



FCH | 2025/2026

Oferta curricular em inglês

- 1º Semestre

Course Unit Code	Course Unit Designation / Unidade Curricular	ECTS credits
131691	Portuguese Language Course - Beginners [A1]	6
134144	Advertising Analysis	5
134232	Cities and Urban Cultures	6
131698	Communication and Leadership	6
134142	Contemporary Issues	5
133232	Cultural Management	5
136011	Communicating Bits: An Introduction to Computer Programming	5
138535	Emotional Skills Lab	5
138504	Foundations of Microeconomics (2)	6
131699	Global Asia - Politics, Business and Cultures	6
138537	Hobbesian Public Policy (New)	6
133217	Intercultural Communication	6
131725	International Marketing	6
138531	International Relations	6
133299	Language (Hi)stories	5
138505	Mathematics for Business and Economics (2)	6
138534	Media, Propaganda and Disinformation	6
138530	Microeconomics (2)	6
131722	Non-Fiction Storytelling	6
138520	Political Economy of Development	6
131681	Portuguese Culture & Society	6
131683	Portuguese Film (New)	6
138528	Public International Law	6
134256	Science Communication	6
131728	Sociology of Communication	6
133249	Theories of Culture	5



332678	Mandarin Chinese Language I	6
332673	Japanese Language I	6
332688	Korean Language I	6

- **2º Semestre**

Course Unit Code	Course Unit Designation / Unidade Curricular	ECTS credits
131691	Portuguese Language Course - Beginners [A1]	6
138508	Comparative Politics	6
131696	Creative and Cultural Industries	6
131693	Culture and Globalization	6
131732	Global Challenges and Public Policies	6
133231	English Culture	5
136018	Film, Space and the Contemporary World	5
138509	Foundations of Macroeconomics (1)	6
136008	Integrated Marketing Communication	6
131725	International Marketing	6
131725	International Marketing	6
131731	International Relations	6
131695	Investigative Journalism	6
138529	Macroeconomics (1)	6
136017	Media and Activism	5
138534	Media, Propaganda and Disinformation	6
134233	Memory and Culture	6
134163	North American Culture	5
134212	Organizational Communication	5
131730	Personal and Professional Development (New)	6
131718	Politics & Development of Contemporary Portugal	6
131660	Portuguese Contemporary History	6
138519	Public Policies	6
131717	Public Relations	6
131724	Publics and Audiences	6
131694	Representation Theories	6



138510	Statistics (1)	6
133246	Translation History and Theories (*Tutoring)	5
332674	Japanese Language II	6
332679	Mandarin Chinese Language II	6

Advertising Analysis

5 ECTS / Semester

This subject aims to foster reflection on the role of advertising in contemporary society. The specific objectives include: Develop media literacy capacities. Develop tools to analyze images and texts. Apply advertising as a means of accessing an understanding of communication forms. Evaluate the place and role of advertising in contemporary society.

Cities and Urban Cultures

5 ECTS / Semester

- To articulate the urban landscape with cultural processes;
- To discuss concepts related to the city as text, spectacle, diversity and difference, and representation;
- To examine the relation of the cityspace with processes of urban life, gentrification, and touristification, right to the city, diversity and difference, and cartographic, cultural, and artistic representations;
- To promote the debate on issues and representations regarding the contemporary city.

Communication and Leadership

6 ECTS / Semester

To provide students with a broad and rigorous understanding of the phenomenon of leadership from a communication point of view across the political, corporate, and social fields. Students develop skills in understanding the fundamental aspects of communication in leadership as well as social skills such as relating the theoretical understandings with concrete examples, and furthering their capacity to understand different types of leadership while critically reflecting about communication in leadership.

Contemporary Issues

5 ECTS / Semester

The seminar intends to present students a set of contemporary social themes, allowing for the study and reflection with student participation based on readings and other type of activities. The themes chosen are relevant both for society in general and for deepening student general knowledge in particular, allowing them to master methods of reflection and research of relevance both as citizens and communicators.

Cultural Management

5 ECTS / Semester

The seminar in Cultural Management aims to reflect on the core theories while addressing the practicalities of Cultural Management. A special attention will be given to the Portuguese reality. Although, when appropriate, comparisons will be drawn with the international context and methodologies. The sustainability of projects, both profit and non-profit, will be addressed in its economic and social backdrops.

Communicating Bits: an Introduction to Computer Programming

5 ECTS / semestral

To acquire fundamental knowledge in computer programming, using the Python language as a means.

To stimulate the ability to identify opportunities for developing programming solutions to communication problems.

Emotional Skills Lab

5 ECTS / semestral

- Understand socio-emotional competencies in their entirety, regarding the concept, historical evolution, scientific foundations, and theoretical models;
- Master emotional awareness and regulation;

- Set goals with clarity and purpose;
- Relate positively with oneself, others, and society in a positive way;
- Apply the principles of socio-emotional competencies in different contexts (personal well-being, academic life, professional life, community, and society);
- Cultivate emotional well-being throughout life.

