



CATOLICA  
CATÓLICA PORTO  
BUSINESS SCHOOL

PORTO

EMPOWER  
YOUR  
FUTURE

# Welcome to Católica Porto Business School



EUROPEAN  
BUSINESS SCHOOLS  
2024 RANKING







# Message from the Dean

Católica Porto Business School is part of Universidade Católica Portuguesa. It combines academic excellence, Porto's unique spirit and a global mindset.

Our faculty members are recognised for their academic expertise and business relationships. Our research combines the highest standards of scientific rigour with a positive impact on businesses and society. Our students and alumni bring to our campus a wide variety of backgrounds, geographically and in training and experiences. With professionalism and dedication to the university, our staff provides a distinctive proximity service to the community

**Welcome to Católica Porto Business School!**

*João Pinto*

SCAN AND  
WATCH







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# OUR COMMITMENT

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# Mission, Vision, Values

## Mission

To develop professionals for a global, sustainable and ethical society, and advance knowledge on management and economics, through impactful innovation, connections with practice and adoption of a global mindset.

## Vision

To be recognised as:

- A leading European school for making a meaningful impact on society and practice;
- A prestigious research-intensive European school of business and economics;
- A prime option for students seeking holistic development as individuals.

## Values

- Excellence
- Person-centricity
- Experimentation

# Strategical Axes



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**Global  
Mindset**



**Impactful  
Innovation**



**Connections  
with Practice**





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# WHAT SETS US APART?

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# What set us apart?

## Culture of innovation and development of transferable skills

- Graduates' skills diversity;
- Imbedding corporate connections and international opportunities in programme content and delivery;
- Launch of innovative programmes and initiatives at all education levels.

## An education with a strong humanist dimension

- A culture of proximity;
- A sustainable growth based on values;
- Work, education and research for the non-profit world;
- Funding options offered through scholarships and Excellence Awards;
- High involvement in volunteer activities via UDIP (Unit for the Integral Development of the Person)

## Global mindset

- BSc and MSc degrees in English and Portuguese
- 93 international academic partners in 39 countries;
- A member of the Catholic Universities and other international networks.

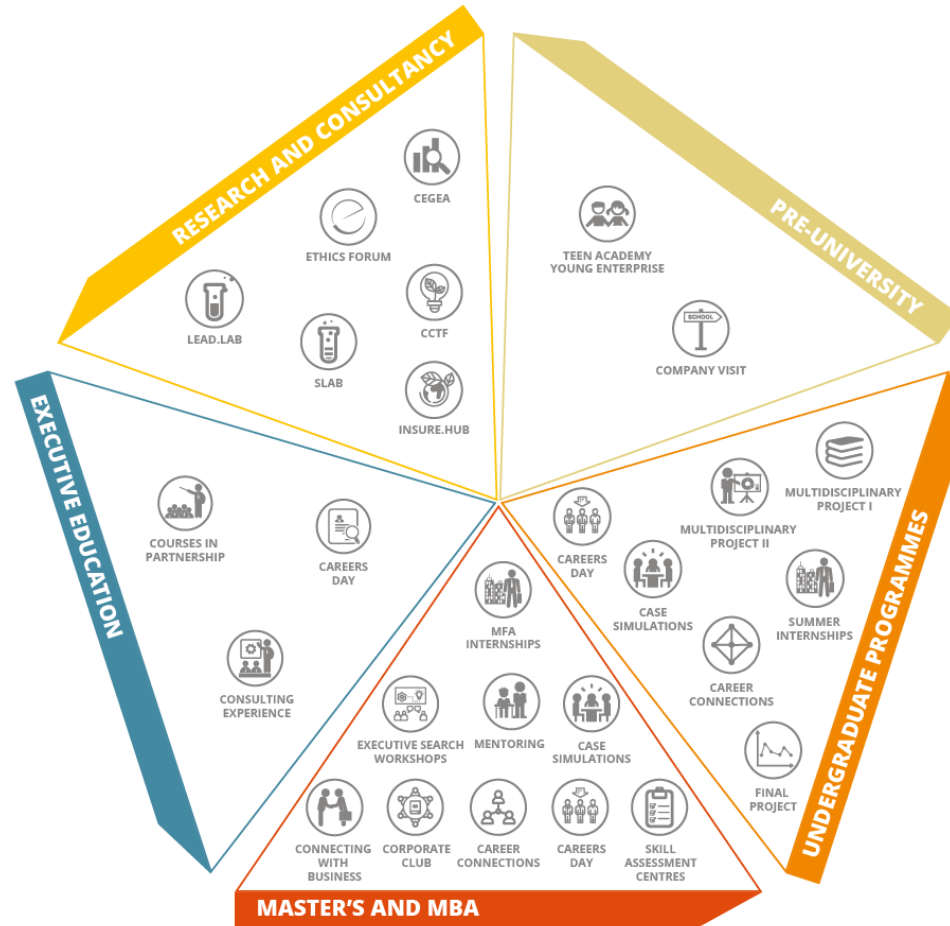
## A diverse and stimulating academic environment

