

THE MAGELLAN MBA

Make your path,
go further.

2008'09
EDITION



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go further.



The Magellan MBA is the joint effort of five major universities in the Centre and North of Portugal (Aveiro, Católica-Porto, Coimbra, Minho and Porto), that have placed into this programme all their best resources and know-how to provide you with a first class MBA Programme.

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Message from the Deans

THE MAGELLAN MBA IS AN INTERNATIONAL MBA. IT IS AN ENGLISH TAUGHT PROGRAMME OFFERED BY FIVE PORTUGUESE UNIVERSITIES: UNIVERSITY OF AVEIRO, UNIVERSITY OF COIMBRA, UNIVERSITY OF MINHO, UNIVERSITY OF PORTO AND PORTUGUESE CATHOLIC UNIVERSITY.

This venture combines the best from each university and is intended to meet competition in a Global World where gain in scale is crucial. The Magellan MBA is an ambitious project that competes globally with all MBAs, including the best in the world as the project is consolidating gradually.

The Magellan MBA continues the full-time MBA which has been offered by EGP - University of Porto Business School: a success story over the last twenty years, involving some of the most highly qualified Portuguese managers of today. It further reflects the large experience of the five Universities in teaching post-graduate and executive courses in management.

In an increasingly competitive world, we succeed if we are able to constantly add new assets to the stock of knowledge and credits we raised in the past. We aim at this continuous improvement. This partnership benefits from access to a highly qualified faculty, while allowing students to enter a vast network which encompass the largest Portuguese companies and thousands of alumni.

The faculty is good, and it will be better if we add the faculty resources from the five Universities. The facilities are good; and will improve when we consider the state-of-the-art facilities of the five Universities. The network

The MBA was a turning point in my career. The variety of the courses content and the experiences of those, with whom I attended the MBA, enriched and complemented my training that had begun with a degree in Management. The team spirit that existed between students and teaching staff is something I remember fondly.

SANDRA SANTOS, THE EGP MBA 1998'99
FINANCIAL MANAGER OF THE BA GROUP

is vast; and it will grow immensely when we combine the strength of each one of the five Universities.

We are as aware of the objectives we want to achieve as of the main difficulty we have to overcome: the threat of corporativism. We are fully committed to provide the best faculty, the best facilities, and the best staff in a quest for the best students. When venturing on a Business School project like this, we all know that the critical factors of success are the same as in the business world.

The five universities will cooperate on The Magellan MBA, but will continue competing on all the other programmes, which are part of the individual portfolio of advanced training in management of each University.

We are committed to meet your expectations and earn confidence, essential values in almost all aspects of human activity, particularly in the world of business.

Welcome to The Magellan MBA - we are sure that we will surpass your best expectations.

ÁLVARO NASCIMENTO

EGE - ESCOLA DE GESTÃO EMPRESARIAL
UNIVERSIDADE CATÓLICA DO PORTO, DEAN

DANIEL BESSA

EGP - UNIVERSITY OF PORTO
BUSINESS SCHOOL, DEAN

HENRIQUE DIZ

DEGEI - DEPARTAMENTO DE ECONOMIA
E GESTÃO INDUSTRIAL
UNIVERSIDADE DE AVEIRO, DEAN

JOSÉ MANUEL SOARES DA FONSECA

FACULDADE DE ECONOMIA
UNIVERSIDADE DE COIMBRA, DEAN

MARGARIDA PROENÇA

EEG - ESCOLA DE ECONOMIA E GESTÃO
UNIVERSIDADE DO MINHO, DEAN

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Message from the MBA Programme Director

WELCOME TO THE MAGELLAN MBA.

LIKE THE FAMOUS PORTUGUESE EXPLORER, FERDINAND MAGELLAN (FERNÃO DE MAGALHÃES IN HIS NATIVE LANGUAGE), YOU ARE ABOUT TO START AN EXTREMELY CHALLENGING JOURNEY WHICH WILL ENABLE YOU TO DISCOVER ENTIRELY NEW HORIZONS AND BREAK NEW FRONTIERS OF KNOWLEDGE.

