or predicting market fluctuations, graduates from this program will emerge as strategic leaders capable of driving innovation and growth. The program merges classic statistical rigor with cutting-edge information management approaches.

Goals

The course aims to train specialists who are able to:

- Develop techniques and methodologies for data collection;
- Apply various methodologies, tools and computational statistics to explore and analyze information in order to reduce levels of uncertainty associated with decision-making;
- Communicate results, in written form or orally, adapting them to the level and interests of the audience.

Study Plan

The academic part corresponds to 60 ECTS, of which 37,5 are in mandatory course units:

- Forecast Methods;
- Multivariate Analytics;
- Regression Analysis;
- Sampling Methods;
- Statistics for Data Analytics;
- Time Series Analysis.

The remaining 22,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Three semesters: 2 for the curricular component and 1 for the development of a dissertation of a scientific nature, a project work, or an internship report of a professional nature and the completion of the Research Methodologies Course Unit, total of 95 ECTS.

Program Coordinator

Jorge Miguel Bravo



Data Science for Marketing



The Postgraduate Program in Data Science for Marketing aims to fill a gap in the postgraduate training of professionals in the marketing field who need to acquire new analytical skills with a cross-cutting approach to data science. This program is designed to provide excellent training, articulating key concepts and challenges for marketing decision-making in its multiple strategic, innovative, and methodological perspectives. It includes practical training focused on data processing (data science & big data), artificial intelligence (machine learning), and the analysis of consumer social networks. The versatility in the range of optional course units also allows for the enhancement of theoretical-practical knowledge in several related areas, such as digital marketing, social media, e-commerce, and search engine optimization.

Goals

The course aims to train specialists who are able to:

- Bridge the gap between marketing and data science, fostering critical thinking about data, and drawing conclusions from incomplete information;
- Support marketing decision-making through a practical understanding of the fundamental methods, models and tools used by data scientists;
- Develop the resources to load, clean and transform data;
- Identify the best models and methodologies for extracting marketing knowledge from different data sources, which are often heterogeneous and complex;
- Understand the power of big data, obtaining business solutions and processing large streams of data in real-time;
- Interpret and communicate data results using a wide range of real-world marketing examples;
- Face the challenges of the modern and dynamic business world.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 41 are in mandatory course units:

- Big Data for Marketing;
- Data Science for Marketing;
- Machine Learning in Marketing;
- Marketing Engineering & Analytics;
- Marketing Strategy & Innovation;
- Social Network Analysis.

The remaining 19 ECTS correspond to electives chosen by the students from a wide range of course units, available on the program webpage.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Paulo Rita

Support and Funding



<https://recuperarportugal.gov.pt/>



Digital Marketing and Analytics



The recent digital revolution has completely changed how people search for information, consume, interact, and learn. In response to this shift, marketing professionals increasingly use decision support systems to sustain their brands and products in the marketplace.

The need to adopt analytical approaches to understand and create competitive advantages in this environment has gained greater importance. This postgraduate program provides a solid training foundation to meet the new marketing challenges, which allows the development of a strategic and integrated customer vision - both offline and online - and contributes to the improvement of the decision-making process in companies.

Goals

The course aims to train specialists who are able to:

- Understand digital marketing and its characteristics;
- Understand the operating principles of internet social media and methodologies for its use in creating value for business;
- Understand and apply analytical social media techniques;
- Understand the significance of web analytics;
- Master search engine marketing techniques, including AdWords campaign management and the development of search engine optimization (SEO) strategy.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 41,5 are in mandatory course units:

- Digital Analytics;
- Digital Marketing & E-Commerce;
- Marketing Engineering & Analytics;
- Marketing Strategy & Innovation;
- Search Engine Optimization;
- Social Media Analytics.

The remaining 18,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Paulo Rita

Support and Funding



<https://recuperarportugal.gov.pt/>



Marketing Intelligence



The Postgraduate Program in Marketing Intelligence trains technical and management staff to lead and guide the collection, organization, analysis, exploration, and dissemination of marketing information in organizations. The program provides a balanced curriculum with two components: one based on tools and methodologies of marketing management, and the other supported by information analysis and management methodologies and techniques.

Goals

The course aims to train specialists who are able to:

- Develop strategies, methods, and instruments of marketing management;
- Be aware of client behavior and create relationship policies;
- Master the processes and tools used for the storage, organization, and access to information for marketing in companies;
- Use several methodologies and tools for information exploration and analysis, in order to reduce the levels of uncertainty in solving marketing problems.

Program Length

Two semesters, total of 60 ECTS.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 41 are in mandatory course units:

- Brand Management;
- Consumer Behavior Insights;
- Digital Marketing & E-Commerce;
- Marketing Engineering & Analytics;
- Marketing Research;
- Marketing Strategy & Innovation.

The remaining 19 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Coordinator

Paulo Rita

Support and Funding



<https://recuperaportugal.gov.pt/>



Marketing Research and CRM



This postgraduate program fills a gap in the high-level training of managers, technical staff, and other experts in marketing. It is especially aimed at technical staff, market researchers, and professionals involved in customer relationship management. Its main goal is to provide excellent and balanced training with a conceptual component and marketing methodology with quantitative aptitude, as well as practical training that draws on case studies and project development.

Goals

The course aims to train specialists who are able to:

- Plan, create, and conduct market studies or any other market research;
- Select and apply marketing data collection methods;
- Analyze, interpret, and communicate market research results;
- Manage, explore, interpret and communicate marketing information that is present in information systems or from other marketing information sources;
- Create, implement, and manage customer relationship policies.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 41,5 are in mandatory course units:

- Descriptive Analytics in Marketing;
- Experimental Design;
- Marketing Engineering & Analytics;
- Marketing Research;
- Marketing Strategy & Innovation;
- Predictive Analytics in Marketing.

The remaining 18,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Paulo Rita

Support and Funding



<https://recuperarportugal.gov.pt/>



Data-Driven Marketing

specialization in **Data Science for Marketing**



The Master's Degree Program in Data-Driven Marketing, with a specialization in Data Science for Marketing, aims to fill a gap in the postgraduate training of marketing professionals who need to acquire new analytical skills with a cross-cutting approach to data science.

This program is designed to provide excellent training, integrating concepts and key challenges for marketing decision-making in its multiple strategic, innovative, and methodological features. It includes practical training focused on data processing (data science & big data), artificial intelligence (machine learning), and the analysis of consumer social networks.

The diverse range of optional course units also allows for the reinforcement of theoretical-practical knowledge in various related areas, such as digital marketing, social media, e-commerce, and search engine optimization.

This program is offered in two formats:

- **Working Hours (WH):** aimed at young graduates and professionals who intend to study on a full-time basis;
- **After Working Hours (AWH):** particularly aimed at professionals who intend to make their studies compatible with their professional activity.

Goals

The specific objectives of the program are the training of marketing professionals to be capable of:

- Bridge the gap between marketing and data science, fostering critical thinking about data, and drawing conclusions from incomplete information;
- Support marketing decision-making through a practical understanding of the fundamental methods, models and tools used by data scientists;
- Develop the resources to load, clean and transform data;
- Identify the best models and methodologies for extracting marketing knowledge from different data sources, which are often heterogeneous and complex;
- Understand the power of big data, obtaining business solutions and processing large streams of data in real-time;
- Interpret and communicate data and results using a wide range of real-world marketing examples;
- Face the challenges of the modern and dynamic business world.

