

## Meet Porto, a vibrant city

Experience a transformative journey. Porto is an ideal destination for those seeking professional and personal growth.



## One of the best schools in the world

Católica Porto Business School is among the best business schools globally, recognised by three prestigious international accreditation bodies (EQUIS, AMBA, and AACSB), and it is in the top 100 European Business Schools of the Financial Times Ranking.

### TALK TO US

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### FOLLOW US

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## EXECUTIVE IMMERSIVE WEEKS EXECUTIVE EDUCATION



## Empower your future >



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PORTO

[www.catolicabs.porto.ucp.pt](http://www.catolicabs.porto.ucp.pt)



# Key facts

- Advanced Management Certificate, if you opt on the completion of 3 weeks
- Micro-credencial diploma
- Cutting-edge themes
- 1 week programme, with classroom sessions, company visits, and opportunities to network
- Customisation of your learning experience: you can opt to do as many weeks as you like
- Investment: 2 500 euros/week, 4 nights in Porto included
- Weekly contents will continuously evolve, adapting to market needs.

## Advanced Management Certificate

Customize your learning experience by selecting individual weeks or combining three to earn our **Advanced Management Certificate**.

## Micro-Credentials

Each week offers extensive insights and practical skills, with micro-credentials for each subject.

WEEK	MICRO-CREDENTIAL
1. AI for Marketing	AI Applications in Marketing Strategic Implementation of AI
2. Strategic Planning and Decision Making	Strategy Formulation and Value-Chain Strategy Strategy Management Systems and Performance Boosting
3. AI for Sustainable Business	AI Applications Sustainable Technology
4. Innovation and Sustainability	Circular and Disruptive Innovation Systems Thinking and Sustainable Leadership
5. ESG and Corporate Strategy	ESG Standards and Sustainable Accounting Value-Based Strategy and Digital Transformation
6. Disruptive Business Transformation	Digital and AI-Driven Transformation Regenerative Business and Exponential Leadership
7. Leading Global Business	Leading Multinational Corporations and Global Teams Global Market Analysis and Strategic Networking
8. Thriving and Integrated Value Management	Systems Thinking for Strategic Value Creation Innovation and Transformative Leadership

## Know more about our weeks

If you want to start one of these transformative journeys, please contact me. I will be more than pleased to assist you.



**ABROAD PROGRAMMES  
DIRECTOR**

**Cosme Almeida**  
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# Executive Immersive Weeks

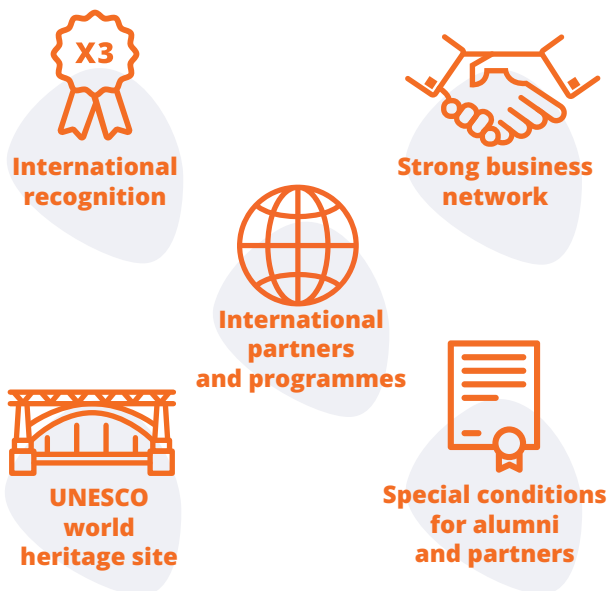
At Católica Porto Business School, we develop leaders for today's global business world. Our programmes focus on ethical decision-making and responsible leadership.

You will benefit from our faculty, research, international cohort, and strong business connections. We are surrounded by innovative industries, with global leaders in cork, wine, footwear, textiles, automotive components, technology, and logistics.

Porto, a UNESCO World Heritage site, blends history with innovation. It offers a unique mix of tradition, a peaceful coastal life, rich cuisine, and warm people. Our campus is next to the sea and the beautiful Douro river.



## EMPOWER YOUR FUTURE



## Partners



## 1. AI FOR MARKETING

From customer insights to predictive analytics and personalised campaigns, Artificial Intelligence (AI) is redefining how brands connect with their audiences. This five-day executive course empowers participants to harness AI as a catalyst for marketing innovation and growth.

Through a unique balance of conceptual sessions and hands-on labs, participants will explore cutting-edge tools and real-world applications, gaining the confidence to design and implement AI-driven strategies that elevate marketing effectiveness, strengthen customer relationships, and create measurable business impact.



### Programme Directors



**Susana Costa e Silva**

Associate Professor of Marketing at Católica Porto Business School



**Nuno de Sousa**

Director of Data & Analytics at Simia Tech

## 2. STRATEGIC PLANNING AND DECISION MAKING

This intensive week invites students to make strategic decisions. Guided by experts and collaborative exercises, participants will explore strategy formulation, value chain analysis, competitive advantage, and strategy management systems.