- Católica Porto campus' multicultural environment;
- The school offers a wide variety of student groups and academic activities including the CPBS Student Associations, AIESEC, the Catholic Investment Club, the Catholic Policy Society, the Catholic Student Consulting, and the Catholic Towards Change Club

## Unique setting in Portugal (export driven SME)

- Integrated into the regional ecosystem
- Participation of companies in school activities
- Contributes to develop SMEs with an impact on the Portuguese economy.

# Corporate connections



We deliver industry-focused programmes and impactful applied research through **strong corporate ties**, offering hands-on experience via internships, projects, and expert talks.

We foster entrepreneurship with incubators, mentorship, and networking, creating a dynamic hub for innovation and leadership.

We also have our **Corporate Club** to connect top companies with students and professionals.

Together with our **Partners** and **Prestige Partners**, we enhance networking and opportunities to build a more human-centred society, new knowledge and leaders with purpose.





# Some of our partners





# Career Development Office

ALL  
STUDENTS

ALUMNI  
STUDENTS

COMPANIES



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# Career Development Office

**Welcoming  
activities and  
team buildings**

**Counselling  
sessions**  
(Career and educational  
development sessions)

**Team coaching**  
for undergraduates

**Coordinating skills  
development  
centres**  
for graduates

**Advisory  
sessions**  
(e.g. job interviews, CV,  
Linkedin profiles, public  
presentations)

**Career and  
network events**

**JobTeaser**  
CDO online platform

**Summer  
internships**

**National and  
international  
internships**  
for MSc projects

**Coaching**  
for MBA Executive  
students

**Job Offers**  
and other internships

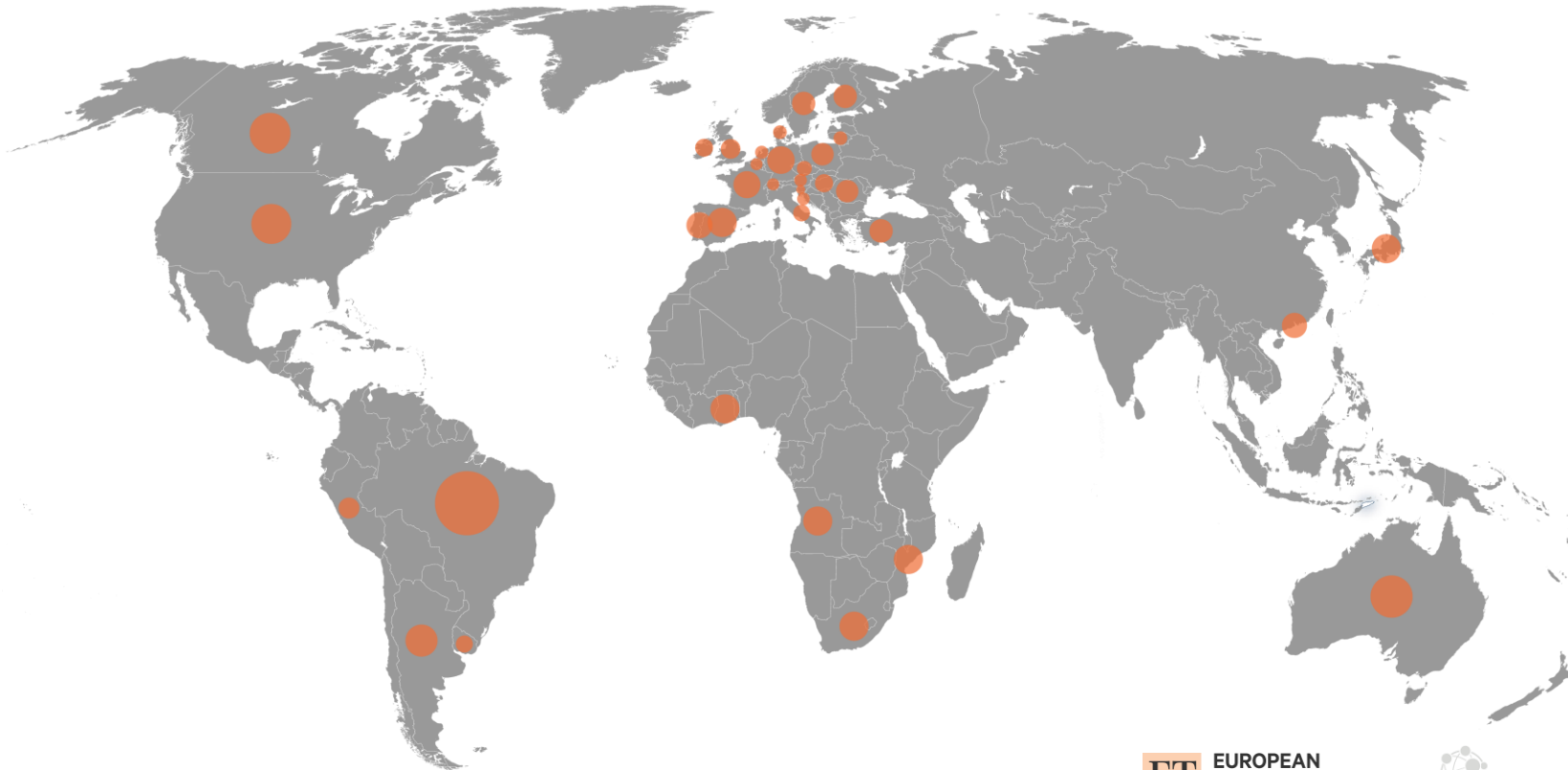
**Corporate  
and Alumni**  
active networking