Also, like Magellan, probably today the most well-known Portuguese name worldwide, you are about to delve into an international experience. In the Magellan MBA not only will you interact with outstanding teachers with international profiles, but you will also benefit from course contents that have adopted a global perspective. You will also have the opportunity to take advantage of exchange agreements with other top international business schools in such places as India or Brazil. Finally, at the end of the Programme you will share in the experience of a unique International Week where you will directly interact with an international business environment in a top European or US business school.

As with the Magellan expedition, one cannot envisage undergoing such a journey without effective teamwork. In our case, we are extremely proud that this is the joint effort of five major universities in the Centre and North of Portugal (Aveiro, Católica-Porto, Coimbra, Minho, and Porto), that have placed into the Magellan MBA all their best resources and know-how to provide you with a first class MBA Programme. Building from U.Porto Business School successful's 20-year old experience of one of the earliest full-time MBA Programmes in the country (the EGP MBA) but upgrading and redesigning it completely with the innovation, technology, entrepreneurship and academical contributions of these new strategic partners, I am sure that no ingredient for success has been overlooked. Including, of course, the unmatched network that these five universities are able to provide participants during and after the Programme.



The year of my MBA was a learning experience that I remember as intense: strong technical management courses, the sharing of experiences, intensive training working in teams and resolving problems. Fifteen years later I am still regularly using the techniques and case studies that were studied at the time.

PAULO AZEVEDO, THE EGP MBA 1989'90
CEO OF SONAE SGPS

In the Magellan MBA we believe in entrepreneurship, team effort and risk-taking. Our close relationship with an outstanding set of large companies supporting the Programme is for us a self-imposed requirement that will ensure that the market/business perspectives and needs are adequately addressed throughout the whole Programme. Our market-driven approach also ensures that all our MBA candidates will be rigorously scrutinized and chosen on the basis of merit, potential, motivation and the need for diversity.

Also, we selected teachers for the Programme with the requirement that these should not be just pedagogically and scientifically outstanding, but also experienced in business. In fact, almost all of our Faculty have, or have had, either senior positions or relevant consulting assignments with large companies on top of doctorate degrees in management-related fields from major international universities. You can be sure that the Magellan MBA teaching methods will adopt a hands-on, yet scientifically rigorous approach, use innovative pedagogical methods and will rely heavily on teamwork.

Technology and innovation are important driving forces in our Programme. For example, in our Entrepreneurship module, you will have first-hand experience to participate, with real scientists, in the development of a business plan of a new technology-based product with the demanding requirement that it be aimed at the global market.

Welcome to the Magellan MBA. A path that will lead you to a higher level of knowledge, achievements and experiences.

Accept our invitation and come find these new ways.

JORGE FARINHA
PROGRAMME DIRECTOR, THE MAGELLAN MBA

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The Magellan MBA

THE MAGELLAN MBA IS AN INTERNATIONAL CHALLENGING MBA WHERE RISK TAKING, TEAMWORK AND ENTREPRENEURSHIP INVOLVE BOTH TEACHERS AND STUDENTS. IT'S A PLACE WHERE THE TEACHING METHODS MEET THE VIEWS AND EXPECTATIONS OF GLOBAL BUSINESS. THE MAGELLAN MBA IS THE FIRST STEP ON THE PATH THAT EXPLORES ALL YOUR ABILITIES AND GETS YOU CLOSER TO NEW HORIZONS, NO MATTER HOW FAST THEY CHANGE.
GET READY FOR THIS JOURNEY, PREPARE YOURSELF TO GO FURTHER.

3.1 THE MBA COMMITTEE

The Magellan MBA Programme is run by the following Committee:

JORGE FARINHA, PROGRAMME DIRECTOR
EGP - UNIVERSITY OF PORTO BUSINESS SCHOOL

MARGARIDA PROENÇA
EEG - ESCOLA DE ECONOMIA E GESTÃO
UNIVERSIDADE DO MINHO

ARNALDO COELHO
FACULDADE DE ECONOMIA
UNIVERSIDADE DE COIMBRA

MÁRIO COUTINHO DOS SANTOS
EGE - ESCOLA DE GESTÃO EMPRESARIAL
UNIVERSIDADE CATÓLICA DO PORTO

JOAQUIM BORGES DE GOUVEIA
DEGEI - DEPARTAMENTO DE
ECONOMIA E GESTÃO INDUSTRIAL
UNIVERSIDADE DE AVEIRO



After six years of a rewarding career as an engineer, I have to admit that I hesitated at the opportunity of doing a MBA. Fortunately I made the right choice and today I recognise it as being one of the most beneficial decisions of my professional life. It went well beyond my original expectations.

