

Spring Semester 2025/2026

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	Degree
TUR	Cultural Heritage Interpretation	Interpretação do Património Cultural	5	2 nd	English	Bachelor
MT	Culture and Society	Cultura e Sociedade	4	2 nd	English	Bachelor
GTH	Marketing Applied for Hospitality	Marketing Aplicado à Hotelaria	4	3 rd	English	Bachelor
TUR	Tourism Economy	Economia do Turismo	5	2 nd	English	Bachelor
GTH	Front-office and housekeeping practices.	Técnicas de Alojamento	6	2 nd	English	Bachelor
TUR	Tourist Planning and Development	Planeamento e Desenvolvimento do Turismo	6	2 nd	English	Bachelor
GTH	Strategic Management in Tourism	Gestão Estratégica no Turismo	4	3 rd	Portuguese with English support	Bachelor
MT	English for Marketing II	Inglês para o Marketing II	4	1 st	Portuguese with English support	Bachelor
GE	Fairs and Exhibitions	Feiras e Exposições	6	3 rd	Portuguese with English support	Bachelor
GTH	Financial Accounting	Contabilidade Financeira	6	1 st	Portuguese with English support	Bachelor
MT/GE	Spanish II	Espanhol II	4	2 nd	Spanish	Bachelor
GRC	Spanish for the Restaurant Industry II	Espanhol para a Restauração II	3	1 st	Spanish	Bachelor
GTH	English II	Inglês II	4	1 st	English	Bachelor
АТ	English II	Inglês II	4	1 st	English	Bachelor
GRC	English for the Restaurant Industry II	Inglês para a Restauração II	4	1 st	Portuguese with English support	Bachelor
GRC	IT Applied to the Restaurant Industry	Informática Aplicada à Restauração	6	1 st	Portuguese with English support	Bachelor
AT/TUR	English IV	Inglês IV	4	2 nd	English	Bachelor
STM	Tourism Products Management	Gestão de Produtos Turísticos	5	1 st	English B-learning	Master
STM	Tourism Projects Management	Gestão de Projetos Turísticos	5	1 st	English B-learning	Master
STM	Budget and Financial Management	Gestão Orçamental e Financeira	5	1 st	English B-learning	Master
STM	Tourism Markets	Mercados Turísticos	5	1 st	English B-learning	Master
STM	Tourism and Cultural Heritage	Turismo e Património Cultural.	5	1 st	English B-learning	Master

Required reading notes:

- 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.
- 6) Master's degree subjects can be chosen by Bachelor's students.

ESCOLA SUPERIOR

- 7) The scheduling compatibility between subjects may not be total. This compatibility will depend on the chosen course. Any changes to the study plan with subjects from this list will be permitted after the schedules are released at the beginning of the semester.
- 8) In exceptional cases, courses may not have available spaces or may not operate in the advertised format/language. In this case, you will be notified of this change in a timely manner.

SYLLABUS:

If you need specific information regarding the syllabus programme and contends 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 2023/2024 school year.

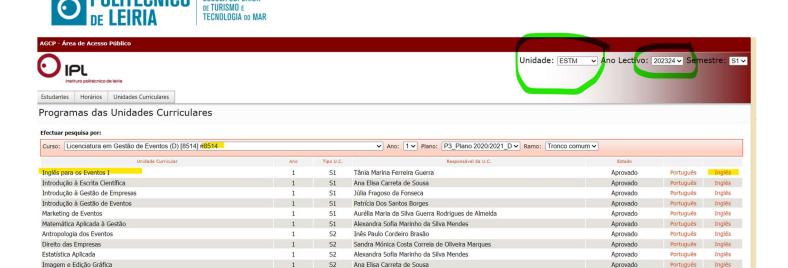


Then search for the syllabus.

Inglês para os Eventos II

Pesquisa de Mercado

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



Tânia Marina Ferreira Guerra

Veronica Nobre de Oliveira Registos Encontrados: 12 Aprovado

Português