

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.

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EXECUTIVE IMMERSIVE WEEKS EXECUTIVE EDUCATION



Empower your future >



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EMPOWER YOUR FUTURE

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.



Key facts

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

Weekly contents will continuously evolve, adapting to market needs.

Partners



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
cealmeida@ucp.pt

Advanced Management Certificate

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

Our **Executive Immersive Weeks** offer a unique blend of cutting-edge topics and valuable insight into sustainable principles, all infused with our core values of humanism, corporate connections, and global mindset. Choose from a selection of intensive weeks focusing on:



**1
INNOVATION
AND
SUSTAINABILITY**



**2
ESG AND
CORPORATE
STRATEGY**



**3
LEADING
GLOBAL
BUSINESSES**



**4
STRATEGIC PLANNING
AND DECISION
MAKING**



**5
AI FOR
SUSTAINABLE
BUSINESS**



**6
DISRUPTIVE
BUSINESS
TRANSFORMATION**



**7
THRIVING AND INTEGRATED
VALUE MANAGEMENT**

1. 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

2. 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

3. LEADING GLOBAL BUSINESSES

The world is shifting from VUCA (volatile, uncertain, complex, and ambiguous) to BANU (brittle, anxious, non-linear, and incomprehensible), marked by disruptions like multi-polarity, negative interest rates, pandemics, AI, and environmental crises. BANU 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 BANU 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.



Ricardo Morais

Professor of Management at Católica Porto Business School



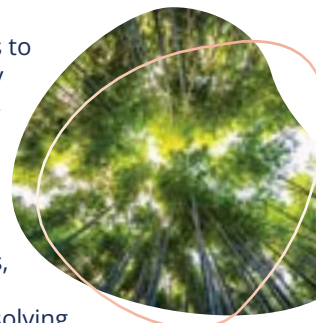
Sérgio Almeida

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

4. 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

5. AI FOR SUSTAINABLE BUSINESS

This transformative five-day course is designed for senior leaders from diverse industries with limited Artificial Intelligence (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

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. 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

Micro-Credentials

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

Know more here:

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