ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognizes the importance of good economic management more than ever, we are here to build solutions: ISEG - 112 years of a School of Firsts

Embracing CORE Economics at ISEG: a leap forward in the teaching of economics

Dear students and colleagues,

We would like to share with you some transformative news about the syllabus of the Bachelor's degree in Economics. From the 2025/26 Academic Year onwards, we will be implementing the *CORE (Curriculum Open-access Resources in Economics)* approach at ISEG. This is a significant step forward in the way we teach and learn Economics at ISEG.

One of CORE's most attractive features is its focus on the real world. The syllabi of traditional economics often emphasise abstract models and theoretical constructs, which, although important, are taught without any link to pressing, contemporary economic issues and problems. CORE changes this logic by putting real, contemporary economic problems at the centre of economics teaching. Ranging from climate change and financial instability through to inequality and technological innovation, the CORE approach ensures that these topics are an integral part of students' learning experience.

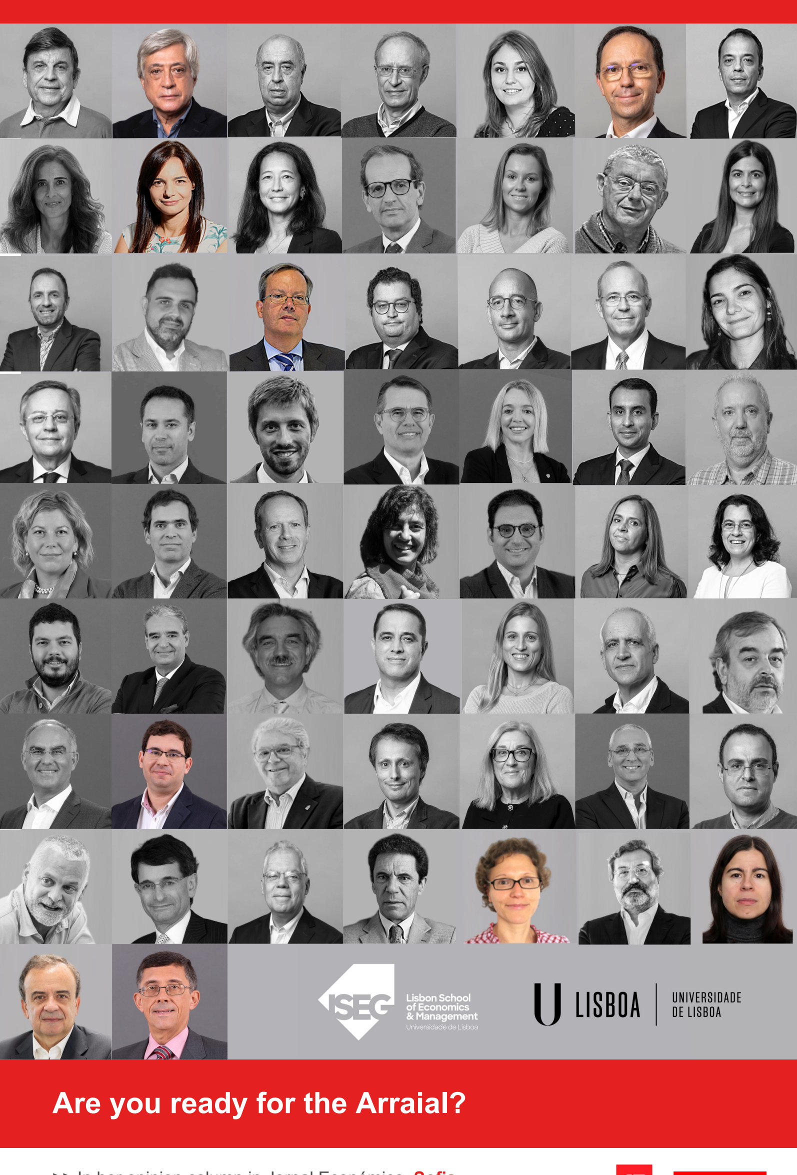
Coordination Team of the Bachelors in *Economia*/Economics