Study Plan

The academic part corresponds to 60 ECTS, of which 41 are in mandatory course units:

- Big Data for Marketing;
- Data Science for Marketing;
- Machine Learning in Marketing;
- Marketing Engineering & Analytics;
- Marketing Strategy & Innovation;
- Social Network Analysis.

The remaining 19 ECTS correspond to electives chosen by students from a wide range of course units available on the program webpage.

Program Length

Four semesters: 3 for the curricular component and 1 for the development of a scientific dissertation, a project or an internship, for a total of 120 ECTS.

Program Coordinator

Paulo Rita

Support and Funding



<https://recuperarportugal.gov.pt/>



Data-Driven Marketing

specialization in **Digital Marketing and Analytics**

Postgraduate Program
Digital Marketing and Analytics

#1 Portugal

WESTERN
#3 Europe

ACADEMIC
Best Masters
Ranking 2024

The recent digital revolution has completely changed how people search for information, consume, interact, and learn. In this context, marketing professionals are increasingly using decision support systems to assert their brands and products in the market. The need to adopt analytical approaches to understand and create competitive advantages in this environment has gained greater importance.

The Master's Degree Program in Data-Driven Marketing, with a specialization in Digital Marketing and Analytics, provides a solid training foundation to meet the new marketing challenges. It enables the development of a strategic and integrated customer vision - both online and offline - and contributes to the improvement of the decision-making process within companies.

This program is offered in two formats:

- **Working Hours (WH):** aimed at young graduates and professionals who intend to study on a full-time basis;
- **After Working Hours (AWH):** particularly aimed at professionals who intend to make their studies compatible with their professional activity.

Goals

The course aims to train specialists who are able to:

- Understand digital marketing and its characteristics;
- Understand the operating principles of internet social media and methodologies for its use in creating value for business;
- Understand and apply analytical social media techniques;
- Understand the significance of web analytics;
- Master search engine marketing techniques, including AdWords campaign management and the development of search engine optimization (SEO) strategy.

Study Plan

The academic part corresponds to 60 ECTS, of which 41,5 are in mandatory course units:

- Digital Analytics;
- Digital Marketing & E-Commerce;
- Marketing Engineering & Analytics;
- Marketing Strategy & Innovation;
- Search Engine Optimization;
- Social Media Analytics.

The remaining 18,5 ECTS correspond to electives chosen by students from a wide range of course units available on the program webpage.

Program Length

Four semesters: 2 for the curricular component, and 2 for the development of a dissertation of a scientific nature or a project work, and for the completion of the Research Methodologies Course Unit, total of 120 ECTS.

Program Coordinator

Paulo Rita

Support and Funding



<https://recuperarportugal.gov.pt/>



Financiado pela
União Europeia
NextGenerationEU



Data-Driven Marketing

specialization in **Marketing Intelligence**



The Master's Degree Program in Data-Driven Marketing, with a specialization in Marketing Intelligence, trains technical and management staff to lead and guide the collection, organization, analysis, exploration, and dissemination of marketing information in organizations. This program provides a balanced curriculum with two components: one based on marketing management tools and the other supported by information analysis and management methodologies.

This program is offered in two formats:

- **Working Hours (WH):** aimed at young graduates and professionals who intend to study on a full-time basis;
- **After Working Hours (AWH):** particularly aimed at professionals who intend to make their studies compatible with their professional activity.

Goals

The course aims to train specialists who are able to:

- Develop marketing management strategies, methods, and instruments;
- Be aware of client behavior and create relationship policies;
- Master the processes and tools used for the storage, organization, and access to marketing information in companies;
- Use several methodologies and tools for information exploration and analysis in order to reduce the levels of uncertainty in solving marketing problems.

Program Length

Four semesters: 2 for the curricular component, and 2 for the development of a dissertation of a scientific nature or a project work, and for the realization of the Course Unit of Research Methodologies, total of 120 ECTS.

Study Plan

The academic part corresponds to 60 ECTS, of which 41 are in mandatory course units:

- Brand Management;
- Consumer Behavior Insights;
- Digital Marketing & E-Commerce;
- Marketing Engineering & Analytics;
- Marketing Research;
- Marketing Strategy & Innovation.

The remaining 19 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Coordinator

Paulo Rita

Support and Funding



<https://recuperarportugal.gov.pt/>



Data-Driven Marketing

specialization in **Marketing Research and CRM**



The Master's Degree Program in Data-Driven Marketing, with a specialization in Marketing Research and CRM, fills a gap in the high-level training of managers, technical staff, and other experts in marketing. It is especially targeted at technical staff, market researchers, and professionals involved in customer relationship management. Its main goal is to provide excellent training, balanced between a conceptual and methodological component with a quantitative orientation, and practical training focused on case studies and project development.

Goals

The course aims to train specialists who are able to:

- Plan, create, and conduct market studies or any other market research;
- Select and apply marketing data collection methods;
- Analyze, interpret, and communicate market research results;
- Manage, explore, interpret and communicate marketing information that is present in information systems or from other marketing information sources;
- Create, implement, and manage customer relationship policies.

Study Plan

The academic part corresponds to 60 ECTS, of which 41,5 are in mandatory course units:

- Descriptive Analytics in Marketing;
- Experimental Design;
- Marketing Engineering & Analytics;
- Marketing Research;
- Marketing Strategy & Innovation;
- Predictive Analytics in Marketing.

The remaining 18,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Four semesters: 2 for the curricular component, and 2 for the development of a dissertation of a scientific nature or a project work, and for the realization of the Research Methodologies Course Unit, total of 120 ECTS.

Program Coordinator

Paulo Rita

Support and Funding



<https://recuperarportugal.gov.pt/>



Digital Enterprise Management



For an effective digital transformation of organizations that can benefit from increasingly sophisticated technologies such as cloud computing, big data & analytics, internet of things, 3D printing, machine learning, or artificial intelligence, among others, and in a more accessible way, there is still a lack of managers with skills that allow them to approach the implementation of these projects holistically and strategically, rather than just as technological modernization.

The Postgraduate Program in Digital Enterprise Management aims to prepare managers and professionals for digital and business transformation. This involves not only knowledge of the latest technologies available from an information management perspective, which is becoming increasingly complex, but also allows the ability to create strategic and competitive advantages. Additionally, it involves managing the transformation that encompasses a range of factors such as preparing organizational culture, change management, human resource valorization, process redefinition, and value creation.

Goals

The course aims to train specialists who are able to:

- Implement digital transformation processes in their organizations, as leaders of change in terms of processes, organization and human resources;
- Support the selection and prioritization of the most appropriate technological solutions and distribution models best suited to accelerating profitability and productivity in organizations;
- Act based on state-of-the-art knowledge of leading suppliers of technologies and distribution models that boost digital transformation;
- Apply digital transformation methodologies and maturity models that enable rapid assessment and management of organizational transformation.

Program Length

Two semesters, total of 60 ECTS.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 45 are in mandatory course units:

- Adoption Models;
- Big Data Analytics for Business;
- Change Management;
- Cloud and Mobility Solutions;
- Digital Systems for Enterprise 4.0;
- Digital Transformation Capstone Project;
- Digital Transformation Methodologies;
- Online Collaboration Tools.