ÁNGELO PAUPÉRIO, THE EGP MBA 1988'89
CEO OF SONAECOM



3.2 OBJECTIVES

The Magellan MBA is a full-time Programme that is aimed at fast-tracking professionals that, regardless of their past academic background, seek to develop a career in management with a strong international perspective.

The Programme is structured to enable students to develop not only managerial competences in functional areas such as marketing, strategy, accounting, finance, human resources and operations, but also to help them in acquiring or improving individual skills such as personal communication, leadership and negotiation capabilities.

3.3 CANDIDATES PROFILE

The ideal profile for a successful Magellan MBA applicant will be that of young professional with a minimum of two years of experience in any kind of organization, with an ambition to accelerate his/her career in management by increasing its exposure and responsibilities in progressively non-technical tasks requiring team management skills, leadership capabilities and a broader, and more strategic, vision of business.

The candidate should also have a particular interest in a globalised perspective of management and regard innovation and creativity as success factors for companies in an international environment. Finally, the Magellan MBA seeks to attract candidates that are motivated enough to devote a full year of their lives (or two years on a part-time basis) to join an exclusive group of highly-talented individuals who share the goals of excelling in management and making a real and valuable difference to both the organizations where they will be involved and to society as a whole.





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Programme Structure

THE MAGELLAN MBA IS A 10-MONTH PROGRAMME STARTING AT THE BEGINNING OF SEPTEMBER WITH A HOMOGENIZATION PERIOD LASTING 1 MONTH, FOLLOWED BY THREE TRIMESTERS ENDING AT THE END OF JUNE.

4.1 STRUCTURE

The Magellan MBA can be completed either on a full or part-time basis.

| PERIOD | HOURS CORE COURSES | HOURS ELECTIVES | HOURS TOTAL |
|------------------------|--------------------|-----------------|-------------|
| HOMOGENIZATION SEPT | 90 | 0 | 90 |
| 1ST TERM OCT-DEC | 150 | 0 | 150 |
| 2ND TERM JAN-MAR | 150 | 0 | 150 |
| 3RD TERM APR-JUN | 0 | 150 | 150 |
| TOTAL | 390 | 150 | 540 |

HOMOGENIZATION PERIOD

DEVELOPING A COMMON FRAMEWORK

The Homogenization period aims at providing students with different backgrounds a common framework of essential knowledge. This initial phase will fundamentally cover basic accounting issues and will develop analytical methods appropriate for managerial decisions which will be used throughout the remainder of the Programme. In addition, this initial period will also provide an overview of the basic management areas that will be covered in more detail later on in the programme and will also focus on some essential concepts of business administration.

FIRST AND SECOND TERM

THE CORE COURSES

In the First and Second terms of the Magellan MBA core courses, all fundamental areas of Management will be covered: Marketing, Finance, Management Accounting and Control, Financial Statement Analysis, Operations Management and Logistics, Strategy, Economics, Information Systems and Human Resources.

THIRD TERM

THE ELECTIVE COURSES

The Third term of the Magellan MBA is fully devoted to the frequency of elective courses chosen from one or several of the specialization available. Although the potential choice is relatively wide, specific courses will only run contingent on the participation of a minimum number of registered students. All students must complete 150 hours of elective courses. Nonetheless, a larger number of elective courses can be completed, in which case only the highest grades received will be considered in the final overall MBA grade.

For the year 2008/09, the optional courses are structured by way of five areas of specialization: Organizational Development, Accounting and Finance, Operations, Marketing and Entrepreneurship.