The CORE approach promotes a pluralistic view of economics teaching, introducing students to a variety of perspectives, including behavioural economics, institutional economics, and economic history, among others. This pluralism is crucial in educating economists who are able to think critically and creatively about complex problems. By providing students with cutting-edge, open-source resources and methodologies, not only are we in effect improving the quality of the teaching of the degree in Economics, but we are also ensuring that our students are well prepared to face the challenges of the future in an inclusive way.

The decision to adopt CORE represents ISEG's commitment to innovation and excellence in economics education: it's not just a reform of the syllabus, but rather it's a revolution in economics education.

In today's issue, we highlight the ISEG Arraial'24, the fact that ISEG is the first Portuguese business school to gain CAIA® recognition, the award of the Nelson Mandela Prize to Prof. António Garcia Pereira, ISEG's increase in the Financial Times 2024 rankings for Executive Training, the start of the ISEG+Columbia Strategic Leadership Program in Lisbon with the presence of Homa Bahrami, the presentation the book entitled 'Putting Out Fires-Lessons from the Financial Crisis' by Prof. João Duque at the next edition of the Lisbon Book Fair, as well as the news in the Research and Alumni sections.

The following are cited in this number: **Ana Fernandes, António Mendonça, Carlos Bastardo, João Duque, João Pereira dos Santos, José Zorro Mendes, Paulo Madruga**, and **Sofia Santos.**



Are you ready for the Arraial?

>> In her opinion column in Jornal Económico, **Sofia Santos** writes about climate aid in the context of colonialism. see more ›

>> **Paulo Madruga** and **João Pereira dos Santos** remphasise that the end of tolls on the ex-SCUTs is not enough to bring development to inland areas. see more ›

>> **António Mendonça** said that elimination of tolls on the ex-SCUTs "is a waste of resources", in an interview with Rádio Renascença. see more ›

>> **Carlos Bastardo** writes in Jornal de Negócios about what the banks "should do with so much profit". see more ›

>> **João Duque** on the airport situation: "Finally we have a decision!". see more ›

>> **João Duque** says he sees no reason for Moody's to change Portugal's rating. see more ›

>> **José Zorro Mendes** is one of the experts who highlights the weight of taxes on companies and workers, which is holding back growth and job creation. see more ›

>> **Ana Fernandes** warns of the effects of monetary policy on what she calls the "healthy hand-to-mouth" social group. see more ›

>> Several media organisations highlighted **ISEG's** improved results in the Financial Times rankings, including Forbes Portugal. see more ›

>> As part of the B-Rural project, **João Duque** interviewed Vasco Rosa Santos, an Executive Director of the WineStone Group. see more ›

What's Up @ ISEG

It's time to party: the country's first economics and management school is celebrating its 113th anniversary!

Today, on the **23rd May**, w'ere going to be celebrating ISEG's 113th Anniversary with all those who take part and contribute to the success of the 1st School of Economics and Management in the country.

From **18.00 onwards**, we will have special moments for socialising in the Quelhas Carpark. The ISEG Arraial'24 will have lots of animation, food stalls, and musical groups of different types to dance along to.

The **event is free** for all members of the ISEG Community (Students, Alumni, Faculty, Researchers, and Non-Faculty Staff).

Let's celebrate this special date together! Further information **HERE**.

ISEG is the first Portuguese business school to obtain CAIA® recognition

ISEG's **Masters in Finance** and **Bachelors in Finance** have been accepted as Academic Partners of CAIA – Chartered Alternative Investment Analyst Association, the most important international association related with Alternative Investments. With this achievement, **ISEG becomes the first Portuguese business school to have its degrees recognised by the CAIA Association®**.