# International strategy

Exchange programmes with **93 international partners** in **39 different countries**

Most of our partners have international accreditations (EQUIS, AMBA and AACSB)





# International strategy

**17%**  
international students

## Porto Sustainable Business Summer School

with WU - Vienna University  
of Economics and Business

## Global Education Certificate

For BSc students

## MBA Executive international weeks

Spain (ESADE), Italy (LUISS),  
Germany and Switzerland

## “Programa Atlântico”

triple degree programme with Catholic Universities  
from Angola (Luanda) and Brazil (Rio de Janeiro)

## 6 MSc Double Degrees

Aston (UK), Corvinus (HU), Groningen (NL)  
Kedge (FR), Lancaster (UK), Neoma (FR)

## Executive Immersive Weeks

One week programmes, totally in english,  
and in cutting-edge themes,  
designed for global leaders

## GRL4ST

### Globally Responsible Leadership for Sustainable Transformation

GRLI - The Globally Responsible Leadership Initiative  
with 7 international partners





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# FACTS AND FIGURES



# Facts and figures

## 3 Undergraduate programmes

2 Undergraduate programmes

. **ECONOMICS**

. **MANAGEMENT**

Offered in EN and PT to all students

1 Double Degree

. **LAW and MANAGEMENT**

Partnership with UCP Law School – Porto

## 5 Graduate programmes

. **MSc AUDITING AND TAXATION**

. **MSc BUSINESS ECONOMICS**

. **MSc FINANCE**

. **MSc MARKETING**

. **MSc MANAGEMENT** options of specialisation in Business Analytics, Services Management, Management Control, Human Resources and International Management

All in EN except MSc Auditing and Taxation



Double Degree options with 6 international universities:

. **ASTON (UK)**

. **CORVINUS (HU)**

. **KEDGE (FR)**

. **LANCASTER (UK)**

. **NEOMA (FR)**

. **GRONINGEN (NL)**



# Facts and figures

**41** Executive education programmes

**. EXECUTIVE MBA**

**. “PROGRAMA ATLÂNTICO”**

international postgraduation programme in collaboration with Catholic Universities of Angola and Brazil (Pontifical Catholic University of Rio de Janeiro)