The remaining 15 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Coordinators

Jorge Carrola Rodrigues
Pedro Ruivo
Tiago Oliveira

Partnership



Digital Transformation



The Postgraduate Program in Digital Transformation recognizes the significance of digital transformation in today's business world. The program aims to strengthen NOVA IMS's training offering in this area by exploring technological advancements and processes that can help organizations enhance their competitive advantage through the transformation or development of their business models. As digital transformation becomes increasingly crucial for companies to remain relevant and competitive, the importance of training in this area cannot be overstated. By participating in this program, professionals will gain a deeper understanding and competences of how to leverage technology to drive business growth and create new opportunities.

Goals

The course aims to train specialists who are able to:

- Train technicians and managers capable of formulating and evaluating digital transformation processes in organizations;
- Present solutions aimed at increasing productivity and efficiency in organizations, with efficient and secure data management;
- Provide an overview of the latest trends and technologies in digital transformation, including artificial intelligence, big data, automation, and the cloud, among others.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 45 are in mandatory course units:

- Business Impact of Digital Projects;
- Business Process Management;
- Change Management;
- Data Governance;
- Data Privacy, Security, and Ethics;
- Digital Transformation;
- E-Business;
- Emerging Technologies for Innovation;
- Industry 4.0;
- Information Management Systems.

The remaining 15 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Fernando Bação



Information Systems Management



The Postgraduate Program in Information Systems Management explores the various technologies in IT and their impact on planning, design, functionality, and information systems management. It also focuses on understanding the interaction between technology, business processes, strategy, and organizational policies. This program promotes strategic thinking in the role of information systems in developing management strategies and information sharing that can increase the competitiveness of organizations.

Goals

The course aims to train specialists who are able to:

- Develop strategies, methods, and tools for knowledge and information systems management;
- Analyze the contexts of organizations and their significance in establishing innovative methods based on the most recent technological advances;
- Master the processes and tools used for the storage, organization, and access to information in organizations;
- Improve organizational efficiency through the creation and design of business processes;
- Create and develop information systems and technologies that meet organizations' information needs.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 41,5 are in mandatory course units:

- Cybersecurity;
- Data Governance;
- Data Management and Storage;
- Data Privacy, Security and Ethics;
- Information Management Systems;
- Information Project Management;
- Information Systems Architectures;
- Information Systems Development;
- Information Systems Governance;
- Information Technologies Services Management.

The remaining 18,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Fernando Bação



Information Management

specialization in **Digital Transformation**



The Master's Degree Program in Information Management, with a specialization in Digital Transformation, acknowledges the significance of digital transformation in today's business world. The program aims to strengthen NOVA IMS' training offering in this area by exploring technological advancements and processes that can help organizations enhance their competitive advantage through the transformation or development of their business models. As digital transformation becomes increasingly crucial for companies to remain relevant and competitive, the importance of training in this area cannot be overstated.

By participating in this program, professionals will gain a deeper understanding and competencies of how to leverage technology to drive business growth and create new opportunities.

Goals

The course aims to train specialists who are able to:

- Formulate and evaluate digital transformation processes in organizations;
- Increase productivity and effectiveness in organizations through efficient and secure data management;
- Keep up with the latest trends and technologies in digital transformation, including artificial intelligence, big data, automation, and the cloud, among others.

Study Plan

The academic part corresponds to 60 ECTS, of which 45 are in mandatory course units:

- Business Impact of Digital Projects;
- Business Process Management;
- Change Management;
- Data Governance;
- Data Privacy, Security, and Ethics;
- Digital Transformation;
- E-Business;
- Emerging Technologies for Innovation;
- Industry 4.0;
- Information Management Systems.

The remaining 15 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Three semesters: 2 for the curricular component and 1 for the development of a dissertation of a scientific nature, a project work or an internship report of a professional nature and the completion of the Research Methodologies Course Unit, total of 95 ECTS.

Program Coordinator

Fernando Bação



Information Management

specialization in **Information Systems Management**



The Master's in Information Management, with a specialization in Information Systems Management (IT), explores the various technologies in IT and their impact on planning, design, functionality, and information systems management. It also focuses on understanding the interaction between technology, business processes, strategy, and organizational policies. This program promotes strategic thinking in the role of information systems in developing management strategies and information sharing that can increase the competitiveness of organizations.

This program is offered in two formats:

- **Working Hours (WH):** aimed at young graduates and professionals who intend to study on a full-time basis;
- **After Working Hours (AWH):** particularly aimed at professionals who intend to make their studies compatible with their professional activity.

Goals

The course aims to train specialists who are able to:

- Develop strategies, methods, and tools for knowledge and information systems management;
- Analyze the contexts of organizations and their significance in establishing innovative methods based on the most recent technological advances;
- Master the processes and tools used for the storage, organization, and access to information in organizations;
- Improve organizational efficiency through the creation and design of business processes;
- Create and develop information systems and technologies that meet organizations' information needs.

Program Length

Three semesters: 2 for the curricular component and 1 for the development of a dissertation of a scientific nature, a project work or an internship report of a professional nature and the realization of the Research Methodologies Course Unit, total of 95 ECTS.

Study Plan

The academic part corresponds to 60 ECTS, of which 41,5 are in mandatory course units:

- Cybersecurity;
- Data Governance;
- Data Management and Storage;
- Data Privacy, Security and Ethics;
- Information Management Systems;
- Information Project Management;
- Information Systems Architectures;
- Information Systems Development;
- Information Systems Governance;
- Information Technologies Services Management.

The remaining 18,5 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Coordinator

Fernando Bação



Information Systems Management



Successful entrepreneurs embrace the challenges of transitioning to an information society. They build their businesses and careers based on new insights in management, operations, and the application of information systems and technologies. Upon completing the master's program, whether as an entrepreneur or an information systems specialist, the student will be able to manage, advise, and participate in developing and applying information systems technologies directly and creatively. Students will also be able to manage information systems departments and changes that drive strategic business renewal through the restructuring of business processes and the utilization of information technology.

This Master's confers a double degree diploma from two universities, namely: a M.Sc. in Information Management, with a specialization in Information Systems Management, by NOVA IMS, and a M.Sc. in Business Informatics by the School of Economics and Business of the Ljubljana University.

Goals

The course aims to train specialists who are able to:

- Understand the strategic benefits of successfully implementing information systems, the process of strategic planning and the evaluation of business needs;
- Develop project management and capital budgeting skills to enable activity, program and project costing, control and evaluation;
- Evaluate the impact and manage the change propelled by the introduction of information systems;
- Manage, advise, and participate in developing and applying information resources and managing changes towards the strategic renewal of business.

Program Length

Four semesters: 3 for the academic part and 1 for the Master's thesis, total of 120 ECTS.

Study Plan

1st (Fall) Semester at NOVA IMS (Lisbon)

- Data Governance;
- Data Management and Storage;
- Data Mining I;
- Data Privacy, Security and Ethics;
- Information Systems Development;
- Information Systems Governance;
- Information Technologies Services Management;
- Management of Information Systems.

2nd (Spring) Semester at SEB LU (Ljubljana)

- Business Intelligence and Analytics;
- Business Skills Development 1;
- Digital Business;
- Optional Course Unit;
- Strategic Management 2.

