CATÓLICA
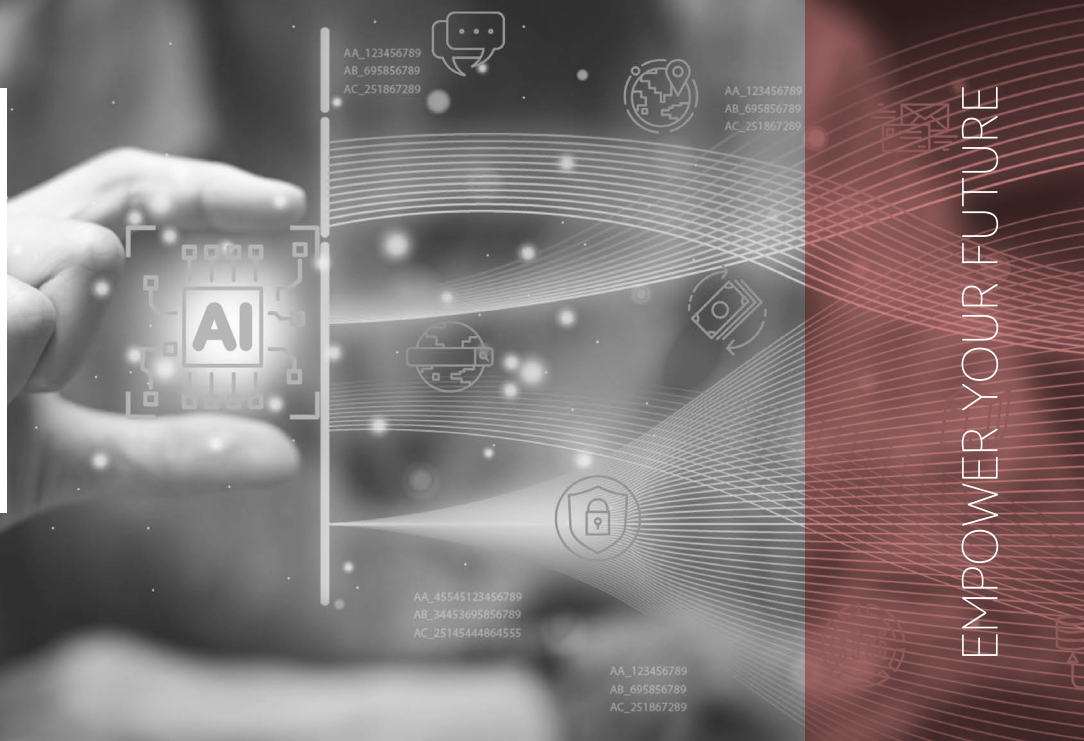**CATÓLICA PORTO**
BUSINESS SCHOOL

PORTO

CRASH COURSE

ANALYTICS AND AI FOR BUSINESS

PROGRAMME DIRECTORS

CONCEIÇÃO ANDRADE E SILVA
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" As data availability grows exponentially, data-based decision-making becomes increasingly important. Business Analytics and coherent Business Intelligence strategies can create value and give organizations a competitive edge. Additionally the rise of Artificial intelligence based solutions, for data analysis highlights the importance of connecting both themes.

A Three-day immersion in the world of artificial intelligence (AI) and business analytics (BA) to make you acquainted with the tools available for data analysis, and to enhance your capacity to ask the right questions and get the right insights from the data.

On a journey that seeks to illustrate the concepts and use-cases of AI and BA, through hands-on sessions, you will be guided to understand the type of problems and tools that a data analyst works with, developing critical thinking and creating mental agility to think and work with data. At the end of the course, there will be a session for work presentations and evaluation, where the concepts learned can be tested and worked on in real cases.

TARGET AUDIENCE

Middle and senior managers with responsibilities for analyzing strategic decisions in highly competitive business contexts.
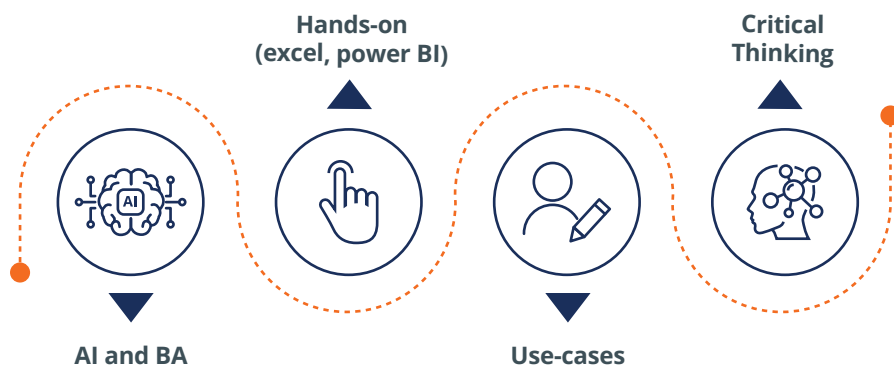
GOALS

This programme focuses on case analysis and hands-on teaching techniques to understand a data-driven decision-making process supported by AI solutions-starting with the right questions and ending with actionable decisions. Our goal is to develop critical thinking and mental agility for data analysis, making this immersion ideal for beginners. It also serves as an excellent introduction to the Managing with Analytics Postgraduate course (193 hours over a year that offers a comprehensive and practical approach and includes the possibility of DSPA certification – offered in Portuguese), designed for those who aspire to be data scientists.

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FRAMEWORK DO PROGRAMA

Hands-on (excel, power BI)

Critical Thinking

AI and BA

Use-cases

STUDY PLAN

CURRICULAR UNITS	ECTS	HOURS	PROFESSORS
Applying AI: Practical Business Use Cases	1	4	Diogo Almeida
From descriptive to prescriptive models	1.5	6	Conceição Silva
Business intelligence e PowerBI	1.5	6	Hugo Monteiro
Machine Learning	1	4	João Nuno Gonçalves
Total	**5**	**20**	

Participants who complete the Intensive Course in Analytics and AI for Business can continue their studies in this area with the Post-Graduation in Managing with Analytics, having preferential conditions to attend this programme.

EXECUTIVE COORDINATION

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SCHEDULE
3 days

START: MAY 2025
DURATION: 20 HOURS
ECTS: 5
INVESTMENT: 1.300 €

ACCESS TO THE CAREER AND DEVELOPMENT OFFICE

ADVISORY

JOB PLATFORM

CAREER EVENTS

COUNSELLING

CAREER SESSIONS

SPECIAL CONDITIONS

Partners, affiliated entities and companies associated with Católica Porto Business School and its employees, as well as former students of Universidade Católica Portuguesa, benefit from a 10% discount.
A 10% discount is offered when two people enrol from the same organisation, or 15% for three or more enrolments.
Discounts are not cumulative.

FIND OUT MORE:

catolicabs.porto.ucp.pt