

## FREQUENTLY ASKED QUESTIONS

**FINAL EXAM ASSESSMENT– FIRST EXAM PERIOD**

## DISTANCE LEARNING DUE TO THE COVID-19 PANDEMIC

Last updated: 4 de June de 2020, at 11:18.

**1. *In what manner will the final Assessment tests take place – First Exam Period?***

In accordance with the gradual lifting of the containment measures due to the COVID-19 pandemic, made available on 13 of May 2020 by the IPAM Management, the first exam period for final assessment shall take place remotely and according to the time-frame foreseen, which is found available on the *Blackboard* -> IPAM Lisboa Students Community -> | Exam Calendar 2019/2020 -> | 2nd Semester.

**2. *Which platform or IT systems shall the Final Assessment tests take place on – First Exam Period? What is the time limit, for accessing the test and also in the case of one wishing to give up?***

The assessment should be carried out by resorting to the *Blackboard* platform, whatever the test typology being applied.

Typically, the student should be able to gain access to the test until 15 minutes after the foreseen starting time. If the student wishes to quit, they may do so in the first 20 minutes once the exam has commenced.

**3. *Which assessment methods in the distance learning format may be adopted in accordance with the regulation for the 1st and 2nd cycle of IPAM lisboa?***

- **Written assessment test**
  - Assessment test with specific questions to develop: timed test carried out under the lecturer's supervision, in which each student should respond, in their own words and in writing, to one or various questions, be them interpretative or open ones, related to the course unit program.  
  
It should be carried out in a synchronous manner, resorting to the *Blackboard* platform in accordance with the conception methodology and the required identity control level (*Blackboard Collaborate* - virtual room).
  - Multiple Choice Assessment test: structured written test with several questions or points, in which the student selects the answer that they deem correct or it is complemented with precise elements, such as one word or a short phrase.
- **Projects:** generally are carried out in a synchronous manner. A work plan should be proposed which shall be reviewed and adjusted in terms of duration and time period.

- **Resolution of case studies or of practical problems:** to apply this means of assessment in a virtual environment or remotely, it is necessary to present clearly the problem or case, indicating if the search for the solution should be approached in group or individually. At the same time, it is necessary to establish the tasks that should be carried out, the available resources and the time limits. The development of the problem or case should be followed-up on.

**4. Who defines the methodologies to be used in the Final Assessment – First Exam Period, carried out remotely?**

The Scientific Technical Council delegated the Course Directors and Coordinators of the Scientific-Technical Area the competence to analyse the proposals of the Lecturers regarding the most suitable assessment model for each course unit. The methodologies were approved by the Pedagogical and Scientific-Technical Council of IPAM Lisboa, on the 13th of May 2020 and are as follows:

**4.1. 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				

#### 4.2. 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				

#### 4.3. 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

**5. *Can the same course unit be linked to more than one lecturer, in carrying out the test, as well as having different test versions being made available?***

Yes, there may exist course units that have more than one lecturer linked to the carrying out of a given assessment test.

The lecturers may decide to supply one sole version for all the classes or alternatively, present a different version for each one of the classes. They can also opt to provide more than one version in the same class.

6. ***Which requisites may be demanded by the lecturer for one to sit the assessment test?***

The lecturer may demand that the student uses their webcam/ camera or microphone, but always without resorting to the recording of images/ sound. The lecturer has legal authorization under the General Regulation for Data Protection (GRDP) to demand this from the student.

However, as a rule, the lecturer should communicate beforehand and with due notice to the students, the conditions to be complied within the given space for the carrying out of the assessment test, safeguarding the absence of uninvolved third parties, as well as the technical requisites, for example, access to certain *software* and others so that the students may guarantee and gather suitable conditions for the carrying out of the assessment tests.

7. ***I have outstanding tuition fee payments and for that reason I do not have access to the Blackboard. How may I overcome that issue?***

You should contact the School Office as soon as possible, preferably up to 48 hours before the test assessment date and proceed with the payment of the outstanding values.

8. ***During the test may I access and consult didactic material?***

The students may, during the test, consult didactic material.

9. ***Will I have to sit an oral assessment to defend the grade obtained?***

You may, if you obtain a grade between 7.5 and 9.4 in the test, as would be the case in F2F cases. This defence shall occur via Blackboard Collaborate, at an hour and date scheduled by Academic Services.

10. ***After completing assessment tests, where may I gain access and consult my assessments (grades)?***

You should access the *Student Portal* and consult the relevant grades concerning the assessments of each one of the course units that you are registered in.

11. ***How and when may I schedule a clarification session for the grade obtained?***

You should contact your lecturer via e-mail, requesting the scheduling of a grade clarification session, never 48 hours before the launch of your grade. The meeting should occur in the “virtual room” of the course unit, made available by the lecturer on the *Blackboard Collaborate* platform.

12. ***For any kind of question connected to assessment tests and where the School Office needs to be contacted, how should I proceed?***

You should access the *Student Portal > Online Office*

13. ***How will the Final Assessment be carried out – Second Exam Period and Special Exam Period?***

Until the beginning of the first exam assessment period and according to the health status of the country and the Government's guidelines, it shall be decided if the second and special assessment exam period shall occur F2F or remotely. If the country's health status and the government's guidelines remains in the second and special exam periods, the same assessment procedures shall be agreed in advance, which in this case shall be similar to those of the first exam period.

14. ***If any technical problems arise, related to access to the Blackboard platform, how should I proceed?***

You should request support from the ITHelpdesk team via the following e-mail address: [ithelpdesk@universidadeeuropeia.pt](mailto:ithelpdesk@universidadeeuropeia.pt).

15. ***Due to my internet connection becoming unstable or even if there was an interruption whilst sitting the test and being unable to reconnect, what may happen?***

In such situations and for this purpose, the lecturer should start by informing the course coordinator of the occurred anomalous situation. However, it is up to the student to gather all suitable technical conditions for completing the test. They may access the *Blackboard platform* and sit the test from a computer, mobile or *tablet*. If the lecturer finds or considers that the occurred flaws are not credible, as the student in due course did not gather suitable technical conditions, they shall be classified as "non-approved". This condition implies that the student should re-enrol, but this time for the Second Exam Period, in order to complete successfully the test.

16. ***Due to Covid-19 something unexpected arose, which prevented me from sitting the Final Assessment (First, Second and Special Exam Period) scheduled for June and July 2020. Is there an alternative option to these Exam Periods?***

It was approved by the Pedagogical and Scientific-Technical Council of IPAM Lisboa, on the 13th of May 2020, the creation of a Special Final Assessment Exam Period in September (1st to 11th of September 2020) directed at students, who for justified reasons and on grounds exclusively connected to the Covid-19 Contingency Plan, were unable to complete their assessment previously.

17. ***How will the academic tests already scheduled for the course units of Internship and Dissertation/Professional Project/Professional Internship be carried out?***



## FAQs for Distance Learning Assessment

Until further notice, public examinations for the Internship report, in the case of the Marketing Management Degree, and for the Dissertation/ Professional Project / Professional Internship, in the case of the Masters for Marketing Management, shall occur remotely.