3rd (Fall) Semester at SEB LU

- Accounting Information for Decision Making;
- Business Process Management;
- Developing Software Solutions;
- Organization and Management;
- Research Methods and Techniques.

4th (Spring) Semester at SEB LU / NOVA IMS⁽¹⁾

- Master's Thesis (NOVA IMS).

⁽¹⁾ The student chooses where they want to spend the semester. The master's thesis will be developed following NOVA IMS rules, always with conjoint supervision of Professors from the two institutions.

Partnership

University of Ljubljana

SEB SCHOOL OF ECONOMICS AND BUSINESS

Program Coordinators

NOVA IMS: Fernando Bação

SEB LU: Peter Trkman



Data Science for Finance



The Postgraduate Program in Data Science for Finance is an internationally innovative training program that offers a quantitative and analytical approach to finance. It is designed for professionals in the financial sector seeking a more analytical approach to the areas of valuation of financial assets, trading, risk management, financial engineering, predictive models, and financial computing, among others. It also provides an understanding of the potential transformations in the financial industry resulting from the adoption of blockchain technology by Fintech & InsurTech. The program prepares senior management for successful careers in the areas of investment banking, asset management, hedge funds, and investment advisory, risk management, sales and trading, hedge funds, financial engineering, financial technology, and consulting/advisory.

Goals

The course aims to train specialists who are able to:

- Develop data-driven pricing & risk management models of both plain vanilla and exotic financial securities that compete with traditional model-based approaches;
- Develop data-driven models that explain the dynamics of financial asset prices;
- Implement and validate data models, machine learning and deep learning methods in finance;
- Understand the potential transformations in the financial industry resulting from the adoption of blockchain technology to Fintech & InsurTech;
- Acquire and develop skills in the most popular programming languages in the financial industry (R, Python);
- Develop predictive analysis and trading models, sentiment analysis, financial fraud detection techniques, credit rating models, insurance pricing models, and customer segmentation methods.

Study Plan

To earn the postgraduate diploma, students must complete 12 course units:

- Algorithmic Trading & Market Microstructure;
- Asset Pricing & Portfolio Management;
- Computational Finance;
- Credit Risk Scoring;
- Decentralized Finance (DeFi) & CryptoAssets;
- Deep Learning Methods in Finance;
- Financial Derivatives & Risk Management;
- Fixed Income Securities;
- Insurance Data Science;
- Machine Learning in Finance;
- Text Mining.

Program Length

Two semesters, total of 64 ECTS.

Program Coordinator

Jorge Miguel Bravo



Financial and Budgetary Management and Control



Developed in partnership with the Inspectorate General of Finance – Portuguese Audit Authority (IGF), the Postgraduate Program in Financial and Budgetary Management and Control aims to equip participants with a set of competencies in the field of financial management and control, which enable the development of new information management strategies relevant to the performance of roles in the financial and budgetary sphere.

Goals

The course aims to train specialists who are able to:

- Act in public and private organizations based on solid theoretical and practical training;
- Follow the latest advances in management, control and financial reporting with an integrated vision;
- Understand and analyze accounting and internal control systems in an integrated and interdisciplinary manner;
- Implement procedures that enable adequate management control.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Pedro Simões Coelho

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 52,5 are in mandatory course units:

- Analytic Methods;
- Audit Principles, Standards and Procedures;
- Budgetary Policy and Process;
- Financial Accounting;
- Public Accounting – SNC-AP;
- Public Procurement and Public-Private Partnerships;
- Sampling for Audit and Control.

The remaining 7,5 ECTS correspond to one elective course unit, chosen by the students according to their basic training:

- Law Studies (basic training in the area of economics and/or management);

OR:

- Principles of Financial Management (basic training in the legal area).

Partnership



Financial Markets and Risks



Resulting from a partnership between NOVA IMS and ISCTE Executive Education, the Postgraduate Program in Financial Markets and Risks combines a prestigious teaching staff that aligns scientific knowledge and rigor with practical experience. Its innovative, current, and practical approach provides professionals in the financial sector with specialized training in creating, analyzing, and evaluating financial instruments, with a particular focus on derivatives. Additionally, the program covers the identification and implementation of integrated techniques for analyzing and managing financial assets, liabilities, and financial risks.

Goals

The course aims to train specialists who are able to:

- Analyze and evaluate in detail the main products and financial instruments, with particular focus on derivatives;
- Identify and develop integrated technical analysis and management of several financial risks, whether in terms of their coverage and conduct of speculation and arbitrage transactions;
- Develop analytical skills and decision in the management of assets and liabilities, particularly in the management of investment portfolios, treasury, pension funds and management of investment funds;
- Develop financial innovation techniques and processes, namely creating and evaluating new products, asset classes and operations.

Study Plan

To earn the postgraduate diploma, students must complete 12 course units, corresponding to 60 ECTS:

- Asset and Liability Management;
- Bond Markets;
- Company Valuation;
- Credit Risk;
- Data Science for Finance;
- Ethics in Financial Markets Seminar;
- Financial Derivatives;
- Financial Options and Structured Products;
- Foreign Exchange and Money Markets;
- Longevity-Linked Securities & Derivatives;
- Market Risk;
- Portfolio Management.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinators

NOVA IMS: Jorge Miguel Bravo

ISCTE Executive Education: João Pedro Nunes

Partnership



For more information or applications, please visit: www.novaims.unl.pt/MRF



Risk Analysis and Management



The Postgraduate Program in Risk Analysis and Management aims to train technical staff and management to be able to identify, quantify, and manage the risks of institutions (whether financial or not). The program aims to train staff of financial institutions or those of a different nature, enabling them to make decisions in risk management, according to the capital requirements established by Solvency II and Basel III.

Goals

The course aims to train specialists who are able to:

- Understand operations and products that are part of the activity of financial institutions;
- Identify and quantify risks associated with financial institutions;
- Manage various current risks in institutions;
- Take decisions based on quantifying techniques of economic value;
- Manage the new European solvency systems for banking and insurance in a balanced way.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 45 are in mandatory course units:

- Banking and Insurance Economics;
- Credit Risk Management;
- Financial Derivatives and Risk Management;
- Investments and Portfolio Management;
- Life Actuarial Techniques;
- Management of Market and Liquidity Risks;
- Predictive Analytics in Finance;
- Regulation and Supervision of Insurance and Banking;
- Non-Life Actuarial Techniques.

The remaining 15 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Jorge Miguel Bravo



Law and Financial Markets



Resulting from a partnership between NOVA IMS and NOVA School of Law, the Master's Degree Program in Law and Financial Markets is taught in English and aims to provide Law graduates a comprehensive and specialized training in financial markets, instruments, and intermediaries that enables them to enter into legal research, to embrace a legal profession in the banking, insurance or capital markets, or practicing law at a renowned law firm.

Goals

The course aims to train specialists who are able to:

- Settle and deepen the basic legal knowledge acquired in the bachelor's degree, particularly in fields with a closer link to financial markets and investments;
- Understand the organization and functioning of the general financial system and, particularly, the financial markets;
- Provide analysis and evaluation skills of the main financial instruments traded on the capital markets;
- Identify intervention strategies in capital markets (risk hedging, arbitrage, speculation) using financial instruments;
- Stimulate a critical and interdisciplinary approach to knowledge, providing the lawyer with the necessary tools to solve complex problems or issue judgments in situations of incomplete information.

