



# NOVA

# IMS

Information  
Management  
School

Master Degree  
Program in

## Information Management

with a specialization in  
Knowledge Management  
and Business Intelligence

After Working Hours  
Schedule

[www.novaims.unl.pt](http://www.novaims.unl.pt)

Instituto Superior de Estatística e Gestão de Informação  
Universidade Nova de Lisboa

# Master Degree Program Information Management

Specialization in Knowledge Management and Business Intelligence



**1<sup>st</sup>** **WORLD  
EUROPE  
PORTUGAL**

**The Best Master Program  
in the World for  
the 5<sup>th</sup> time in a row**



EDUNIVERSAL  
**RANKING 2022**  
BEST MASTERS

**Master Degree Program in Information Management**  
**Specialization in Knowledge Management and Business Intelligence**

The globalized environment in which businesses develop their activity promotes, as a critical success factor, the ability of organizations to access its own data, information, and knowledge.

This program aims to train experts and managers able to use business analytics processes and principles of knowledge management in order to support decision making in organizations, to induce the creation of value and enhance its competitiveness.

## Goals

This master degree program aims 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.



## Who is it for?

The Master degree program in Information Management, with a specialization in Knowledge Management and Business Intelligence, is aimed at graduates in a compatible field (Management, Engineering, Economics, Marketing, Statistics and Information Management, Sociology or Psychology) or another area of knowledge if qualified with the appropriate professional experience in information management activities.

Among the potential target of this specialization, we highlight those who have roles in Knowledge Management and Business Intelligence, Data Warehouses Managers as well as managers and leaders looking managers looking for added value provided from data warehouses of the organizations in which they develop their activity. This program also aims at technical staff and managers that need to work together to launch BI initiatives.

## Study Plan

The Study Plan of this program consists of a curricular component and the development of a thesis or a work project or a professional internship report (35 ECTS).

### 1<sup>st</sup> YEAR - FALL SEMESTER

Course Unit	ECTS
Business Intelligence I	7,5
Descriptive Methods of Data Mining	7,5
Knowledge Management	7,5

### 1<sup>st</sup> YEAR - SPRING SEMESTER

Course Unit	ECTS
Big Data Analytics	7,5
Business Intelligence II	7,5
Predictive Methods of Data Mining	7,5
Research Methodologies	7,5

### 2<sup>nd</sup> YEAR - FALL SEMESTER

Course Unit	ECTS
Research Methodologies	
Scholarly Thesis	35
OR	
Work Project	
OR	35
Professional Internship Report	

The curricular component (1<sup>st</sup> and 2<sup>nd</sup> semesters of the program) corresponds to 60 ECTS, of which 52,5 are in mandatory course units.

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

To learn more, please visit:

[www.novaims.unl.pt/mgi-gcbi-regime-pos-laboral](http://www.novaims.unl.pt/mgi-gcbi-regime-pos-laboral).

## Faculty Staff

The faculty staff of this program includes internationally renowned academia and reputable experts, to ensure a scientific training.

## Academic Calendar

The program lasts 3 semesters. The classes (1<sup>st</sup> and 2<sup>nd</sup> semesters) start in September, end in June and run after working hours (after 6:30 p.m.), 2 to 3 times a week.



## Coordinator of the Program

Fernando Bação

## Entry Requirements

To enter this program, applicants must meet the following requirements:

- Hold a bachelor's degree in a compatible field;
- Be proficient in English (spoken and written).

## Contacts

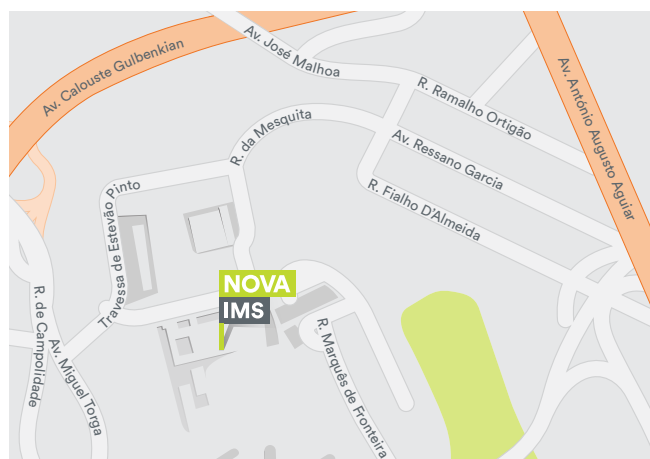
For more information about this program, please contact:

### Admissions Office Coordinator

**Beatriz Branco**

abranco@novaims.unl.pt

+351 213 828 610 (Call to the national fixed network)



## How to get to NOVA IMS

### Carris

701, 713, 716, 726, 742, 746, 756, 758, 770

### Metro

São Sebastião (Blue and Red Lines)  
Praça de Espanha (Blue Line)

### GPS Coordinates

38.732462 | -9.159921

Campus de Campolide, 1070-312 Lisboa

Tel: +351 213 828 610 (Call to the national fixed network)

Fax: +351 213 828 611

### NOVA IMS' Accreditations and Certifications

