

Self-Study and Self Assessment Prior	<p>Self Study: Two weeks before the start of the program, participants will receive a "self-study pack" with a set of readings, cases and instructions relating to each program module. This phase of self-study allows participants to become familiar with some of the themes and concepts of management in order to optimize its capacity for learning and interaction in the following sections. Self-assessment Prior: This self-assessment shall be made by the beginning of the program. So the participant can assess their level of knowledge and familiarity with the issues that will be addressed in the program and identify improvement areas. It would help to compare this result with the self-assessment at the end of the program.</p>							
Area	Module	Faculty	Month	Day		Schedule		
STRATEGY AND MARKETING	Program Opening (1h)	Coordinators	June	25	Monday	9h15 - 10h15		
	Marketing Management and Strategic Positioning (7h30)	Pedro Celeste				10h15 - 13h15		
						14h30 - 19h00		
Tools of Management and Strategy (7h30)	Joana Santos Silva	26		Tuesday	9h15 - 12h45			
					14h - 18h			
FINANCES	Financial Analysis (7h30)	Sílvia Cortês		27	Wednesday	9h15 - 12h45		
	Investment Project Analysis (3h30)					14h - 18h		
STRATEGY AND MARKETING	Business Models and Management of New Technologies (3h30)	Paulo Cardoso Amaral		28	Thursday	9h15 - 12h45		
LEADERSHIP AND HUMAN RESOURCES	Communication and Persuasion (3h30)	João Matos				29	Friday	14h30 - 18h
	Trading Tools (3h30)							9h15 - 12h45
LEADERSHIP AND HUMAN RESOURCES	People and Teams Management (7h30)	Ricardo Costa	30	Saturday	14h - 17h30			
					9h15 - 12h45			
Group Dynamics	Group Dynamics (7h30)	Coordinators	July	2	Monday	14h - 18h		
						9h15 - 12h45		
Self-assessment Final	<p>The purpose of this self-assessment is to allow the participant to assess its own consequent development of participation in the Program. Participants can compare their final results with the class average and the results of the initial assessment. Based on the assessment, the participant will receive a personalized development plan and a recommended reading list.</p>							
Closing Ceremony			July	2	6ª feira	18h00		

Total: 52,5 horas

Coordinators:

Joana Santos Silva - MBA at Católica-Nova. Postgraduate degree from the Kellogg School of Management. Former Senior Director for Strategic Strategy and Advancement at CATÓLICA -LISBON, where she currently teaches Masters and coordinates Executive Programs on Digital, Marketing and management in Executive Education. Former Director of a pharmaceutical industry enterprise.

Pedro Celeste - Holds a PhD from Univ. Complutense in Madrid. Diplomas from Kellogg School of Management and IESE – University of Navarra. Coordinator of the Executive Master in Management programs and also of various programs in the areas of marketing and general management at CATÓLICA-LISBON Executive Education. Director of PC&A - Strategic Marketing Consultants. R