

Winter Semester 2024/2025
SUBJECTS AVAILABLE FOR EXCHANGE STUDENTS

TOURISM, TOURISM RECREATION, CATERING, HOTEL MANAGEMENT, AND MARKETING

Tourism, Tourism Recreation, Catering, Hotel Management, and Marketing					
Code	Subject	UC	ECTS	Year	Language
1 st cycle – Undergraduate Courses Subjects					
8514201 - GE	English for Events I	Inglês para os Eventos I	4	1 st	English
9207301 - MT	English for Marketing I	Inglês para o Marketing I	4	1 st	English
9254345 - TUR	English for Tourism V	Inglês para o Turismo V	4	3 rd	English
9848435 - AT	English I	Inglês I	4	1 st	English
8514213 - GE	English III	Inglês III	3	2 nd	English
9848409 - AT	English III	Inglês III	4	2 nd	English
8514309 - GE	Experience and Creativity in Events	Criatividade e Experiência em Eventos	4	3 rd	English
9254318 - TUR	Geography of Tourism	Geografia do Turismo	5	3 rd	English
8514229 - GE	Human Resources Management	Gestão de Recursos Humanos	4	3 rd	English
9207302 - MT	Introduction to Tourism	Introdução ao Turismo	6	1 st	English
9207407 - MT	Marketing Creativity	Criatividade em Marketing	4	2 nd	English
2131018 - GRC	Restaurant Industry Marketing	Marketing para a Restauração	6	2 nd	English
9254219 - TUR	Environment and Tourism	Ambiente e Turismo	6	1 st	Portuguese with English support
9178220 - GTH	Financial Management	Gestão Financeira	6	2 nd	Portuguese with English support
9178241 - GTH	Food and Beverage Management	Gestão de Alimentação e Bebidas	6	3 rd	Portuguese with English support
9254331 - TUR	French for Tourism I	Francês para o Turismo I	4	3 rd	Portuguese with English support
9254339 - TUR	French for Tourism III	Francês para o Turismo I	4	3 rd	Portuguese with English support
9848302 - AT	German I	Alemão I	3	1 st	Portuguese with English support
9848410 - AT	German III	Alemão III	3	2 nd	Portuguese with English support
9254311 - TUR	Information Systems in Tourism	Sistemas de Informação em Turismo	6	2 nd	Portuguese with English support
9207303 - MT	Introduction to Marketing	Introdução ao Marketing	4	1 st	Portuguese with English support
9848305 - AT	Introduction to Tourism	Introdução ao Turismo	6	1 st	Portuguese with English support
8514214 - GE	Spanish I	Espanhol I	3	2 nd	Spanish with English support
9848303 - AT	Spanish I	Espanhol I	3	1 st	Spanish with English support
9848411 - AT	Spanish III	Espanhol III	3	2 nd	Spanish with English support
2 nd cycle – Master Courses Subjects					
2039202 - mMPT	Consumer Behaviour	Comportamento do Consumidor	5	1 st	Portuguese with English support – Online – B-learning
2039204 - mMPT	Research Methodology	Metodologias de Investigação	5	1 st	Portuguese with English support – Online – B-learning
2039201 - mMPT	Digital Communication and Promotion	Promoção e Comunicação Digital	5	1 st	Portuguese with English support – Online – B-learning
2039205 - mMPT	Research Studies	Estudos de Mercado	5	1 st	Portuguese with English support – Online – B-learning
2090101 - mSTM	Economics of Tourism	Economics of Tourism	5	1 st	English – Online – B-learning
2090102 - mSTM	Tourism Strategy and Policy	Tourism Strategy and Policy	5	1 st	English – Online – B-learning
2090103 - mSTM	Quality Management in Tourism	Quality Management in Tourism	5	1 st	English – Online – B-learning
2090108 - mSTM	Tourism Products Management	Tourism Products Management	5	1 st	English – Online – B-learning

Note:

- 1) Subjects taught in Portuguese/Spanish with English support, depending on each teacher's decision whether to give the class in English or in other language. Students will be given materials in English and evaluation will be in English.
- 2) Subject in Portuguese with English support from 3rd year are condensed and will have classes in the first 7 weeks of the semester.

- 3) All subjects must be approved on the theoretical and on the practical component
- 4) Tutorial appointments can be scheduled with each teacher.
- 5) Other subjects may be chosen from our [general offer](#) but will have classes entirely in Portuguese.

If you need specific information regarding the syllabus programme and contents of the subject follow the procedure below to access Syllabus programme.

Search on browser for “AGCP”. On the page, please make sure you choose our school “ESTM” and current school year.



Then search for the syllabus.

The first four numbers of the syllabus code identify the course, by Portuguese name of the subject choose the “Inglês” (English) syllabus.