**10** Postgraduate programmes

**. ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT**

**. FASHION MANAGEMENT**

**. GENERAL MANAGEMENT**

**. HEALTHCARE MANAGEMENT**

**. HOSPITALITY MANAGEMENT**

**. MANAGEMENT AND INNOVATION IN THE AGRI-FOOD SECTOR**

**. MANAGING WITH ANALYTICS**

**. NUTRITION, ENDOCRINOLOGY AND MANAGEMENT**

**. SPORTS MEDICINE, REHABILITATION AND MANAGEMENT**

**. SUSTAINABILITY AND REGENERATION**

**MANY**  
customised and in-company programmes

**7** Executive Immersion Weeks, totally in English, one-week term programmes each, in Porto

**. LEADING GLOBAL BUSINESS**

**. INNOVATION AND SUSTAINABILITY**

**. ESG AND CORPORATE STRATEGY**

**. STRATEGIC PLANNING AND DECISION-MAKING**

**. AI FOR SUSTAINABLE BUSINESS**

**. DISRUPTIVE BUSINESS TRANSFORMATION**

**. THRIVING AND INTEGRATED VALUE MANAGEMENT**

**22** Executive programmes in areas such as **SUSTAINABILITY, ETHICS, LEADERSHIP, HUMAN CAPITAL, MARKETING, SALES, FINANCE, MANAGEMENT**





# Facts and figures

## 1 Fundamental research centre

### CEGE

Centro de Estudos em Gestão e Economia / Research Centre in Management and Economics\*

#### Main areas

- . **MARKETS AND POLICY**
- . **SERVICE MANAGEMENT AND PERFORMANCE**
- . **ETHICS AND SUSTAINABILITY**

\*registered, accredited, and financed by the Portuguese National Funding Agency for Science, Research and Technology (FCT)

\*\* we partner with UCP - Faculty of Biotechnology and Planetiers New Generation, along with national and international entities

\*\*\* we partner with UCP - Faculty of Biotechnology and UCP - School of Law of Porto; Special Corporate Partner: Galp

## 5 Applied research centres

### . INSURE.Hub - INNOVATION IN SUSTAINABILITY AND REGENERATION HUB

Aims to promote circular, sustainable and regenerative business solutions powered by disruptive innovation\*\*

### . CCTF - CATÓLICA CENTRE FOR THRIVING FUTURES

Aims to regenerate nature, society and the economy through advances in science-based research, effective government policy and breakthrough technology innovation\*\*\*

### . ETHICS FORUM

Aims to promote organisational ethics and to produce joint reflections, and knowledge creation and sharing

### . LEAD.Lab - LEADERSHIP LAB

Aims to contribute to a more humane, virtuous and effective leadership

### . S.Lab - SERVICES MANAGEMENT LAB

Aims to increase the productivity, quality and innovation of service-related industries and service-related tasks



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# Facts and figures

## CONSULTANCY

### CEGEA

Centro de Estudos de Gestão e Economia Aplicada /Consulting Unit in Management and Applied Economics)

Founded in 1991, CEGEA has provided the community with Católica Porto Business School resources and capabilities. An academic institute with a consulting firm's attention to customer characteristics, CEGEA combines research capability and academic independence. Some of our projects were made for:

**AEP**  
**APPICAPS**  
**BIAL FOUNDATION**  
**CALOUSTE GULBENKIAN FOUNDATION**  
**DOURO AZUL**  
**EDP**  
**FRANCISCO M. DOS SANTOS FOUNDATION**  
**GALP**  
**HOSPITAL DA PRELADA**  
**INDITEX**

**INSTITUTE OF DOURO AND PORTO WINES**  
**LIGA PORTUGUESA DE FUTEBOL**  
**METRO DO PORTO**  
**MILLENNIUM BCP**  
**MINISTÉRIO DAS FINANÇAS**  
**SOLVERDE**  
**SONAE**  
**STCP**  
**UNILEVER JERÓNIMO MARTINS**  
**TAP**

And more



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# Facts and figures



**1013**

Undergraduate students  
(BSc)  
(+6%)



**262**

International students  
(+4%)



**472**

Job / Professional  
internships offer  
(+29%)

**105**

Job/ Internships  
raised



**37**

Researchers in CEGE

**515**

Graduate students  
(MSc)  
(+4%)

**93**

International  
academic partners  
(+12%)

**39**

from  
Countries  
(+9%)

**3473**

JobTeaser Platform users  
(+47%)

**228**

Industry representatives in  
Career and Development  
Events

**298**

Speed interviews  
in Annual Career Day

**864**

Executive Education  
Students  
(+10%)

**6**

International  
Double Degrees  
(+50%)

**685**

Career Counselling and  
Advisory sessions

**561**

Project Courses coaching  
sessions

**12**

Active projects  
in CEGE

**118**

Indexed papers  
of CEGE (2023+2024)