Program Length

Four semesters: 2 for the academic component, and 2 for the development of a scholarly thesis, work project, or a professional internship report, total of 120 ECTS.

Study Plan

The academic part corresponds to 60 ECTS and consists of 10 mandatory course units (52 ECTS):

- Banking and Insurance Operations;
- Banking Law;
- Financial Instruments Law;
- Financial Markets and Investments;
- Insurance Law;
- Introduction to Data Analysis;
- Introduction to Financial Derivatives and Risk Management;
- Principles of Corporate Finance;
- Regulation and Supervision of Financial Markets;
- Risk Management in Financial Contracts.

The remaining 8 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Coordinators

NOVA IMS: Fernando Bação, Pedro Simões Coelho

FDUNL: Joana Farrajota, Margarida Lima Rego

Partnership



Statistics and Information Management

specialization in **Risk Analysis and Management**



The Master's in Statistics and Information Management, with a specialization in Risk Analysis and Management, aims to train technical and management staff to be able to identify, quantify and manage the risks of institutions (whether financial or not). The program aims to train staff of financial institutions or those of a different nature, enabling them to make decisions in risk management, according to the capital requirements established by Solvency II and Basel III.

Goals

The course aims to train specialists who are able to:

- Understand operations and products that are part of the activity of financial institutions;
- Identify and quantify risks associated with financial institutions;
- Manage various current risks in institutions;
- Take decisions based on quantifying techniques of economic value;
- Manage the new European solvency systems for banking and insurance in a balanced way.

Study Plan

The academic part corresponds to 60 ECTS, of which 45 are in mandatory course units:

- Banking and Insurance Economics;
- Credit Risk Management;
- Financial Derivatives and Risk Management;
- Investments and Portfolio Management;
- Life Actuarial Techniques;
- Management of Market and Liquidity Risks;
- Predictive Analytics in Finance;
- Regulation and Supervision of Insurance and Banking;
- Non-Life Actuarial Techniques.

The remaining 15 ECTS correspond to electives chosen by the students from a wide range of course units available on the program webpage.

Program Length

Three semesters: 2 for the curricular component and 1 for the development of a dissertation of a scientific nature, a project work or an internship report of a professional nature, and the completion of the Research Methodologies Course Unit, total of 95 ECTS.

Program Coordinator

Jorge Miguel Bravo



Geographic Information Systems and Science



The Postgraduate Program in Geographic Information Systems and Science is developed within the UNIGIS International Association, a global network of universities that offer programs in Geographic Information Systems (GIS). The postgraduate program taught in b-learning and e-learning formats provides a technical and scientific framework related to the use of geographic information technology and analysis, with a particular emphasis on skills related to the modeling and analysis of spatial data, and the design and planning of geographic information technology and analysis in organizations. This program gives access to the Geospatial Intelligence Certificate (GEOINT), accredited by the United States Geospatial Intelligence Foundation (USGIF).

Goals

The course aims to train specialists who are able to:

- Develop appropriate strategies, methodologies, and tools of geographic information management, for the analysis of questions raised when using this type of information;
- Model, monitor, and simulate geographic, demographic, and environmental phenomena in diverse analysis contexts;
- Use exploration and analysis methodologies and tools to reduce the levels of uncertainty related to the resolution of problems of a geographical nature;
- Design and develop information systems and technologies that meet the needs of geographic information within an organizational context.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 7,5 are mandatory, corresponding to the course unit Geographic Information Systems and Science. Students will choose the elective course units from the following course units:

- | | |
|--|--|
| ■ Cartographic Sciences and Data Acquisition; | ■ GIS and Modelling; |
| ■ Geographical Information Systems and Science*; | ■ GIS in organizations; |
| ■ Geospatial Databases; | ■ Remote Sensing; |
| ■ Geospatial Data Mining; | ■ Spatial Statistics; |
| ■ Geospatial Intelligence (GEOINT); | ■ Programming & Geospatial Web Services; |
| ■ Geospatial Programming; | ■ Spatial Data Analysis and Visualization; |

* Mandatory course unit.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Marco Painho

Partnership



Accreditation



Geospatial Data Science



The Postgraduate Program in Geospatial Data Science provides the necessary skills for the analysis, modeling, and visualization of geographic information. It aims to train professionals for the role of artificial intelligence, programming, and data mining in the development of solutions to challenges in the public and private sectors. Developed within the UNIGIS International Association, a global network of universities that offer programs in Geographic Information Systems (GIS), this program is taught in b-learning and e-learning format, and it gives access to the Geospatial Intelligence (GEOINT) certificate accredited by the United States Geospatial Intelligence Foundation (USGIF).

Goals

The course aims to train specialists who are able to:

- Understand and contribute to the significant technical and social challenges created by computing environments rich in geospatial data, including its architecture, integrity, and management;
- Understand how geospatial data can be acquired and used to support various analysis, modeling, and geovisualization processes in large data environments;
- Understand how artificial intelligence, programming and data mining can be used to intelligently enhance the typical concepts and flows of geographic information science and thus provide institution-centric solutions to a wide variety of challenges and societal problems across the public and private sectors.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS. In the e-learning format, 45 ECTS are mandatory and 15 correspond to elective course units, to be chosen by the students. The offered course units in this program are the following:

- | | |
|--|--|
| ■ Cartographic Sciences and Data Acquisition; | ■ GIS and Modelling; |
| ■ Geographic Information Systems and Science*; | ■ Programming for Geospatial Web Services; |
| ■ Geospatial Intelligence (GEOINT); | ■ Remote Sensing*; |
| ■ Geospatial Data Mining*; | ■ Spatial Databases*; |
| ■ Geospatial Programming*; | ■ Spatial Data Analysis and Visualization; |
| ■ GIS in Organizations; | ■ Spatial Statistics. |

* Mandatory course unit.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Marco Painho

Partnership



Accreditation



Geospatial Intelligence



The Certificate Program in Geospatial Intelligence (GEOINT Certificate), accredited by the United States Geospatial Intelligence Foundation (USGIF), provides education and training in key scientific concepts, methods and geospatial technologies used to solve global human security issues, including natural disasters, humanitarian crises, environmental hazards, military operations, political violence, public health and food access challenges. USGIF is the only organization providing university accreditation in GEOINT and is the world leader in this area.

Goals

The course aims to train specialists who are able to:

- Apply and develop knowledge of image processing and remote sensing, geographic information science, computing and analytical processes to geospatial intelligence;
- Research, interpret data and conduct complex analyses;
- Work in a collaborative environment;
- Select, use, synthesize, and demonstrate the techniques, skills and tools necessary to solve geospatial intelligence problems.

Study Plan

- Advanced Topics in Geospatial Intelligence;
- Artificial Intelligence (Image Classification);
- Data Mining Geospatial;
- Geospatial Predictive Analysis;
- Geographical Information Systems and Science;
- Geospatial Intelligence (GEOINT) - CAPSTONE;
- Imagery Intelligence (IMINT);
- Intelligence for Defense and Security;
- Modelling in Geographic Information Systems;
- Remote Sensing (Active Sensors);
- Remote Sensing (Passive Sensors);
- Social Network Intelligence;
- Structured Analytical Techniques for Intelligence Analysis.

