

Subject: Academic Deliberations: Teaching and other teaching activities, Knowledge assessment and Academic Examinations

Information:

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Written by:

IPAM Lisboa's Director

Pedro Mendes, PhD

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IPAM Lisboa has been following, from the beginning, the evolution of the public health crisis associated with COVID-19 pandemic. Thus, our face-to-face activity will start in a progressive and phased manner, according to the guidelines and orientations, as always, of the competent entities, and prioritize the safety and health of our students, teachers and employees. In accordance with these assumptions, we are committed to maintaining the activity through distance teaching, with high quality standards and in accordance with the best international practices.

We also inform you that this resolution process and IPAM Lisboa Management's decision is based on the consultation of the Pedagogical Council and the Scientific Technical Council, which met on May 13th, 2020.

Through this notice IPAM Lisboa informs you that it shall proceed with the necessary adjustments considering the specificities of the different courses, whether they are of a Degree, master's or Executive Education level, which due to their uniqueness require it.

Please note that in accordance with the previously referred resolution, the main specificities highlighted are:

1. Teaching and other learning activities

Until the end of the academic year, in accordance with the calendar, teaching and learning activities shall take place through distance teaching. In spite of this, the face-to-face activities communicated on the progressive relaxation of containment measures will gradually start from 18 May.

2. Knowledge assessment

Continuous assessment of knowledge shall occur remotely, independently of its nature;

The first exam period (final assessment) shall occur remotely, within the defined calendar, resorting to alternative methodologies than written tests or exams without consulting notes;

The Scientific Technical Council delegated on the Course Directors and Coordinators of the Scientific Technical Area, the competence to analyze the proposals of the Lecturers concerning the most suitable assessment model for each course unit. The methodologies approved at the Pedagogical and Technical-Scientific Councils of IPAM Lisbon, held on May 13th, 2020, are the following:

2.1. Marketing Management Degree:

Scientific-Technical Area	Lecturer	Course	First Exam Period	Typology	Methodology
Mkt	Ana Pestana	Marketing Lab and Consumption A	17/Jun	Delivery of Report, following PUC guidelines	Submission on BlackBoard
	Helena Rodrigues				
	Ana Pestana	Marketing	15/Jun	Resolution of Case Study, with consultation	Synchronous, with monitored calls throughout the test
	Luís Valentim				
	Carlos Búrcio	Price Management	25/Jun	Resolution of Case Study, with consultation	Synchronous, with monitored calls throughout the test
	Henrique Ribeiro				
	Pedro Afra	Marketing Lab and Consumption B	15/Jun	Delivery of Report, following PUC guidelines	Submission on BlackBoard
	Henrique Ribeiro				
	João Barbosa	Advertising	19/Jun	Test with consultation on the BlackBoard, following PUC guidelines and Resolution of Case Study, with consultation	Synchronous, with monitored calls throughout the test
	Patrícia Oliveira				
Luísa Martinez	Purchasing and Selling Behaviour	19/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test	
CSH	Marta Sampayo	Organizational Behaviour	17/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	António Sacavém				
	Natália Pacheco	Consumer Behaviour	25/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ana Rocha	Personnel Management	15/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	Rui Brás	Descriptive Statistics	19/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Pedro Mello	IT Systems	17/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
ECG	Miguel Rodrigues	Accounting Management	23/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test

	Nuno Farinha	Business Economics	23/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ricardo Raimundo				

2.2. Marketing Degree:

Scientific-Technical Area	Lecturer	Course	First Exam Period	Typology	Methodology
MKT	Filipa Fernandes	Distribution and Retail	26/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Paulo Nascimento	Price and Cost Management	24/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Ana Ferreira				
	João Barbosa	Service Management	22/Jun	Resolution of Case Study, with consultation	Synchronous, with monitored calls throughout the test
	Carlos Sá	Marketing Strategy	15/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	João Freire	New Marketing and Communication Tools	15/Jun	Test with consultation on the BlackBoard, following PUC guidelines and Resolution of Case Study, with consultation	Synchronous, with monitored calls throughout the test
	João Freire	Marketing Research	22/Jun	Test with consultation on the BlackBoard, following PUC guidelines and Resolution with Exercises with the use of SPSS	Synchronous, with monitored calls throughout the test
CSH	William Cantú	Consumer Behaviour	26/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Catarina Carnaz	Global Teams Management	17/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	António Rosinha	Data Analysis	24/Jun	Test with consultation on the BlackBoard, with the use of SPSS, with the outputs being sent by e-mail to the lecturer	Synchronous, with monitored calls throughout the test
ECG	Filipa Fernandes	Business Development for Alternative Futures	19/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test

	Filipe Carrera	Digital Business Strategy	17/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
	Diogo Silva				

2.3. Masters in Marketing Management

Scientific-Technical Area	Lecturer	Course	First Exam Period	Typology	Methodology
ECG	Joana Gorgueira	Consumer Economy	16/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
MEQ	Ricardo Abreu	Analysis and Decision Support Systems	18/Jun	Test with consultation on the BlackBoard, following PUC guidelines	Synchronous, with monitored calls throughout the test
CSH	António Rosinha	Project Design	22/Jun	Elaboration of the Project, according to the provided guide, and respective presentation	Submission on BlackBoard
MKT	Luís Schwab	Relational Marketing	24/Jun	Test with consultation on the BlackBoard, following PUC guidelines and Resolution of Case Study, with consultation	Synchronous, with monitored calls throughout the test

Until the beginning of the First Exam Period we shall determine whether the second and special exam period will occur F2F or remotely, as per the health status of the country and the Government's guidelines;

If the health status of the country and the Government's guidelines continue during the second and special exam period, the same assessment procedures are henceforth decided, which in this case are similar to those of the First Exam Period;

The First, Second and Special Exam Period will occur as stipulated in the school calendar;

It is proposed the creation of a Special Final Assessment Exam Period in September (from 1st to 11th of September) directed at students, who were unable to complete their assessment beforehand, with justified reasons and those solely connected to the Contingency Plan arising from Covid-19.

3. Academic examinations

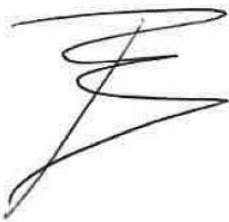
Until further notice, internship report related public examinations for Degrees and Dissertations/Professional Projects/Professional Internships for master's shall occur remotely.

We thus encourage all the academic community to continue participating in all the programmed classes and activities through our virtual campus. Remember that lecturers, course administration and the management of this institution continue to work in helping you in the whole process and in whatever is necessary to maintain the quality of the programmes in the current distance teaching model.

We thank you, once more, for your invaluable capacity to adapt and resilience to this situation which has ruled our lives in recent months, hoping that we will see you soon.

This information is valid from the date of its signature and will be published on the institution's website and virtual campus.

Lisbon, May 15th 2020



Pedro Mendes, PhD

[IPAM Lisboa's Director]