In the case of the **Masters in Finance**, this recognition has **enabled us to achieve the triple crown of partnerships** (CFA Institute, GARP, and CAIA), together with CFA®'s ESG Investing and the degree's listing in the Financial Times ranking.

With this partnership, ISEG strengthens its international positioning. Students of both degrees and the respective faculty now have access to scholarships for the CAIA® Charter Programme, as well as access to various content material for the two new Alternative Investments course units, which will be included in the syllabus of both the study cycles in the forthcoming 2024/2025 Academic Year.

As a CAIA Association® partner, ISEG joins a list of leading universities such as NYU Stern; Bocconi; IE Business School; Trinity College; HEC Lausanne; HEC Montreal; EDHEC; Kenan-Flagler UCN. and University St. Gallen.

António Garcia Pereira's "unique" profile is distinguished with the Nelson Mandela Prize 2024

António Garcia Pereira, a lawyer and retired ISEG professor, was awarded the **Nelson Mandela Prize 2024** on the 19th May.

Awarded annually by ProPública-Direito e Cidadania, a Portuguese NGO that is dedicated to public interest law, the aim of the prize is to distinguish a lawyer or jurist, be they Portuguese or international, who has excelled in promoting or representing the common good and citizenship, particularly in the field of environmental, humanitarian, or intergenerational law.

Unlike in other years, Agostinho Miranda, the Chair of the civic association, revealed to **Público** newspaper that the choice and consequent award of the prize this year, 2024, was "very easy", due to the "unusual unanimity of the entire board" in choosing António Garcia Pereira, as the profile and career of the professor stands out for his defence of the rights of those most vulnerable.

The prize, which is worth €10,000 (ten thousand euros), will be awarded on the 18th July, which is Nelson Mandela International Day, in commemoration of his birth of birth.

João Duque presents the book entitled 'Putting Out Fires. Lessons from the Financial Crisis' at the Lisbon Book Fair

During the 94th Lisbon Book Fair, which takes place from the 29th May to the 16th June, the Universidade de Lisboa Press, which will have a stand in Pavilion G23, will present various books over several days.

In this context, the Dean of ISEG, Professor **João Duque**, will present the book entitled Putting Out Fires. Lessons from the Financial Crisis, by Ben S. Bernanke, Timothy F. Geithner and Henry M. Paulson, Jr., on the 31st May at 19.00, on the Praça Laranja stage.

Further information **HERE**.

ISEG Executive Education

Once again ISEG goes up in the Financial Times 2024 Executive Education rankings

ISEG is once again at the top of the Financial Times Executive Education ranking, for both Open Programmes and Custom Programmes. These results represent an entry into the world's Top 40 in the Custom Programmes ranking and the **only increase recorded among the Portuguese universities represented in the Top 60 in the Open Programmes ranking**.

In the Custom Programmes ranking (customised solutions for companies), ISEG recorded a notable rise in the *Executive Education ranking,* **with a rise of 13 positions and a re-entry into the Top 3 Portuguese universities**. With its entry into the Top 40, ISEG joins the group of universities in this ranking classified as Level II, out of a total of 90 universities that were evaluated.

Of the four Portuguese universities ranked among the top 60 in the Open Programmes ranking (postgraduations and executive education programmes), **ISEG was the only university to register an increase compared to the previous year of 2023**.

Reda the complete news **HERE**.

The Strategic Leadership Programme ISEG+Columbia kicked off in Lisbon, at ISEG, with the presence of Homa Bahrami

The 21st May saw the start of another edition of the **Strategic Leadership Program ISEG+Columbia**, the exclusive programme designed for the top management of businesses and other national and international organisations.

The start of this edition of the programme was marked by the presentation at ISEG delivered by **Homa Bahrami**, a Senior Professor and Faculty Director of Executive Training at Berkeley, California, an international reference in organisational flexibility, team alignment, and dynamic leadership, who has worked with various global companies. She is also a member of the National Association of Corporate Directors and the author of several important publications, including the book entitled 'Super-Flexibility for Knowledge Enterprises - A Toolkit for Dynamic Adaption, co-authored with Stuart Evans.

