



CATÓLICA
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PORTO

EMPOWER YOUR FUTURE

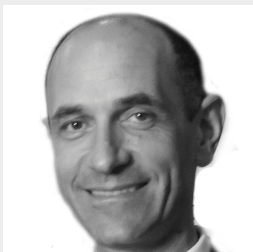
EXECUTIVE PROGRAMME

DIGITAL TRANSFORMATION

PROGRAMME DIRECTORS



LILIANA PINA



LUÍS MARQUES



Businesses strive to remain at the forefront of technology and transformation, however they are constantly challenged and constrained by time, resources or knowledge. It is therefore crucial that they reassess their investment and recruitment strategies, adopt the right technologies and know where to apply them. Understanding the key dimensions of success that facilitate a cycle of digital technology integration is fundamental for sustainable growth and efficiency, with the main objective of value creation.

TARGET AUDIENCE

This programme is aimed at level C, operational and technology leaders who are looking to create, optimise and expand their current operations. It welcomes department and/or project leaders who endeavour, not only to keep abreast of the benefits and opportunities developments in technology offer, but also to ensure integrated management of the project portfolio, from execution to monitoring, through strategic vision, management tools and technology that best support the digital transformation and value creation journey.

PARTNERSHIPS

Grupo **Briso** 
Abre caminho

MEGGLOBAL

TMG
GROUP

40
+60
CONSULTING

FOLLOW US



FT
EUROPEAN
BUSINESS SCHOOLS
2024 RANKING

EQUIS
ACCREDITED

ASSOCIATION
AMBA

AACSB
ACCREDITED

GOALS

KNOW, ASSESS AND STRATEGISE:

The goals of this programme are to be aware of the trends in market transformation across different industries and understand the challenges organisations are facing and how to overcome them (Lessons Learned). The programme includes examples of technologies such as Automation and Process Mining as core technologies to sustain and shape operations and enable the organisation to create value.

DEFINE, BUILD AND IMPLEMENT:

The development of a roadmap is crucial for success, including available resources, teams, skills, methodologies and support tools. Participants will discover how to develop a portfolio of efficient digital transformation projects with an integrated vision of the different technologies and scope of the potential processes.

PRIORITISE, MAINTAIN AND IMPROVE:

Experience and learn to quantify progress and value throughout the technology roadmap, an effective strategy to maintain and incorporate new technologies into a long-term plan. Understand the decision-making process for investment in technologies as key decision factors to consider in the growth performance of companies.

STUDY PLAN

CURRICULAR UNITS	HOURS	PROFESSORS
Business, Technology & Transformation, Value	3	Liliana Pina
Strategy (Foundations)	3	Luis Marques
Organisation (Foundations)	3	Luis Marques
People (Foundations)	3	José Ferreira da Costa
Starting Point - Understand the Process, People and Information	3	Ivo Caracol
Technology Landscape & Transformation Roadmap	3	Nuno Santos (IKEA Group)
Use Case 1	3	Oscar Ramos (SAP)
Make it Happen: Development of the Transformation Roadmap	3	Liliana Pina
Transformation & Governance Models	3	Liliana Pina
Use Case 2	3	Sérgio Padilha (Mota Engil Global)
Check Point - Value Realisation (Roadmap)	3	Liliana Pina
Check Point - Integrated Use Cases (Class)	3	Liliana Pina
Total	36	



SÉRGIO PADILHA
Mota-Engil Global, CEO

In an increasingly global and unpredictable economy when pursuing organisational goals (value creation and its sustainability), every decision can potentially have an impact. Therefore, organisations are encouraged to harness determining factors to guarantee a positive outcome: the robustness and versatility of their strategy, the quality and dynamism that drives them forward as well as the connectivity to the ecosystem in which they operate.

It is against this background that Mota-Engil Global fosters its partnership with Católica Porto Business School (sharing its experience when it comes to creating and implementing a Digital Transformation roadmap) – a means to co-create opportunities and value, now and in the future.

FIND OUT MORE:



EXECUTIVE COORDINATION

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SCHEDULE

Tuesdays and Thursdays from
18h30 to 21h30

START DATE: MARCH 2024

DURATION: 36 HOURS

INVESTMENT: 1.845 €

ACCESS TO THE CAREER AND DEVELOPMENT OFFICE



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.

The information in this brochure, even if correct at the time of production, is not binding.

For more information about Católica Porto Business School's educational offer and general conditions, please visit :
www.catolicabs.porto.ucp.pt