



## DIPLOMA SUPPLEMENT

### INSTITUTO SUPERIOR DE COMUNICAÇÃO EMPRESARIAL

This Diploma Supplement follows the model developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates, etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

#### 1 INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

1.1 Family name(s): **XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX**

1.2 Given name(s): **XXXXXXXXXXXXXX**

1.3 Date of birth (year/month/day): **XXXXXXXXXX**

1.4 Student identification number or code: **XXXX**  
Identity Card Number: **XXXXXXXXXX**

#### 2 INFORMATION IDENTIFYING THE QUALIFICATION

2.1 Name of qualification and title conferred (in original language):

***Licenciatura em Comunicação Empresarial, Licenciado/a***

2.2 Main field(s) of study for the qualification:

**Corporate Communication  
Advertising and Publicity  
Marketing  
Information and Medias**

2.3 Name (in original language) and status of awarding institution:

***Instituto Superior de Comunicação Empresarial*  
A private Institution of University Higher Education, recognized by Portuguese Ministry of Education.**

2.4 Name (in original language) and status of institution (if different from 2.3) administering studies: **Not applicable.**

2.5 Language(s) of instruction/examination: **Portuguese Language.**

#### 3 INFORMATION ON THE LEVEL OF THE QUALIFICATION

3.1 Level of qualification:  
**University Education –“Licenciatura” - Level 5A (ISCED).**

3.2 Official length of programme:  
**3 years/ 6 semesters/ 36 weeks of full-time study per year/ 180 ECTS.**

3.3 Access requirement(s):  
**Secondary School and Higher Education Entry Examinations:  
Portuguese or Geography or History.**



#### 4 INFORMATION ON THE CONTENTS AND RESULTS GAINED

##### 4.1 Mode of study:

**Full time. Internships during the curriculum are compulsory from Fall semester of 2<sup>d</sup> year to the end of senior year.**

##### 4.2 Programme requirements:

**The “Licenciatura em Comunicação Empresarial” graduate students conferring essentials concepts, skills and competences in Corporate and Internal Communications, Marketing, Advertising and Media as tools of Management, aiming a university formation of large range. Every curriculum courses are compulsory. From the beginning of 2<sup>d</sup> year students are enrolled in an internship programme which is part of this curriculum, part time and full time during:**  
**2<sup>d</sup> year – 250 hours**  
**3<sup>d</sup> year – 400 hours**

##### 4.3 Programme details (e.g. modules or units studied), and individual grades /marks/credits obtained:

<b>Scientific Areas</b>	<b>Compulsory</b>
COMMUNICATION	60 ECTS
MARKETING	33 ECTS
ECONOMICS AND MANAGEMENT	12 ECTS
COMPUTER APPLICATIONS AND DATA MANAGEMENT	9 ECTS
PSYCHOSOCIOLOGY	6 ECTS
LAW	6 ECTS
FOREIGN LANGUAGES	9 ECTS
INTERNSHIPS AND WORKSHOPS	45 ECTS

**The detailed list of the subjects taken at *Instituto Superior de Comunicação Empresarial*, as those taken in mobility programmes, can be found enclosed (see Appendix I).**

##### 4.4 Grading scheme and, if available, grade distribution guidance:

**In a 0 to 20 grading scheme, it is necessary to achieve a minimum grade of 10 in each subject for approval. Considering the last year xxxxxx, the overall classification results of this “Licenciatura” graduates are distributed accordingly:**

<b>Scale</b>	<b>Percentage</b>
<b>10 - 11</b>	<b>XXXX</b>
<b>12 - 13</b>	<b>XXXX</b>
<b>14 - 15</b>	<b>XXXX</b>
<b>16 - 17</b>	<b>XXXX</b>
<b>18 - 20</b>	<b>XXXX</b>

##### 4.5 Overall classification of the qualification:   xx (classification)



## 5 INFORMATION ON THE FUNCTION OF THE QUALIFICATION

### 5.1 Access to further study:

The “*Licenciado*” degree allows access to postgraduate studies, according to the terms described in section 8.

### 5.2 Professional status:

The “*Licenciatura*” is recognized by Portuguese Ministry of Education (publication n.º 23 691/2006, November 20).

Skills and Knowledge acquired offer positions as:

- Communication Manager, Director of internal Communication, Director of Corporate Communication, Public Relations Officer.
- Executive Account Manager, Strategic Planning Manager, Media Planner, Advertising Director.
- Marketing Manager, Brand or Product Manager, Market Analyst.
- News Writer, Editor in Chief, Press Officer, Corporate Journalist.

