

NOVA

IMS

Information
Management
School

Postgraduate
Program in

Enterprise Information Systems



In partnership with:  **Microsoft**

www.novaims.unl.pt

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

Postgraduate Program Enterprise Information Systems



The optimization of enterprise information systems is mandatory for companies to invest in analytical processes to support decision making. The postgraduate program in Enterprise Information Systems, developed in partnership with Microsoft, covers technological, functional and management dimensions, and trains experts in adopting and using operational information systems capable of contributing to the excellence of organizations where they develop their professional activities.

Goals

Today, companies need solid knowledge of operational information systems to explore them as competitive advantages. Businesses expect information systems to accelerate the development of new products and services, support monitoring and control, improve relationships with customers, partners, and suppliers, and enhance Business Intelligence platforms. This program addresses concepts related to the design, development, and management of information systems in organizations, and how they can become more competitive and efficient through their use.

The partnership with Microsoft allows including computer labs in the different course units in which students have the opportunity to explore the several solutions (Microsoft Dynamics CRM and ERP, SharePoint, Azure, SQL Server, and others) hands-on.

Who is it for?

This program is aimed at undergraduates in any compatible field who wish to acquire technical, functional and management skills in enterprise information systems.

Among the potential target, those who have duties in information systems aligned with business strategy, particularly, logistics, finances, human resources, knowledge management, sales and marketing, stand out in the selection process.

Study Plan

To earn the postgraduate program diploma in Enterprise Information Systems, students complete 8 course units, of which 6 are mandatory and 2 are elective to be chosen by the students.

MANDATORY COURSE UNITS

Business Process Management Jurij Jaklic	7,5 ECTS	Business Intelligence Miguel Neto	7,5 ECTS
Customer Relationship Management Systems André Mestre	7,5 ECTS	Enterprise Cloud Mobility Henrique Carreiro	7,5 ECTS
Enterprise Resource Management Systems José Mourarias	7,5 ECTS	Information Technologies Services Management Rui Soares	7,5 ECTS

ELECTIVE COURSE UNITS

The students may choose any course unit offered by NOVA IMS, included in the postgraduate and master programs' curriculum. The advised course units are in green.

- Architectures for Information Technology
- Banking and Insurance Operations
- Big Data Applications
- Cartographic Sciences
- Customer Relationship Management (CRM)
- Customer Satisfaction and Loyalty Management
- Data Analysis
- Data Collection Methods
- Data Mining I
- Data Mining II
- Database Management Systems
- Decision Support Systems
- Digital Marketing
- Econometric Methods
- Experiential Marketing
- Forecasting Methods
- Geographic Databases and Geospatial Web Services
- Geographic Information Systems and Science
- Geospatial Data Mining
- Geospatial Intelligence
- Geostatistics
- GIS Applications
- GIS in Organizations
- GIS Modelling
- Information Project Management
- Information Systems Governance
- Information Systems Management
- Introduction to Geostatistics
- Knowledge Management
- Market Research
- Marketing Management
- Marketing Strategy and Consumer Behavior
- New Healthcare Market
- Open Software and GIS Programming
- Planning and Management Control in Healthcare Organizations
- Principles of Financial Management
- Quantitative Methods for Marketing - Descriptive Methods
- Quantitative Methods for Marketing - Explanatory Methods
- Remote Sensing
- Research Methodologies
- Risk Management
- Search Engine Marketing
- Social Media Intelligence
- Solvency Models
- Spatial Databases
- Statistics
- Survey Methods
- Sustainable Healthcare
- Value Quantification Technics
- Web Analytics
- Web Marketing and E-Commerce



Academic Calendar

The program lasts two semesters. The classes will start in February, ending in December, running after working hours (after 6.30 p.m.), 2 to 3 times a week.

Faculty Staff

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

Access to Master degree program

This postgraduate program gives access to the Master degree program in Information Management. To earn the Master's degree, the students must have approval to every mandatory course units of the chosen specialization and develop a scientific thesis, work project or a report of a professional internship.

Applications

The requirements for the application are:

- Bachelor's degree in a compatible field;
- Analysis of academic and professional curriculum;
- Interview with the Admissions' Jury Panel.

Contacts

For more information about the NOVA IMS' program, please contact any member of the team:

Coordinator of the Program

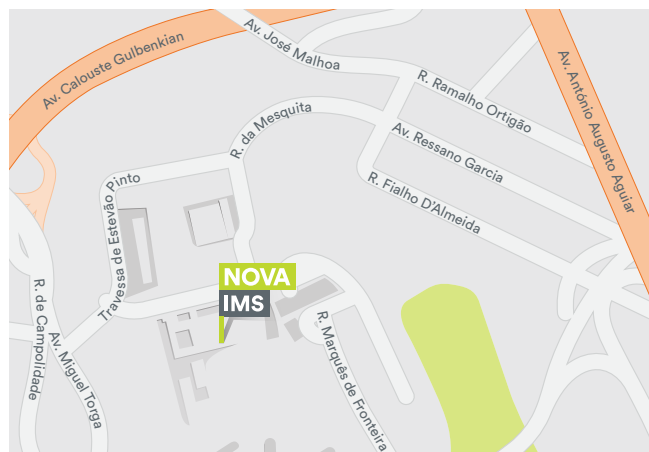
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How to get to NOVA IMS

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

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NOVA IMS' Accreditations and Certifications