There is no question that one of the best decisions of my life has been to do the EGP MBA. It was difficult to imagine the change it would have on my career. After completing the MBA and contrary to what I had planned, I decided to follow a completely different career, one that has entirely fulfilled my ambitions. Programme colleagues are also part of the experience. Coming from different professional backgrounds and life experiences, they raise the overall quality of the programme. Today many of my former colleagues are real friends!

MARIA MANUELA MARQUES, THE EGP MBA 1996'97
BOARD MEMBER OF IBERSOL RESTAURAÇÃO,
S.A. AND IBERSUSA HOTELARIA E TURISMO, S.A.

4.2 INTERNATIONAL WEEK

At the end of the third term, all full-time and second-year part-time student in the MBA Programme will have the opportunity to participate in the International Week.

This event will take place in 2008/09 at the Instituto de Empresa in Madrid in July providing the opportunity to attend lectures for a full week in a top European Business School on selected management topics that will provide students with a complementary and differentiated perspective of international management.

Fees for the International Week are already included in the MBA Programme fees, but not travel and accommodation expenses.

4.3 STUDENT EXCHANGE OPPORTUNITIES

During the Third Term of the Programme, students may attend elective courses in top, culturally diverse, international business schools with which a specific protocol exist with the Magellan MBA.

For 2008/09 such possibilities have been confirmed with Fundação Dom Cabral in Brazil and with ISBR-International School of Business and Research in Bangalore, India, but new protocols are currently under negotiation and may open other possibilities during the year.

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Contents

HOMOGENIZATION PERIOD SEPTEMBER 90 HOURS CORE

Quantitative Methods for Management 30 hours JOSÉ FERNANDO OLIVEIRA, PHD UNIV. PORTO

Introduction to General Management 30 hours EDUARDO BEIRA, PHD CANDIDATE, UNIV. MINHO

Basic Accounting 30 hours LÚCIA RODRIGUES, PHD UNIV. PORTO

FIRST TERM OCTOBER DECEMBER 150 HOURS

Organizational Behaviour 15 hours BABIS MAINEMELIS, PHD OHIO

Economics for Managers 30 hours FERNANDO PACHECO, PHD LOUVAIN AND LSE

Marketing 30 hours LUÍS FILIPE REIS, PHD UNIV. COMPLUTENSE DE MADRID

Information Systems for Managers 15 hours LUÍS AMARAL, PHD UNIV. MINHO

Business Ethics 15 hours ANDRÉ AZEVEDO ALVES, PHD CANDIDATE LSE

International Business Economics 15 hours ANA TERESA TAVARES LEHMAN, PHD UNIV. READING

Team Management 15 hours ARNALDO COELHO, PHD UNIV. BARCELONA

International Financial Statement Analysis 15 hours JORGE FARINHA, PHD UNIV. LANCASTER

SECOND TERM JANUARY MARCH 150 HOURS

Human Resources Management 30 hours CARLOS CABRAL CARDOSO, PHD UNIV. MANCHESTER

Logistics and Operations Management 30 hours ALCIBÍADES PAULO GUEDES, PHD UNIV. CRANFIELD

Finance I 15 hours MÁRIO COUTINHO DOS SANTOS, PHD, UNIV. AVEIRO

Finance II 15 hours GARY EMERY, PHD UNIV. OKLAHOMA

Management Accounting and Control 30 hours ALDÓNIO FERREIRA, PHD UNIV. LANCASTER

Strategic Management 30 hours WILLIAM WERTHER, PHD UNIV. FLORIDA

THIRD TERM APRIL JUNE 150 HOURS ELECTIVES

ORGANIZATIONAL DEVELOPMENT

Leadership 15 hours
Innovation and Creativity Management 15 hours
Managing Across Cultures 15 hours
Negotiation Skills 15 hours
Personal Communication Skills 15 hours
Managing Small Businesses 15 hours
Career Development 15 hours
Change Management 15 hours
Managing Global Corporations 15 hours

ACCOUNTING AND FINANCE

Financial Institutions Management 15 hours
International Financial Reporting Standards 15 hours
International Governance 15 hours
Financial Risk Management 15 hours
Structured Finance 15 hours
Value-Based Management 15 hours
Mergers and Corporate Restructuring 15 hours