## 6 ADDITIONAL INFORMATION

### 6.1 Further information sources:

<http://www.iscem.pt>

<http://www.dges.mctes.pt/dges/pt/reconhecimento/naricenic.htm>

<http://www.apesp.pt>

## 7 CERTIFICATION OF THE SUPPLEMENT

### 7.1 Date: DD-MM-YYYY.

### 7.2 Signature:

\_\_\_\_\_  
Regina Campos Moreira

### 7.3 Capacity: (Director of the Instituto Superior de Comunicação Empresarial)

### 7.4 Official stamp or seal:

All pages of this document are officially stamped.

## 8 INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

The description of the Portuguese Education System, officially provided by NARIC (National Academic Recognition Information Centre), can be found enclosed (see Appendix II).



## APPENDIX I

### 1. Detailed list of the subjects taken by xxx.

#### 1<sup>st</sup> YEAR / 1<sup>st</sup> Semester

Course Name	Duration	Classification	Approved on	ECTS
Business Communication and Public Relations	Semester	XX	2006/07	6
Introduction to Marketing	Semester	XX	2006/07	6
Communication Skills	Semester	XX	2006/07	6
History of Communication	Semester	XX	2006/07	3
Press	Semester	XX	2006/07	6
Computer Studies	Semester	XX	2006/07	3

#### 1<sup>st</sup> YEAR / 2<sup>nd</sup> Semester

Course Name	Duration	Classification	Approved on	ECTS
Consumer Psychosociology	Semester	XX	2006/07	3
Economics	Semester	XX	2006/07	6
Quantitative Methods	Semester	XX	2006/07	6
Advertising	Semester	XX	2006/07	6
Business English	Semester	XX	2006/07	3
Journalism Skills	Semester	XX	2006/07	3
Mini-Project	Semester	XX	2006/07	3

#### 2<sup>nd</sup> YEAR / 1<sup>st</sup> Semester

Course Name	Duration	Classification	Approved on	ECTS
Corporate Communication	Semester	XX	2007/08	3
Marketing Planning	Semester	XX	2007/08	6
Editing and Design	Semester	XX	2007/08	3
On-Line and Radio Journalism	Semester	XX	2007/08	6
Commercial Communication	Semester	XX	2007/08	3
Communication Project	Semester	XX	2007/08	4
Internship	Semester	XX	2007/08	5

#### 2<sup>nd</sup> YEAR / 2<sup>nd</sup> Semester

Course Name	Duration	Classification	Approved on	ECTS
Internal Communication	Semester	XX	2007/08	3
Market Research	Semester	XX	2007/08	6
Business Organization	Semester	XX	2007/08	3
Business Spanish	Semester	XX	2007/08	6
Product Communication	Semester	XX	2007/08	3
Communication Project	Semester	XX	2007/08	4
Internship	Semester	XX	2007/08	5



**3<sup>rd</sup> YEAR / 1<sup>st</sup> Semester**

<b>Course Name</b>	<b>Duration</b>	<b>Classification</b>	<b>Approved on</b>	<b>ECTS</b>
Television Journalism	Semester	XX	2008/09	6
Public and Political Communication	Semester	XX	2008/09	3
Communication Law	Semester	XX	2008/09	3
Events Communication	Semester	XX	2008/09	3
Economic Institutions and European Policies	Semester	XX	2008/09	3
Communication Project	Semester	XX	2008/09	4
Internship	Semester	XX	2008/09	8

**3<sup>rd</sup> Year / 2<sup>nd</sup> Semester**

<b>Course Name</b>	<b>Duration</b>	<b>Classification</b>	<b>Approved on</b>	<b>ECTS</b>
Strategic Communication with the Media	Semester	XX	2008/09	6
CRM	Semester	XX	2008/09	3
Media Planning	Semester	XX	2008/09	3
Human Resources Management	Semester	XX	2008/09	3
Business Strategy	Semester	XX	2008/09	3
Communication Project	Semester	XX	2008/09	4
Internship	Semester	XX	2008/09	8

*Academic Services of Instituto Superior de Comunicação Empresarial, on the DD-MM-YYYY.*



## APPENDIX II

### INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

The Framework Law on the Education System (Law nr. 46/86, dated 14 October 1986, further amended by Laws nr.115/97, dated 19 September and nr. 49/2005, dated 30 August) establishes the general legal framework of the Education System.