Program Length

Two semesters, total of 60 ECTS.

Program Coordinator

Marco Painho

Partnership



Accreditation



Geographic Information Systems and Science

specialization in **Geographic Information Systems and Science**

The Master's Degree Program in Geographic Information Systems and Science is developed in collaboration with the UNIGIS International Association, a global network of universities offering Geographic Information Systems programs. This specialization, taught in b-learning and e-learning formats, provides a technical and scientific framework related to the use of geographic information technology and analysis, especially skills related to the design and planning of geographic information technology and analysis in organizations. This program gives access to the Geospatial Intelligence Certificate (GEOINT), accredited by the United States Geospatial Intelligence Foundation (USGIF).

Goals

The course aims to train specialists who are able to:

- Develop appropriate strategies, methodologies, and geographic information management tools for the analysis of questions raised when using this type of information;
- Model, monitor, and simulate geographic, demographic, and environmental phenomena in diverse analysis contexts;
- Use exploration and analysis methodologies and tools to reduce the levels of uncertainty related to the resolution of problems of a geographical nature;
- Design and develop information systems and technologies that meet the needs of geographic information within an organizational context.

Study Plan

To complete the curricular component (1st year), students must complete 60 ECTS, of which 7,5 are mandatory, corresponding to the course unit Geographic Information Systems and Science. Students will choose the elective course units, from the following course units:

- | | |
|--|--|
| ■ Cartographic Sciences and Data Acquisition; | ■ GIS and Modelling; |
| ■ Geographical Information Systems and Science*; | ■ GIS in organizations; |
| ■ Geospatial Databases; | ■ Remote Sensing; |
| ■ Geospatial Data Mining; | ■ Spatial Statistics; |
| ■ Geospatial Intelligence (GEOINT); | ■ Programming & Geospatial Web Services; |
| ■ Geospatial Programming; | ■ Spatial Data Analysis and Visualization. |
- * Mandatory course unit.

Program Coordinator

Marco Painho

Program Length

4 semesters: 2 for the academic part and 2 for the development of a scholarly thesis or a work project or a professional internship report, total of 120 ECTS.

Partnership



Accreditation



Geographic Information Systems and Science

specialization in **Geospatial Data Science**



The Master's Degree Program in Geographic Information Systems and Science is developed in collaboration with the UNIGIS International Association, a global network of universities offering Geographic Information Systems programs.

The specialization in Geospatial Data Science, taught in b-learning and e-learning formats, provides the necessary skills for analyzing, modeling, and visualizing geographic information. It aims to train professionals for roles involving artificial intelligence, programming, and data mining in the development of solutions to address challenges in the public and private sectors. This program gives access to the Geospatial Intelligence (GEOINT) Certificate accredited by the United States Geospatial Intelligence Foundation (USGIF).

Goals

The course aims to train specialists who are able to:

- Understand and contribute to the significant technical and social challenges created by computing environments rich in geospatial data, including its architecture, integrity, and management;
- Understand how geospatial data can be acquired and used to support various analysis, modeling, and geovisualization processes in large data environments;
- Understand how artificial intelligence, programming and data mining can be used to intelligently enhance the typical concepts and flows of geographic information science and thus provide institution-centric solutions to multitude of challenges and societal problems across public and private sectors.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS. In the e-learning format, 45 ECTS are mandatory and 15 correspond to elective course units, to be chosen by the students. The offered course units in this program are the following:

- | | |
|--|--|
| ■ Cartographic Sciences and Data Acquisition; | ■ GIS in Organizations; |
| ■ Geographic Information Systems and Science*; | ■ GIS and Modelling; |
| ■ Geospatial Intelligence (GEOINT); | ■ Programming for Geospatial Web Services; |
| ■ Geospatial Data Mining*; | ■ Remote Sensing*; |
| ■ Geospatial Programming*; | ■ Spatial Databases*; |
| | ■ Spatial Data Analysis and Visualization. |

* Mandatory course unit.

Program Coordinator

Marco Painho

Program Length

4 semesters: 2 for the academic component and 2 for the development of a scholarly thesis, work project, or professional internship report, total of 120 ECTS.

Partnership



Accreditation



Geospatial Technologies



The Master's in Geospatial Technologies (Erasmus Mundus Program) is a collaboration among:

- Universidade Nova de Lisboa (NOVA), NOVA Information Management School (NOVA IMS), Lisbon, Portugal;
- University of Münster (WWU), Institute for Geoinformatics (IFGI), Münster, Germany;
- Universitat Jaume I (UJI), Castellon, Spain.

This master's program has been selected by the Erasmus Mundus Program of the European Commission as one of the best master's programs in Europe.

Goals

The course aims to train specialists who are able to:

- Apply data modeling skills;
- Understand the basics of geographic Information;
- Act based on knowledge of information technology new media and fundamental concepts of geoinformatics;
- Resort to skills in geoinformatics, including basic and advanced modules;
- Manage programs and research methods.

Program Length

Three semesters: 2 for the academic component, and 1 for the Master's Thesis, total of 90 ECTS.

Program Coordinator

Marco Painho

Study Plan

The program structure for the path starting at NOVA IMS is:

Semester 1 - NOVA IMS

- Geographic Information Science*;
- Geospatial Data Mining;
- Group Project Seminar on Programming and Analysis*;
- Portuguese;
- Remote Sensing;
- Spatial Data Analysis and Visualization;
- Spatial Statistics.

Semester 2 - University of Münster (WWU)

- Advanced Digital Cartography;
- Applied Geospatial Technologies;
- Core Topics in GI Science*;
- From Data to Knowledge*;
- Geoinformatics Forum*;
- Geoinformatics Forum Discussion Group*;
- Location-Based Services;
- Programming in GI;
- Project Management / Geomundus Conference*;
- Reference Systems for GI;
- Research Methods in GI Science*;
- Spatial Cognition.

Semester 3 - NOVA IMS, WWU or UJI

- Master's Thesis*;
- Thesis follow up*.

* Mandatory course unit.

Partnership



Information Management and Business Intelligence in Healthcare



#2 Europe #1 Portugal

#2 World

EUROPEAN
Best Masters
Ranking 2024

This program aims to complement the training of healthcare managers and professionals who wish to use information and knowledge management to enhance the competitiveness of healthcare organizations. The course covers a wide range of topics, from health and strategic policies to information systems and data science, to prepare future leaders in a dynamic and complex sector. The focus is to provide practical skills and tools that support innovation, process improvement, and better decision-making based on analytical and business intelligence tools.

To provide an interdisciplinary approach, the course is an initiative of four academic units of the Universidade Nova de Lisboa: NOVA IMS, National School of Public Health (ENSP-NOVA), NOVA Medical School (NMS | FCM), and Institute of Hygiene and Tropical Medicine (IHMT).

Goals

The course aims to train specialists who are able to:

- Meet the challenges of the new healthcare market using planning and management control instruments in healthcare organizations;
- Know and manage the processes of innovation and change, as well as customer relationships in the new healthcare market;
- Introduce the principles of Information and knowledge management to promote the competitiveness of organizations working in the health sector;
- Understand the process of Business Intelligence and manage its infrastructure components - people, processes, and technologies;
- Use analytical applications to monitor the performance of organizations, and identify key indicators of the analytical applications in healthcare.