Students will engage in case studies, workshops, and team activities to enhance critical thinking, problem-solving, and leadership skills. By the end, they will craft and present a comprehensive strategic proposal.



### Programme Directors



**Luis Marques**

Auxiliar Professor at Católica Porto Business School



**António Vasconcelos**

Professor of Strategy at Católica Porto Business School and member of INSURE.Hub

## 3. AI FOR SUSTAINABLE BUSINESS

This transformative five-day course is designed for senior leaders from diverse industries with limited AI knowledge, but eager to harness its potential to drive sustainable management practices within their organisations.

In an era where sustainability is not just a regulatory requirement, but a strategic imperative, understanding how to integrate AI into sustainable management is an essential competitive advantage. This course bridges the gap between sustainability principles and AI technologies, providing the knowledge and tools to lead participants toward a more sustainable and innovative future.



### Programme Directors



**Wayne Visser**

Professor of Practice in Regenerative Business, Innovation and Technology at Católica Porto Business School



**Ricardo Ribeiro**

Industry Fellow at Católica Porto Business School



**Hugo de Almeida**

Industry Fellow at Católica Porto Business School

## 4. INNOVATION AND SUSTAINABILITY

We understand that modern training needs diverse methodologies. Our "Action-Learning" approach ensures active participation, not just observation. We offer case discussions, real-world projects, simulation games, group dynamics, company initiatives, and tutorials.

This week-long programme prepares participants for the sustainability agenda, focusing on its interdependencies and systemic nature. It exposes them to the latest sustainability and regenerative practices to make informed decisions, ensuring the success of an type of organisation.



### Programme Directors



**Manuela Pintado**

Full Professor at School of Biotechnology, Universidade Católica Portuguesa



**Ricardo Morais**

Professor of Management at Católica Porto Business School



## 5. ESG - ENVIRONMENTAL, SOCIAL, AND GOVERNANCE AND CORPORATE STRATEGY

We use diverse methodologies, focusing on "Action-Learning" for active participation. Our teaching includes case discussions, real-world projects, simulation games, group dynamics, company initiatives, and tutorials.

This week-long immersive programme aims to prepare participants for the sustainability agenda in its many dimensions, especially the interdependencies and systemic nature of its analysis, and to expose them to the latest sustainability and regenerative thinking and practices in order to make the right decisions to ensure the success of any type of organisation.

### Programme Directors



**João Pinto**

Dean and Professor of Sustainable Finance at Católica Porto Business School



**Luis Rochartre**

Industry Fellow at Católica Porto Business School and member of INSURE.Hub

## 6. DISRUPTIVE BUSINESS TRANSFORMATION

Businesses face disruption from AI, digital tech, and sustainability pressures. Many fail at transformation by treating it as a project, not a strategic imperative. Successful companies embed transformation into their core strategies, using disruption for innovation and long-term value.

Our "Business Transformation" programme equips leaders with the tools to thrive. You will explore transformation drivers, exponential technologies, and sustainability as innovation drivers. Through lectures, case studies, and workshops, you will gain insights to integrate transformation into your strategy and lead meaningful change.

### Programme Directors



**Wayne Visser**

Professor of Practice in Regenerative Business, Innovation and Technology at Católica Porto Business School



**Ana Salomé**

Industry Fellow at Católica Porto Business School and CEO of thehumanbureau

## 7. LEADING GLOBAL BUSINESSES

The world is shifting from VUCA (volatile, uncertain, complex, and ambiguous) to BANİ (brittle, anxious, non-linear, and incomprehensible), marked by disruptions like multi-polarity, negative interest rates, pandemics, AI, and environmental crises. BANİ affects global value chains, fosters megafirms, and requires new collaboration forms.

Managers need skills in design thinking, agile engineering, lean business modelling, and corporate foresight. This week equips you for a BANİ world. You will gain insights into megatrends, emerging markets, multinational corporations, cultural intelligence, and networking. You will also visit Portuguese firms and collaborate on a design thinking project.

### Programme Directors



**Ricardo Morais**

Professor of Management at Católica Porto Business School



**Sérgio Almeida**

Industry fellow at Católica Porto Business School and CEO of Seal Group

## 8. THRIVING AND INTEGRATED VALUE MANAGEMENT

We face multiple crises like climate change, polarisation, biodiversity loss, and inequality. Companies have attempted to tackle these issues by fostering social responsibility, sustainability, and ESG strategies, but many problems continue to persist. A new approach, called thriving, regeneration, or net positive, is needed.

Thriving differs by focusing on global system change, aiming for net positive outcomes, and integrating this approach into every business aspect. During this week, you will learn about global challenges, systems thinking, integrated value management, and regenerative leadership. Visits to innovative companies will expose you to leading practices. By the end, you will be ready to drive meaningful change.

### Programme Directors



**Wayne Visser**

Professor of Practice in Regenerative Business, Innovation and Technology at Católica Porto Business School



**António Vasconcelos**

Professor of Strategy at Católica Porto Business School and member of INSURE.Hub