According to this Law, the educational system comprises three levels: basic, secondary and higher education. Basic Education is universal, compulsory and free and comprises three cycles, the first cycle lasts for four years, the second lasts for two years and the third lasts for three years. Pre-school education is optional and is for children between the ages of 3 and the age of entering basic education.

Secondary education is not compulsory and it comprises a 3 - year cycle (corresponding to 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> year of schooling).

#### Higher Education Structure

Higher Education includes university and polytechnic education.

University education is offered by public, private and cooperative university institutions and polytechnic education is offered by public, private and cooperative non-university institutions.

Private higher education institutions must be subject to the previous recognition of the Ministry of Science, Technology and Higher Education.

#### Licenciado degree

Both university and polytechnic institutions confer the degree of *licenciado* (*bachelor*). In polytechnic education, the cycle of studies that leads to the degree of *licenciado* has 180 credits and a normal length of six curricular semesters of students' work. In certain cases namely those covered by internal legislation or by European legislation, the cycle of studies can have up to 240 credits with a normal length of up to seven or eight curricular semesters of students' work.

In university education, the cycle of studies that leads to the degree of *licenciado* has from 180 to 240 credits and a normal length between six to eight curricular semesters of students' work.

In the 1<sup>st</sup> cycle of studies, the degree of *licenciado* is conferred to those that, after concluding all the curricular units that integrate the study programme of the *licenciatura* course, have obtained the established number of credits.

#### Mestre degree

Both university and polytechnic institutions confer the degree of *mestre* (*master*). The cycle of studies that leads to the degree of *mestre* has from 90 to 120 credits and a normal length of between three to four curricular semesters of students' work. In polytechnic education, the cycle of studies that leads to the *mestre* degree must ensure predominantly that the student acquires a professional specialization. In university education, the cycle of studies that leads to the *mestre* degree must ensure that the student acquires an academic specialization resorting to research, innovation or expansion of professional competences. In university education, the *mestre* degree may also be conferred after an integrated cycle of studies, with 300 to 360 credits and a normal length of 10 to 12 curricular semesters of students' work, in cases for which the access to the practice of a certain professional activity depends on that length of time established by legal EU standards or resulting from a stable practice consolidated in the European Union. In this cycle of studies the degree of *licenciado* is conferred to those who have obtained 180 credits corresponding to the first six semesters of work.

The degree of *mestre* is conferred to those that, after concluding all the curricular units that integrate the study programme of the *mestrado* course, have obtained the established number of credits, as well as successfully defended in public their dissertation, their project work or their traineeship report.

#### Doutor degree

The *Doutor* (*doctor*) degree is only conferred by university institutions. The degree of *Doutor* is conferred to those that, after concluding all the curricular units that integrate the study programme of the *Doutoramento* (*doctorate*) course have successfully defended their thesis in the public act.



### ***Access conditions***

#### ***General regime to accede to higher education***

National and foreign students wishing to apply through the general regime to the first cycle of studies, must fulfil the following conditions:

- Have successfully completed a secondary course or a national or foreign qualification legally equivalent;
- Have set for the entrance examinations required for the degree programme the student wishes to attend and get the minimal mark required (There are higher education institutions that accept foreign tests or exams);
- Have fulfilled the prerequisites for the higher education course the student wishes to attend, if required.

#### ***Special conditions***

Besides the *regime geral* (general regime), there are special conditions for top level athletes, Portuguese citizens on an official mission abroad, national or foreign staff in diplomatic mission, permanent staff of the Portuguese Armed Forces and scholarship holders within the framework of cooperation agreements signed by Portugal.

#### ***Special Competitions***

Besides the general regime and the special conditions there are also special competitions for applicants with certain specific qualifications thus allowing new publics to accede to higher education in a perspective of lifelong learning, namely:

- applicants over 23 years old who have passed a especial exam for assessing their capacity to accede to higher education;
- holders of a specialization technological course.