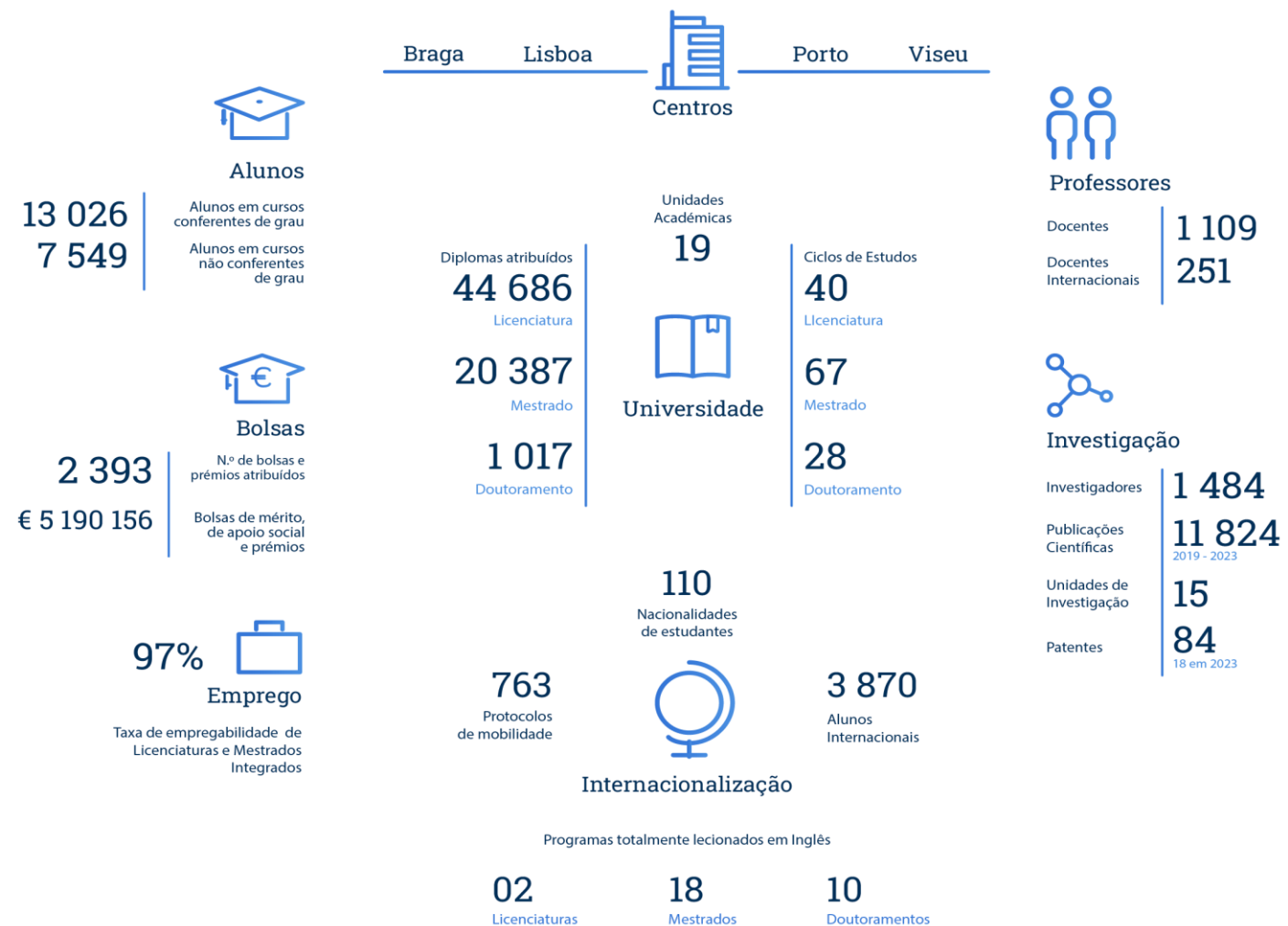
**38**

Consultancy  
Projects by CEGEA

**30**

Professors  
In projects CEGEA

# UCP Facts and figures





# International recognition

Among the Top 100  
European Business Schools  
2024 ranking from the Financial Times



FT

**EUROPEAN  
BUSINESS SCHOOLS  
2024 RANKING**

The FT European Business Schools ranking is an initiative of the Financial Times (FT), which annually highlights the best business schools in Europe. This ranking results from a combined assessment of factors related to the programmes' quality, the salary and career progression of graduates, the faculty's gender diversity, among others.