Foundations of Microeconomics

6 ECTS / Semester

The purpose of this course is to allow students to master some of the central concepts of economics. The course deals with microeconomics and so it aims to understand the behavior of consumers, of companies and the functioning of markets. Primary emphasis is placed upon acquiring tools with which students become able to analyze current economic issues, including the understanding of everyday economic problems.

Global Asia - Politics, Business and Cultures

5 ECTS / Semester

- Is the 21st Century the Century of Asia?
 - Echoes of the Pandemic
1. The Belt and Road Initiative - China, the first economic and geopolitical hyperpower?
 2. Digital Confucianism - China and East Asia Hallyu and a new K-World – the "Korean Wave" with K-Pop, K-Drama and K-Food
 3. The Unity of the Korean Peninsula - The "Sunshine Policy"
 4. Techno-Japan and the End of the World War II Burden
 5. Cool Japan - Fashion, Design, Manga, and Anime
 6. The Wonder that is India - Nationalism, Hinduism, and Islam
 7. Buy Indian, Sell Indian - The quest for a Global India Caliphate, Islamic State, and the return of History
 8. Cosmopolitan Islam: the cases of Malaysia and Indonesia

Hobbesian Public Policy

No information yet

Intercultural Communication

5 ECTS / Semester

Questions of intercultural communication arise at several moments in the BA in Applied Foreign Languages, starting with language learning where communicational challenges frequently appear as they will do later in professional life. But the problem of intercultural communication is not limited to linguistic issues. The route of learning itself and the whole process of communication is influenced by a cultural dimension relevant to their success. The awareness of its importance prepares for the application of techniques and strategies which are central to an adequate intercultural communication.

Internacional Marketing

5 ECTS / Semester

This course will offer a thorough, current, academic, and practical grasp of the distinctions and difficulties involved in conducting business successfully globally versus domestically. Additionally, this course intends to equip students with the knowledge, skills, and strategies necessary to analyze the global business and marketing landscape, create effective international marketing strategies, and respond more effectively to global opportunities and competitive circumstances. Students will gain a thorough understanding of international marketing environments, including the socioeconomic, legal, political, financial, and cultural factors that influence them. This will provide the required information about the context for the necessary analysis and decision-making. Students will also analyze international market profiles, explore strategic options for entry and expansion, and learn about international marketing research methods, data analysis techniques, international marketing mix decisions, and current issues in multinational marketing.

International Relations

6 ECTS / Semester

This course helps students to relate, organize, and analyse political events that occur on the international level. Students will learn how to think critically about international relations and its impact on our lives and well-being in the present and future. The concept of power, the factors that shape the foreign policies of states, the politics of economic relations, the use of force, and a broad range of global issues are examined.

Language (Hi)Stories

5 ECTS / Semestre

This course aims to stimulate reflection on language as a ubiquitous and symbolic system of representation and communication, based on 10 stories or questions: some of them are more familiar and close to the daily experience of speakers and are subjected to analysis, while others open the study of language to broader frameworks, such as the cultural origin of human language, the stages of language development or the ways in which language is realized.

The exploration of these situations will also provide an introduction to the main areas of linguistic study: phonetics, morphology, lexicology, syntax, semantics, pragmatics, sociolinguistics, and psycholinguistics. By the end of the semester, participants should be able to recognize and formulate a linguistic problem, proposing an analysis based on the most appropriate linguistic concepts and theories. Through the study of different problems, it is intended to stimulate the capacity for meta-linguistic analysis and sensitivity to the cognitive, expressive and interactive limits and potentialities of language.

Mathematics for Business and Economics

6 ECTS / Semester

The Mathematics for Business & Economics course provides students the mathematical tools necessary to address business and economics problems. Upon completion of this course, students will be able to use matrix calculus to solve linear systems, will master differential calculus with one and several variables with applications to business and economics problems, namely constrained optimization problems, and will have a basic knowledge of integral calculus.

Media, Propaganda and Disinformation

6 ECTS / semester

This seminar aims to introduce the basic concepts of propaganda and disinformation in diverse socio-cultural and historical contexts.

Throughout the seminar, topics related to propaganda, disinformation and the role of the media in creating and disseminating various types of propaganda are discussed. Students are encouraged to reflect on (anti-)religious, commercial and political propaganda in various societies and at different historical moments. The seminar provides a comprehensive overview of propaganda and persuasion techniques, including the use of rhetoric and censorship. Related to the main themes of propaganda and disinformation, the concepts of hate speech, nationalism and populism will also be introduced. The role of the media, especially digital media in the creation and dissemination of this type of information is also highlighted.