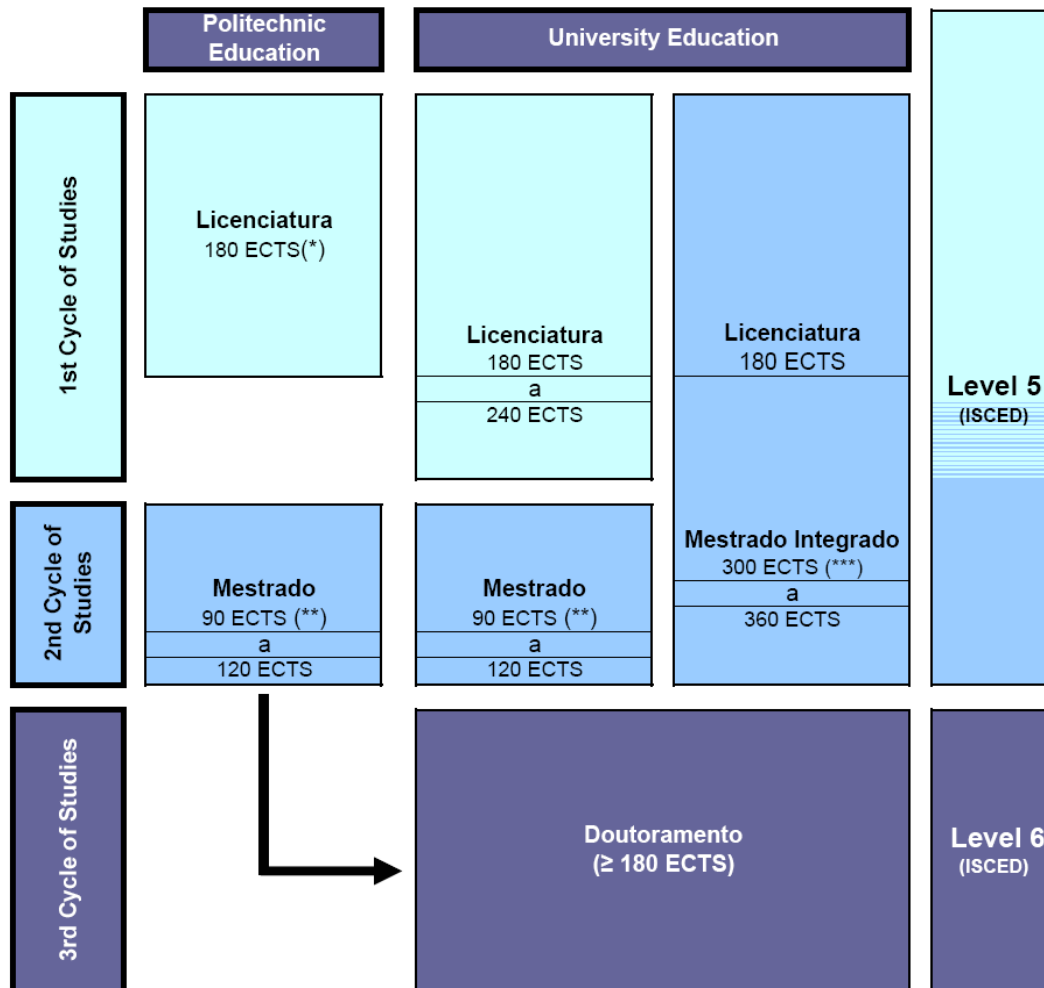
Admission to higher education institutions is subject to *numerus clausus*

Those who meet the following conditions may apply to the cycle of studies that leads to the *mestre* degree:

- Holders of the *licenciado* degree or legal equivalent;
- Holders of a foreign academic degree conferred following a 1<sup>st</sup> cycle of studies organized according to the principles of the Bologna Process by a State that has subscribed this Process;
- Holders of an academic, scientific or professional *curriculum vitae* that is recognized as attesting the capacity to carry out this cycle of studies by the statutorily competent scientific body of the higher education institution to which they wish to be admitted.



## Diagram of the Portuguese Higher Education System



(\*) Except when in order to exercise a certain professional activity requiring education and training rating between 210 and 240 ECTS.

(\*\*) In exceptional circumstances, and subject to the fulfillment of every requirement relating to the definition of the objectives of the degree and the conditions for acquiring the latter, a cycle of studies leading to a *Mestre* degree in a specialized field may amount 60 credits resulting from a stable and consolidated practice in that specific field at international level.

(\*\*\*) A *Mestre* degree may also be granted following an integrated cycle of studies of which the duration, for the purposes of obtaining access to a professional activity, a) is established by European Union regulations; and b) results from a regular and consolidated practice within the European Union; in such cases, a *Licenciado* degree is granted to students having obtained 180 ECTS (3 years, 6 semesters)