

**NEW**

**POST-GRADUATE COURSE**

# COLLECTIVE MANAGEMENT AND AUTHORS' RIGHTS/ COPYRIGHT IN PORTUGUESE-SPEAKING COUNTRIES

*Authorship. Management. Portuguese-speaking countries.*

With the support of:



**SCIENTIFIC COORDINATION**

*Miguel Pereira Lopes, PhD*

**EXECUTIVE COORDINATION**

*Paula Cristina Cunha / SPA*

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**SYLLABUS**

## CULTURAL AND INTELLECTUAL PROPERTY POLICIES IN PORTUGUESE-SPEAKING COUNTRIES

**PAULO CASTRO SEIXAS**

*Associate Professor ISCSP; Coordinator of the Administration and Land Management Unit – ISCSP; President of the Board of Centre for Public Policy and Administration (CAPP), ISCSP*

## CONFLICT NEGOTIATION AND MANAGEMENT

**ANTÓNIO DAMASCENO CORREIA**

*Associate Professor, School of Economics and Management (Universidade Lusófona de Humanidades e Tecnologias); Former Human Resources Manager at Cimpor, AutoEuropa and El Corte Inglés*

## STRATEGIC ORGANIZATIONAL PLANNING

**PAULA CRISTINA CUNHA**

*General Manager Sociedade Portuguesa de Autores (SPA)*

## HUMAN RESOURCES LEADERSHIP AND MANAGEMENT

**MIGUEL PEREIRA LOPES**

*Assistant Professor ISCSP; Coordinator of the Human Resources Unit, ISCSP*

## INSTITUTIONAL MARKETING AND SUSTAINABILITY

**LUÍS LOUREIRO**

*University Lecturer, Marketing and Communication Consultant*

## COPYRIGHT LAW

**CARLOS MADUREIRA**

*Lawyer; Head of Legal Affairs, Sociedade Portuguesa de Autores (SPA)*

## INTERNATIONAL PARTNERSHIPS MANAGEMENT

**JOSÉ JORGE LETRIA**

*President of Sociedade Portuguesa de Autores (SPA) and of the European Committee of The International Confederation of Authors and Composers Societies (CISAC)*

## INFORMATION AND INNOVATION SYSTEMS

**CLÁUDIA MOREIRA**

*IT Coordinator at Sociedade Portuguesa de Autores (SPA)*

## INTEGRATED RESOURCES MANAGEMENT

**JOÃO RALHA**

*Guest Assistant Professor ISCSP*

## SEMINARS

**COORDINATION**

**MIGUEL PEREIRA LOPES**

*Assistant Professor ISCSP; Coordinator of the Human Resources Unit, ISCSP*

**GUEST LECTURERS**

**GADI ORON**

*CISAC Director General*

**JAVIER GUTIERREZ**

*CISAC Vice-President*

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## CULTURAL AND INTELLECTUAL PROPERTY POLICIES IN PORTUGUESE-SPEAKING COUNTRIES

- Paradoxes of Culture in post-colonial countries
- Emergence of culture policies and their meanings
- Intellectual property: between national banner and global industry
- Challenges in Lusophone countries: translating cultural lusotopias.

PAULO CASTRO SEIXAS

## CONFLICT NEGOTIATION AND MANAGEMENT

- Negotiation's pre-requisite: conflict;
- The importance of planning: ten necessary conditions for good preparedness;
- Cultural issues in negotiation processes and the question of automatisms;
- Ten stages of a negotiation process;
- The two most relevant business models;
- Negotiation strategies and tactics.

ANTÓNIO DAMASCENO CORREIA

## STRATEGIC ORGANIZATIONAL PLANNING

- Strategic planning concepts applied to a Portuguese-speaking Collective Management Entity (CME);
- From strategic vision to balanced scorecard;
- Monitoring and Assessment;
- How to create and manage an intelligent and competitive CME;
- Tools for strategic management.

PAULA CRISTINA CUNHA

## HUMAN RESOURCES LEADERSHIP AND MANAGEMENT

- HR Leadership and Management in Portuguese-speaking countries;
- Leadership in Collective Management Entities;
- HR in Collective Management Entities: attraction, retention, remuneration and talent development.

MIGUEL PEREIRA LOPES

## INSTITUTIONAL MARKETING AND SUSTAINABILITY

- Dimensions of sustainability;
- Institutional dimension indicators of sustainable development;
- Corporate sustainability planning and management;
- Communication and marketing integrated strategies;
- Sustainability as marketing positioning.

LUÍS LOUREIRO

## COPYRIGHT LAW

- International copyright-related treaties;
- Concept of work;
- Entitlement to copyright: authorship/co-authorship/ copyright transmission;
- Property right and moral rights;
- Works: different forms of use;
- Different types of permission within collective management.

CARLOS MADUREIRA

## INTERNATIONAL PARTNERSHIPS MANAGEMENT

- Different international networks in the cultural area;
- How to promote and foster presence in networks;
- How to consolidate the Portuguese-speaking network in the international copyright panorama;
- Interconnection of Collective Management Entities among themselves and with international associations of the field;
- Competition within Portuguese speaking countries: compete and cooperate.

JOSÉ JORGE LETRIA

## INFORMATION AND INNOVATION SYSTEMS

- General characteristics of IT systems;
- IT systems as leverage for strategic advantage;
- IT systems importance in decision-making;
- IT systems role in innovation management;
- Processes of documentation, classification and distribution in CME in Portuguese-speaking countries.

CLÁUDIA MOREIRA

## INTEGRATED RESOURCES MANAGEMENT

- Stakeholders theory;
- Resource-based view;
- Management functions;
- Integrated management of resources from systemic perspective.

JOÃO RALHA

## SEMINARS

MIGUEL PEREIRA LOPES

- The role of CISAC;
- New paths for copyright in a global world;
- How to encourage active citizenship in matters of copyright respect.

GUEST LECTURERS

GADI ORON

JAVIER GUTIERREZ

The course language is Portuguese.