Microeconomics

6 ECTS / Semester

The goal of the course is to provide an intermediate knowledge of microeconomic issues with managerial relevance. Throughout the course the students should develop knowledge of techniques to understand economic behavior of agents (clients, workers, competitors) and identity

value maximizing equilibrium strategies within various market environments.

Non-Fiction Storytelling

5 ECTS / semester

- Familiarize students with the use of narrative elements in nonfiction writing
- Foster a critical thinking approaches to the work of collecting and processing information to tell real 'stories'.

Political Economy of Development

6 ECTS / Semester

The course develops students' critical thinking skills through an examination of the various concepts of development and the ways scholars have attempted to measure it. Using a comparative political economy perspective applied to a wide range of countries at different "stages" of development, the students will develop their deductive reasoning skills while simultaneously deepening their factual knowledge of different political and economic regimes in the countries of Asia, Africa, the Middle East, and the Americas.

Portuguese Culture & Society

6 ECTS / Semester

This course examines Portugal's semi-peripheral condition in the world-system and its impact on various modes of allegorizing the nation in the 20th and 21st centuries. During the semester students will reflect on the mutable and ambiguous nature of national identity before and after the April Revolution of 1974 with a view to understanding how the mediation processes of the colonial past have influenced the project of Lusophony as well as Portugal's current geopolitical and cultural position in the world. At the end of the semester students are expected to:

- to understand the concept of identity and its impact on the symbolic representation of the nation;
- to identify some of the key moments of paradigmatic transition in the history of Portugal;
- to understand the semi-peripheral position of Portugal in the world-system along the centuries;
- to examine some of the myths that support diverse modes of allegorizing Portugal as a nation;
- to reflect on the role of the empire in the configuration of the imagined community of the nation;
- to discuss the exceptionality of Portuguese colonialism and its impact on the identity construction of Portuguese people;
- to reflect on the New State in its ideological, pedagogical and performative dimensions;
- to understand the factors that led to the April 1974 Revolution;
- to discuss the reconfiguration of Portuguese identity in the democratic era;
- to reflect on the cultural and political implications of the project of Lusophony.

Portuguese Film

5 ECTS / Semester

Through the analysis of films made by Portuguese filmmakers Filipa César and Margarida Cardoso that revisit and preserve the memory related to the birth of Guinea-Bissau and Mozambique as independent nations, this course aims to reflect on cinema as a privileged medium in the process of decolonizing archive images from the Portuguese former colonies in a postcolonial time. Departing from a theoretical reflection based on the exploration of the potentialities of archival gaps and of their implications, the course will problematize, on the one hand, the impact of militant cinema in its pedagogical, epistemological, and ideological dimensions on the construction of the new nations' identities. On the other hand, it will examine the complexity of processes of resignification underlying the aestheticization of the archive in the construction of memories for the future.

Public International Law

6 ECTS / Semester

In this course, students are expected to acquire knowledge about the structure, foundations and sources of Public International Law, as well as the relationship and interaction between international players. Further, attention is drawn to the relationship between public international law and internal law, specially from the point of view of the Portuguese Constitution. Moving forward to two central matters of Public International Law, the discipline will deal with the Law of Conflicts and the International Protection of Human Rights. It is expected that the students analyse the international reality with a critical spirit, being able to discern the traces of normativity and inherent justice.

Science Communication

5 ECTS / semester

The aim of this course is to help students develop appropriate skills to communicate science effectively to different audiences. More so, the course aims to discuss key concepts, and issues within the field of science communication and further highlight the opportunities and challenges within the field in the digital era. Thus, the course prepares a student to be a science communicator.

Sociology of Communication

5 ECTS / Semester

This courses aims at being a place for reflection and discussion about communication and the media's relevance in contemporary societies; the economic politics of the media sector; and the media and public knowledge, and media culture.

Theories of Culture

5 ECTS / Semester

Theories of Culture provides an organized overview of the main discourses that have contributed to the formation and development of the concept of culture from the mid nineteenth century up to the present day. The different critical and analytical perspectives are examined, their similarities and differences stressed, their different genealogies explored thereby providing the framework in which the affinities of culture studies with other fields of knowledge becomes clear – literature, linguistics, history, philosophy, political studies, social sciences, psychology, arts, media and others – making clear the impact of the "cultural turn" in the Social and Human Sciences. The analysis of foundational texts from different currents of thought enables students to place them within their context of production and requires the development of interpretive competences. The curricular unit is framed by the concepts of "signifying practices" and "hegemony", thereby providing the students with instruments for a better understanding of the relationship between culture and power. In this way, students become familiar with the idea that culture is more than a set of objects and that it also represents a process and a practice. The students thus develop competences in critical textual analysis, understanding the contemporary world and producing coherent, structured and informed discourses, and with agility in oral presentations and debate.

Mandarin Chinese Language I

6 ECTS / semester

Japanese Language I

6 ECTS / semester

Korean Language I

6 ECTS / semester