

Order no. 6/2024 of September 5, 2024

Educational Activities and Assessments Related to the General Regulation

Considering:

1. The current organisational situation, specifically the strategic guidelines surrounding the fulfilment of the objectives of the Transformational Plan of the Founding Entity, and everything related to the implementation of the established academic model;
2. The general regulation of in-person courses offered by IPAM Lisboa, specifically the "General Regulation on Knowledge and Skills Assessment (REG-021/V03; 07-09-2023)," and the need for better alignment with the academic and scientific functioning particularities of IPAM Lisboa;

The Director of IPAM Lisboa after consulting the Technical-Scientific Council and the Pedagogical Council, hereby decides that:

Regarding the planning of teaching activities

1. The scheduling of assessment instruments, the evaluation and discussion of the functioning of the curricular units (UCs) of a course, through the results of their respective interim evaluations, and the establishment of any measures to improve efficiency during the semester are carried out under the coordination of the respective Course Director.
2. The Curricular Unit Form (FUC), after being approved by the competent bodies and the Course Director, is mandatory for the development of the teaching-learning process of the academic semester.
3. Without prejudice to the provisions of Article 3, paragraph 3, of the General Regulation on Knowledge and Skills Assessment of IPAM Lisboa, the dates and/or times of the assessment moments, as well as their formats, which were previously established at the beginning of the academic semester, decided in the FUC and shared with students through the platform, can only be changed at the request of the teacher,

provided that a detailed justification is presented by them, with input from the class representative, and communicated to the Course Director for final approval.

4. In the case where the curricular unit involves more than one teacher, the nature and number of assessment instruments to be adopted must be agreed upon during the planning phase of the academic year among those involved in teaching to maintain consistent rules across the classes.

5. In the current academic year, in accordance with the provisions of Article 13, paragraph 2, of the General Regulation on Knowledge and Skills Assessment of IPAM Lisboa, and its application, only the following curricular units of the courses are considered experiential learning methodologies within the framework of continuous assessment:

CTeSP in Digital Marketing

a) Project 2nd year 3rd semester

Bachelor’s Degree in Marketing Management

a) Consumer Behaviour 1st year 2nd semester
 b) Marketing Research 2nd year 3rd semester
 c) Marketing and Consumption Laboratory B 2nd year 4th semester
 d) Marketing Plan 3rd year 5th semester

Bachelor’s Degree in Marketing (Global)

a) Marketing Research 1st year 2nd semester
 b) Integrated Marketing Communication 2nd year 3rd semester
 c) Customer Management 2nd year 3rd semester
 d) New Marketing and Communications Tools 2nd year 4th semester
 e) Distribution and Retail 2nd year 4th semester
 f) Global Marketing Strategies 3rd year 6th semester

Master’s Degree in Marketing Management

a) Relational Marketing 1st year 2nd semester

Master’s Degree in Marketing

a) Global Marketing Simulator 1st year 2nd semester

Regarding the publication of grades in continuous assessment

6. Without prejudice to the provisions of Article 28, paragraph 4, of the General Regulation on Knowledge and Skills Assessment, in continuous assessment, the result of a specific assessment moment is published by the teacher on the information systems in use at IPAM Lisboa and communicated to the students before the date/time of the next assessment moment.

Regarding the attendance regime and absences from the planned assessment moments

7. The exemption regime referred to in Article 9, paragraph 4, of the General Regulation on Knowledge and Skills Assessment of IPAM Lisboa, is also maintained at 40% for cases of students with curricular units for which registration was not allowed in the previous academic year, due to possibly being in the regime of isolated subjects, and for whom there is an overlap in the curricular units they wish to attend in the year of registration.

8. The exceptions mentioned in Article 10, paragraph 5, are valid only if the publication of the student's final grade can be guaranteed within the relevant evaluation period.

9. In the current academic year and in accordance with the provisions of Article 9, paragraphs 1 and 2, of the General Regulation on Knowledge and Skills Assessment of IPAM Lisboa, which states that "The continuous assessment regime requires a minimum attendance of 70% in contact classes," it is emphasized that the value referred to in the previous paragraphs is calculated for each curricular unit by taking the quotient between the number of contact classes the student attended and the number of contact classes scheduled for the respective unit, with the final value rounded according to the provisions in the following Table 1.

Number of Mandatory Contact Classes for the Student to Remain in the Continuous Assessment Regime		
Number of contact weeks scheduled for the curricular unit in the academic calendar	Number of contact lessons (mandatory) that must be attended by the student	Number of planned contact lessons the student can miss (no attendance record)
15	10	5
14	10	4
13	9	4
12	8	4
11	8	3
10	7	3
9	6	3
8	6	2
7	5	2
6	4	2
5	3	2

Regarding the regulatory principles

10. Compliance with the General Regulation on Knowledge and Skills Assessment of IPAM Lisboa is based on the following ethical principles and essential values:

- a) The learning assessment process must develop concerning the values of authenticity, fairness, and intellectual honesty;
- b) In accordance with the previous paragraph, fraudulent practices within the learning assessment process will be institutionally sanctioned. For this purpose, various instances and levels of intervention (Director of IPAM Lisboa, Course Director, Pedagogical Council, and Faculty) will adopt, in an exclusively academic context, measures of various nature and depth (pedagogical, organisational, procedural, and disciplinary);
- c) The classification, grading, and sanction of fraudulent practices within the learning assessment process are outlined in the principles of academic integrity stipulated in the current regulations of IPAM Lisboa.


11. The General Regulation on Knowledge and Skills Assessment of IPAM Lisboa and this order constitute an integral part of the guidelines outlined in the Curricular Unit Sheets of the respective course.

12. All doubts and omissions resulting from the application of this order shall be analysed and decided by the collegiate bodies.

This order is effective from the start of the 1st semester of the 2024-2025 academic year and will be published in full on the institution's website and student portal.

Lisbon, 5 September 2024.

The Director of IPAM Lisboa



Marta Bicho, PhD