OPERATIONS

Project Management 15 hours
Quality Management 15 hours
Technology Management 15 hours
Service Operations Management 15 hours
Global Supply Chain Management 15 hours

MARKETING

Marketing Communication Strategy 15 hours
Consumer Behaviour 15 hours
Brand Management 15 hours
Services Marketing 15 hours
Relationship Marketing 15 hours
Marketing Simulation 15 hours

ENTREPRENEURSHIP

CoHiTEC 60 hours

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Career Development Services

STUDENTS IN THE MAGELLAN MBA PROGRAMME WILL BENEFIT FROM A PROFESSIONAL CAREER DEVELOPMENT SERVICE (CDS). THE CDS WILL ANALYSE EACH STUDENT PROFILE, PROFESSIONAL AMBITIONS AND JOINTLY ANALYSE EMPLOYMENT POSSIBILITIES AND POTENTIAL CAREER STRATEGIES.



The CDS also will provide coaching and special training for recruiting interviews, CV preparation and related issues, including the organization of a several seminars throughout the year on career-related topics.

In addition, CDS is a proactive agent in attracting firms to recruit students from the Programme, with an annual profile book with students' CVs being an instrumental tool distributed to selected potential recruiters. In conjunction with this, CDS also functions as a clearing house for employment opportunities that have been submitted to the five business schools supporting the Magellan MBA Programme.

For me, coming from an engineering background, the MBA was a hugely useful complement. Throughout the programme that had a stimulating work atmosphere, I became aware of a wide range of technical and behavioural tools that have shown themselves to be of immensely practical use in my day to day work as a manager.

JOÃO NUNO MACEDO SILVA, THE EGP MBA 1990'91
CHAIRMAN AND CEO OF RAR HOLDING, SGPS



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Application

ADMISSION TO THE MAGELLAN MBA IS BASED ON A RIGOROUS PROCESS OF SELECTION. TO CHOOSE THE ELIGIBLE CANDIDATES FOR THE PROGRAMME WE PRIVILEGE A WISE COMBINATION OF ACADEMIC CURRICULUM, PROFESSIONAL EXPERIENCE AND HIGH PERSONAL MOTIVATION. WE HAVE THE CONVICTION THAT THE MAGELLAN MBA IS BUILT FOR THE CANDIDATES, BUT IT'S ALSO MADE BY THEIR EXCHANGE OF EXPERIENCES.

7.1 ELIGIBILITY AND THE ADMISSIONS PROCESS

The conditions for admission to The Magellan MBA are that candidates must:

- hold a degree (or equivalent) from a recognised university;
 - have fluency in the English language.
-

Applications can be sent to the Magellan MBA Admissions Office until June 30 at the latest, but early applications are strongly advised. The application should include the following documentation:

- Application Form (see the appendix but this can also be obtained from the EGP Admissions Office or from the MBA's website at www.magellanmba.com);
- proof of academic qualifications including grades;
- curriculum vitae;
- two reference letters using the format included in the Application Form;
- essays on three topics suggested in the Application Form;
- certificate of suitable qualification in the English language issued by the British Council, American Language Institute or other institution considered credible by the Magellan MBA Admission Committee;
- results of the GMAT (Graduate Management Admission Test).



After review of the documentation submitted, those candidates considered to be potentially eligible for admission will be requested to attend an interview conducted by the Magellan MBA selection jury.

SELECTION CRITERIA

Candidates will be selected based on the following criteria:

- academic curriculum;
- professional experience;
- personality and motivation (evaluated during an interview);
- GMAT score (Institution Code – EGP/University of Porto: 28ROR16).

The GMAT score is one of various selection criteria used but selection is never based on this alone. A lower score does not automatically eliminate a candidate, but it is worth noting that the expected average GMAT will be between 550 and 600.

Prior professional experience (2 years minimum) is considered essential for admission and successful completion of the MBA. However occasionally young graduates with very little experience may be admitted (always less than 10% of the class size) when these are considered to have exceptionally high potential and/or academic or professional achievements.