Program Length

Two semesters, total of 60 ECTS.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 37,5 are in mandatory course units:

- Business Intelligence;
- Innovation, Change Management and the New Healthcare Client;
- Leadership and People Management;
- New Healthcare Market;
- Planning and Management Control in Healthcare Organizations;
- Sustainable Healthcare.

The remaining 22,5 ECTS correspond to electives chosen by the students from a wide range of course units offered by NOVA IMS.

Program Coordinators

Guilherme Victorino

José Carlos Caiado

Partnership



INSTITUTO DE HIGIENE E
MEDICINA TROPICAL
DESDE 1902

Support



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Ministério da Saúde



Clinical Research Management



Developed in partnership with NOVA IMS, NOVA Medical School (NMS | FCM), National School of Public Health (ENSP-NOVA) and Universidade de Aveiro (UA), the Master's Degree in Clinical Research Management aims to train highly qualified human resources to promote and facilitate clinical research in healthcare facilities, universities, academic centers, biobanks, pharmaceutical, and healthcare technology companies, clinical research organizations, among others. The program also includes an internship course in a workplace environment, aiming to foster the development of the skills outlined for this study cycle.

Goals

The course aims to train specialists who are able to:

- Professionalize clinical research in various institutions, including health units, universities, academic centers, biobanks, pharmaceutical companies, health technology companies and clinical research organizations;
- Improve the quality, performance and competitiveness of research teams.

Program Length

Four semesters: 3 for the curricular component and 1 for the development of a scientific dissertation, a project, or an internship, total of 120 ECTS.

Study Plan

The study plan for the curricular component consists of 12 course units:

- Basic Principles in Management;
- Biobanks and Biological Samples Management;
- Data and Information Management;
- Epidemiology and Methods in Clinical Research;
- Ethics in Clinical Research;
- Fundamentals of Clinical Research;
- Health Quality Management;
- The organization of the health care system;
- Regulatory Affairs and Safety;
- Statistics Applied to Clinical Research;
- Scientific Writing and Communication;
- Optional Course Unit*.

*Any course unit of the 2nd cycle lectured at NMS|FCM, NOVA IMS and ENSP-NOVA.

Program Coordinators

NOVA IMS: Pedro Simões Coelho

NMS | FCM: Lúcia Domingues

ENSP-NOVA: Paulo Boto

UA: Teresa Herdeiro

Partnership



Information Management and Business Intelligence in Healthcare



This program aims to complement the training of healthcare managers and professionals who wish to use information and knowledge management to enhance the competitiveness of healthcare organizations. The course covers a wide range of topics, from health and strategic policies to information systems and data science, to prepare future leaders in a dynamic and complex sector. The focus is to provide practical skills and tools that support innovation, process improvement, and better decision-making based on analytical and business intelligence tools.

To provide an interdisciplinary approach, the course is an initiative of four academic units of the Universidade Nova de Lisboa: NOVA IMS, National School of Public Health (ENSP-NOVA), NOVA Medical School (NMS | FCM), and Institute of Hygiene and Tropical Medicine (IHMT).

Goals

The course aims to train specialists who are able to:

- Meet the challenges of the new healthcare market using planning and management control instruments in healthcare organizations;
- Know and manage the processes of innovation and change, as well as customer relationships in the new healthcare market;
- Introduce the principles of Information and knowledge management to promote the competitiveness of organizations working in the health sector;
- Understand the process of Business Intelligence and manage its infrastructure components - people, processes, and technologies;
- Use analytical applications to monitor the performance of organizations, and identify key indicators of the analytical applications in healthcare.

Program Length

Two semesters, total of 60 ECTS.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 37,5 are in mandatory course units:

- Business Intelligence;
- Innovation, Change Management and the New Healthcare Client;
- Leadership and People Management;
- New Healthcare Market;
- Planning and Management Control in Healthcare Organizations;
- Sustainable Healthcare.

The remaining 22,5 ECTS correspond to electives chosen by the students from a wide range of course units offered by NOVA IMS.

Program Coordinators

Guilherme Victorino

José Carlos Caiado

Partnership



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Support



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Ministério da Saúde



Clinical Research Management



Developed in partnership with NOVA IMS, NOVA Medical School (NMS | FCM), National School of Public Health (ENSP-NOVA) and Universidade de Aveiro (UA), the Master's Degree in Clinical Research Management aims to train highly qualified human resources to promote and facilitate clinical research in healthcare facilities, universities, academic centers, biobanks, pharmaceutical, and healthcare technology companies, clinical research organizations, among others. The program also includes an internship course in a workplace environment, aiming to foster the development of the skills outlined for this study cycle.

Goals

The course aims to train specialists who are able to:

- Professionalize clinical research in various institutions, including health units, universities, academic centers, biobanks, pharmaceutical companies, health technology companies and clinical research organizations;
- Improve the quality, performance and competitiveness of research teams.

Program Length

Four semesters: 3 for the curricular component and 1 for the development of a scientific dissertation, a project, or an internship, total of 120 ECTS.

Study Plan

The study plan for the curricular component consists of 12 course units:

- Basic Principles in Management;
- Biobanks and Biological Samples Management;
- Data and Information Management;
- Epidemiology and Methods in Clinical Research;
- Ethics in Clinical Research;
- Fundamentals of Clinical Research;
- Health Quality Management;
- The organization of the health care system;
- Regulatory Affairs and Safety;
- Statistics Applied to Clinical Research;
- Scientific Writing and Communication;
- Optional Course Unit*.

*Any course unit of the 2nd cycle lectured at NMS|FCM, NOVA IMS and ENSP-NOVA.

Program Coordinators

NOVA IMS: Pedro Simões Coelho

NMS | FCM: Lúcia Domingues

ENSP-NOVA: Paulo Boto

UA: Teresa Herdeiro

Partnership



Achievement Awards

At NOVA IMS, excellence is recognized, celebrated and rewarded. NOVA IMS' Merit Awards* are not just symbolic recognitions, they are a tangible testament to the institution's commitment to nurturing and celebrating academic talent, with prizes being awarded to students who stand out for the excellence of their academic performance.

In 2022, we had the honor of awarding a total of 130 prizes, worth over 160 thousand euros.

We strongly believe that these recognitions not only highlight the dedication and academic excellence of our students but also cultivate an environment that fosters ongoing personal and professional growth.

These prizes are awarded in partnership with AD NOVA IMS Partners and other Supporting Entities, including:



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hurb

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*The prizes awarded are subject to updates throughout the academic year, and additional prizes may be introduced in line with the partnership protocols established between NOVA IMS and Supporting Entities. For more information on the prizes awarded, see the page <https://www.novaims.unl.pt/achievement-awards> on the NOVA IMS website.



Employability

NOVA IMS is proud to have contributed to the training of excellent professionals in the national and international labor market. Based on the perspective of promoting the employability of our graduates and an effective interconnection with the business world, NOVA IMS has been developing cooperation with companies and other public and private institutions.

According to data from the ObipNOVA Independent Report, the average net monthly salary of a NOVA IMS' master's graduate is €1,466*.