This year, in 2024, the learning journey of the ISEG+Columbia Strategic Leadership Program is based on three different sessions on leadership: **The Leader's Agenda**, **The Leader's Journey**, and **The Faces of Leadership**. The first, which takes place in Lisbon up until the 23rd May, will reflect on some of today's toughest business challenges.

Research News

Highlights | CESA – Centre for African and Development Studies

Daniel Bach (**CNRS/SciencesPo Bordeaux & CEsA/CSG/ISEG/ULisboa**) will close the Development Studies Seminar Series on the 29th May, with a presentation of the study on '**Globalisation and the World of Regions: Lessons from Africa and the Post-Soviet Space**'.

The seminar will take place from **18.00 to 20.00** in the Novo Banco Lecture Theatre (Quelhas, 4th Floor).

Free admission. Further information and registration on this LINK.

This session is part of the Development Studies Seminar Cycle, an integrated initiative of ISEG's PhD in Development Studies. Further information and the full programme can be found **HERE**.

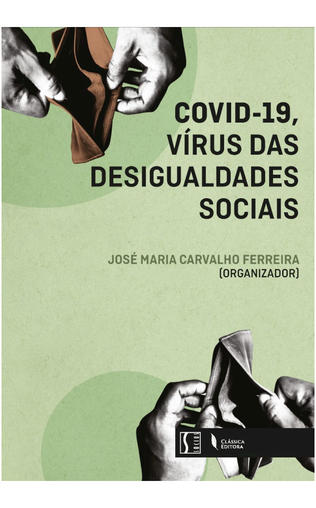
Highlights | SOCIUS – Centre for Research in Economic and Organisational Sociology

Publication of the book entitled 'COVID-19, Virus of Social Inequalities'

In collaboration with Clássica Editora, SOCIUS has recently published the book entitled '**Covid-19, Virus of Social Inequalities'**, which was coordinated by **José Maria Carvalho Ferreira**, an ISEG researcher and retired professor.

This publication is a compilation of articles resulting from papers presented at the 'Covid-19, Vírus das Desigualdades Sociais' Colloquium which was held online from the 8th to the 10th November, 2022.

The book is available **HERE**.



Student News

ISEG students win 3rd place in the programme promoted by Unicorn Factory Lisboa

On the **18th and 19th May**, the SCRAPS team made up of ISEG students won 3rd place in the Future Innovators Programme Hackathon promoted by Unicorn Factory Lisboa, which took place in Porto, at SONAE's headquarters.

With three distinct phases, the objective of the Future Innovators Programme is to introduce university students in Portugal to innovation in conjunction with the entrepreneurship ecosystem. The second phase took place this weekend, with the objective to build a first prototype in a fast-moving environment.

By securing 3rd place out of 15 teams, in addition to a €1,000 (one thousand euros) cash prize, SCRAPS will also join a Pre-Acceleration Program and have access to a one-month remote mentoring program.

SCRAPS is also in the Hult Prize competition and will represent ISEG in the semi-final in Mexico in June.

CNN Portugal is going to record a new programme at ISEG

On the **28th May**, students from the Digital Marketing Plan course unit will be challenged to work on a brief for a real-life case. The chosen brand is GESKE, the German beauty & tech company, which is poised to enter the Portuguese market.

Owing to a partnership with CNN Portugal – more specifically the **PITCH** programme – we will have television coverage of this case by the television channel in the lecture room, giving rise to a section in the programme called PITCH ACADÉMICO.

The lecture will be attended by **Mónica Santos**, the CEO of FunCosmetics and the official representative of GESKE, as well as CNN reporters who will film the class and collect testimonials.

OPEN MINDS. GRAB THE FUTURE!