The candidates selected by the jury will be admitted to the Homogenization part of the Programme starting in September. Successful conclusion of this pre-term (by examination or exemption) is essential for candidates to continue with the MBA programme.

TUITION FEE

The tuition fee for the year 2008/09 is 16,000 €, and includes all the course materials, as well as the tuition fees of the International Week at the end of the Programme.

7.2 SCHOLARSHIPS

THE MAGELLAN SCHOLARSHIP

For exceptional candidates admitted as full-time students a special scholarship is available whereby the tuition fee will be reduced from 50% to 100% according to the following rules:

- 100% for candidates with a GMAT score equal to, or greater than, 700;
- 75% for candidates with a GMAT score between 650 and 699;
- 50% for candidates with a GMAT score between 600 and 649.

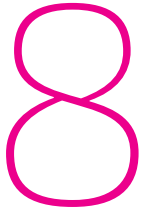
OTHER SCHOLARSHIPS

Also for exceptional candidates from Portuguese-Speaking African countries, a special scholarship will be granted, on a competitive basis, that will cover 100% of The Programme's fees.

The MBA is the most appropriate tool for those who like myself opted to follow a business career. The variety of the contents, its highly practical nature coupled with the possibility of comparing different company experiences and management practices, were essential complements to my training in economics.

MARIA JOANA TAVEIRA, THE EGP MBA 2000'01

AUDITOR/CONSULTANT | ANTÓNIO MAGALHÃES & CARLOS SANTOS, SROC



Living Porto

**THE BEST WAY TO FEEL A CITY'S PULSE IS TO LET YOURSELF LOOSE IN ITS STREETS.
PORTO IS NO EXCEPTION.**



Find yourself having a great time in the narrow streets of the historical centre - classified as World Heritage Site. Enjoy an elegant glass of Port Wine, at one of the famous wine cellars as you watch the Douro River flow by. Or find yourself in a modern train crossing over a historic bridge with centuries.

If you feel like having a cultural evening, don't loose time and find yourself amongst the art galleries and the

great shops of Rua Miguel Bombarda or between the contemporary art and the magnificent gardens of Museu de Serralves, an example of Siza Vieira's genius.

If your mood asks for a little bit of music, you can feel great vibes in one of the numerous bars around the city or find yourself in the auditoriums of Casa da Música - a Rem Koolhaas' dream -where different kinds of music live and make you feel alive.

One thing is for sure, in Porto you'll find yourself, every now and then, in a crossroad where ancient meets fresh and young, where old markets meet new ideas, where the river really meets the sea, where alternative fashion walks along with formal statements.

Enjoy this city and let yourself loose in its streets that go straight to your heart.



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Facilities

A MBA IS A VERY IMPORTANT STEP IN YOUR PROFESSIONAL LIFE, BUT IT DOESN'T NEED TO BE A COMPLICATED ONE. DURING THE MAGELLAN MBA YOU WILL FIND ALL THE FACILITIES YOU NEED TO MAKE YOUR WORK IN THE CAMPUS AND YOUR STAY IN PORTO AS SIMPLE AND PLEASANT AS IT SHOULD BE. FEEL WELCOME.



9.1 CAMPUS

The Magellan MBA will take place in the EGP-University of Porto Business School campus in Rua de Salazares, Ramalde, Porto. The facilities include modern amphitheatres and smaller classrooms, an auditorium, student work rooms, a restaurant and refreshment bar, a copying centre, a documentation centre, and administrative office. The campus has full wireless internet access and state of the art information systems. The green surroundings of the facilities ensure a quiet and relaxing work atmosphere and easy parking facilities.

The completion, expected during 2009, of a new postgraduate building by EGE - Escola de Gestão Empresarial, located in the Foz area of Porto, will offer additional modern, state of the art, facilities to which the Programme may gradually migrate (partially or totally).

9.2 LODGING

For students coming from outside of the Porto area, a service is available that will help students find the individual or shared accommodation close to the Magellan MBA campus, either using the existing facilities at the University of Porto or by private rental.

**FOR MORE DETAILS ABOUT
THE MAGELLAN MBA PROGRAMME
PLEASE CONTACT:**

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