Seeking to bring companies closer to our students and to accompany them on their professional path, NOVA IMS offers a support platform for professional integration, Career Center by Jobteaser, through which students and Alumni have access to exclusive job offers: the NOVA IMS Career Center currently has over 600 companies, around 130 of which are exclusive to NOVA IMS, with more than 800 job/internship offers being published in 2023. Here are some companies that have recruited and offered internships to our students.



NOKIA



Jerónimo
Martins



inetum.⁺
Positive digital flow



REUTERS



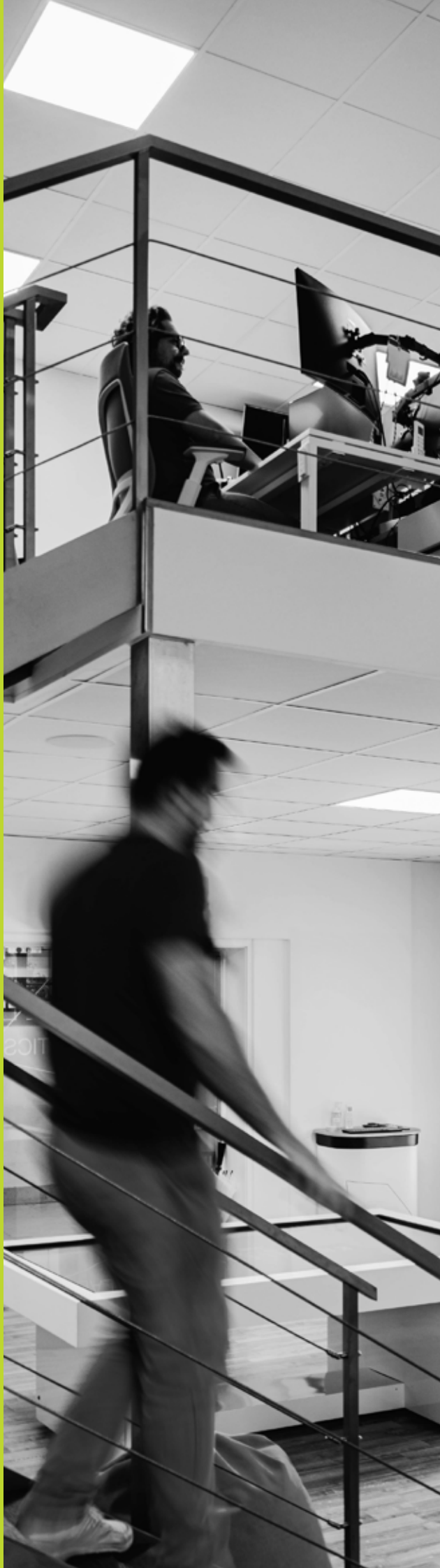
Sonae

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NOVABASE

eurostat 

* Independent ObipNOVA report on NOVA IMS master's graduates in 2019. Employability rate measured in the QS Employment Ranking 2020.





Labs

NOVA IMS has created 14 thematic and specialized laboratories supervised by researchers specialized in their respective areas. These laboratories are intended to be interfaces between the excellence of our research and organizations, developing collaborative projects that allow the transfer of knowledge in close alignment with the specific needs of businesses.

These laboratories allow the development of joint projects in the various themes they cover, sharing the transversal characteristics of being leveraged by Information Management and Data Science.

NOVA
**business
intelligence
& analytics** lab
powered by NOVA IMS
BI4ALL Microsoft

NOVA
**information
systems
& analytics** lab
powered by NOVA IMS

NOVA
**marketing
analytics** lab
powered by NOVA IMS

NOVA
**geoinformatics
& analytics** lab
powered by NOVA IMS

NOVA
**data
analytics** lab
powered by NOVA IMS

NOVA
**data-driven
public policies** lab
powered by NOVA IMS

NOVA
**innovation
& analytics** lab
powered by NOVA IMS

NOVA
**center for
global health** lab
powered by NOVA IMS

NOVA
**health
& analytics** lab
powered by NOVA IMS

NOVA
blockchain lab
powered by NOVA IMS

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& hospitality
analytics** lab
powered by NOVA IMS

NOVA
**cidade
urban
analytics** lab
powered by NOVA IMS

NOVA
**business
modelling
analytics** lab
powered by NOVA IMS

NOVA
**applied
economics
& analytics** lab
powered by NOVA IMS

Mobility

Through mobility programs, NOVA IMS students have the opportunity to attend a semester in an educational institution with which a partnership has been established. Aware of the importance of developing a culture of cooperation and mobility, NOVA IMS already has multiple partner institutions.

Students can also apply for mobility internships for companies and institutions in the various program countries.



Turkey



Switzerland



Sweden



Spain



Belgium



Lithuania



France



Germany



Greece



United Kingdom



Holland



Italy



Finland



Denmark



Czech Republic



Poland



Slovenia



Norway



Hungary



Austria



Connection to Society



AD NOVA IMS is the Association for the Development of the NOVA Information Management School.

It is a nonprofit institution with the status of a legal entity of public interest, established in October 1990.

It plays a crucial role in the NOVA IMS strategy, linking academia and society and contributing to the development of activities related to research, internationalization, sources of funding for education, vocational integration and employability of NOVA IMS students.

AD NOVA IMS currently consists of 10 public and private institutions that engage in NOVA IMS academic life, through several initiatives such as awarding merit scholarships, internships, research projects, organizing conferences and events, advanced training courses, and research seminars in order to meet specific needs in the business environment.

In addition to the activities of the Association aimed at Members, Faculty, Students, and Alumni, AD NOVA IMS monitors the employability and career paths of graduate students and publishes more than 800 job offers, annually.

Partners:



Services

Students' Support Office

The Students' Support Office assesses suggestions, ideas, requests for information and complaints, ensuring that the relevant departments address them. Students can also contact this office to obtain clarification of doubts and all other useful information for their academic careers.

IT Services

NOVA IMS IT Services provide students with daily Helpdesk support from 8 a.m. to 10:30 p.m., and supply a range of software for educational and research purposes.

All students are entitled to a Microsoft® Office 365 account and access to over 150 pieces of free software available for teaching and research purposes.

AD NOVA IMS - Erasmus Office of Professional Insertion and Mobility

Within the scope of AD NOVA IMS, the Professional Insertion Office has as its primary objective to promote the approximation of NOVA IMS students to the employment market, establish and develop relationships with companies, and disseminate job/internship offers.

In turn, Erasmus Mobility promotes activities related to internationalization through the dissemination of the various mobility programs. This Office also supports the integration of international students.

Value Creation Office

NOVA IMS' Value Creation Office is based on four essential pillars: Executive Education, Career Design & Mentoring, Entrepreneurship, and Knowledge Transfer. Each of these pillars offers a wide range of opportunities for students. The office's primary mission is to promote innovation through knowledge. Drawing on the experience cultivated at NOVA IMS, programs and initiatives are proposed for both students and organizations.

Academic Services

Academic Services perform activities in the educational domain, monitoring students and examinations to obtain academic titles and degrees.

NOVA IMS offers a Virtual Secretariat where students can consult all documents, program regulations, school operational procedures and request the issuance of documents, avoiding traveling to the school campus.

Library and Documentation Services

Specializing in Information Management, the NOVA IMS Library and Documentation Services aim to provide students with access to documentation and information required for the development of their academic and scientific activities.

It offers multipurpose workspaces and multiple current bibliographic resources from emerging scientific areas.





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