# International recognition

Among the elite 1% of  
global business schools holding the  
prestigious “Triple Crown”  
Accreditation



The quality of teaching and learning at Católica Porto Business School, and of the School's other core activities, is recognised by the three most relevant international accreditation agencies in management and economics: EQUIS (EFMD Quality Improvement System, by the European Foundation for Management Development), AMBA (Association of MBAs) and AACSB (Association to Advance Collegiate Schools of Business)



# International recognition

The QS Executive MBA Ranking recognized our Executive MBA as one of the only 3 distinguished programmes in Portugal in 2023 and 2024

Our Management, Finance, and Marketing Masters are globally ranked among the best by QS Business Master's Rankings 2025



Quacquarelli Symonds (QS) is the world's leading provider of services, analytics, and insight to the global higher education sector, whose mission is to enable motivated people anywhere in the world to fulfil their potential through educational achievement, international mobility, and career development





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IN OTHER WORDS



# In other words | MSc students

## TESTIMONY

RIYA THARAKAN  
MSC IN MARKETING



"Exploring a relatively understudied subject while handling the responsibilities of my internship and other obligations has made this journey both demanding and fulfilling."

## TESTIMONY

GONÇALO CUNHA  
MSC IN MARKETING



"I can confidently affirm that I encountered no negative experiences with any professors. Their consistent demonstration of exceptional understanding and a positive outlook played a crucial role in cultivating my genuine interest and involvement in marketing."

# In other words | DD students



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**INÊS MACHADO**  
MSc in Management



TESTIMONY

DOUBLE  
DEGREE

"By pursuing the Double Degree program in Budapest, I was able to significantly enhance my technological expertise and gain a clearer understanding of my future career aspirations."

CORVINUS UNIVERSITY OF BUDAPEST (HUNGARY)



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**BRUNO MOREIRA**  
MSc in Finance



TESTIMONY

DOUBLE  
DEGREE

"Studying at two renowned institutions allowed me to diversify my knowledge and expand my professional and cultural network."

LANCASTER UNIVERSITY MANAGEMENT SCHOOL - UK



# In other words | MBA Alumni



"The Executive MBA emerged as a natural tool that really accelerated my knowledge."



"In the MBA Executive, I discovered that we are much more than what we usually think; we developed a set of innovative skills, shared experiences and grew."



"I developed many skills in so many areas. The Executive MBA was absolutely critical for me, in this ever-changing business world."

# In other words | Executive Education

MBA  
EXECUTIVO



**PIET  
NAUDÉ**

Stellenbosch Business School Professor  
Docente convidado MBA Executivo

"Studying Ethics is fundamental to an Executive MBA."

MBA  
EXECUTIVO



**JORDI  
BRUNAT**

Strategy & General Management Professor (ESADE Business School) | Docente convidado MBA Executivo

"The current change in context forces managers and companies to understand what is happening and make the best decisions."

MBA  
EXECUTIVO



**SANTIAGO  
SIMON**

Professor Titular na Esade Barcelona  
Professor Convidado MBA Executivo CPBS

It's a pleasure to contribute to training Portugal's future leaders.



# In other words | Executive Education

FORMAÇÃO EXECUTIVA  
**PROGRAMA INTENSIVO  
DE GESTÃO**

Invista  
em si



ALUMNI

**GONÇALO MORAIS  
DA FONTE**  
Advogado  
Morais da Fonte & Associados

  
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“Investing in this academic training should be any professional's desire and constant goal.”

FORMAÇÃO EXECUTIVA  
**PROGRAMA INTENSIVO  
DE GESTÃO**

Invista  
em si



ALUMNI

**PATRÍCIA MEDEIROS**  
Diretora de Recursos  
Humanos  
Montepio Crédito

  
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“This Programme allowed me to develop management skills that improved my business vision, making it more complete and integrative.”

# In other words | Executive Education



## SALES MANAGEMENT

"This course enhanced my management and leadership skills. It promoted the development of new ideas to optimise a more customer-oriented business management model."




## SALES MANAGEMENT

"This programme covers many critical success factors for sales management. It addresses strategies and methods applied in this area, especially in B2C".




# In other words | Executive Education



**ALUMNI**

**ARMANDO GUIMARÃES**  
Vice-presidente Vitória Sport Club  
Membro do Conselho Consultivo da AMUT

**SOCIAL LEADERSHIP FOR MANAGERS**  
“This programme is an unequivocal example of how firms and organisations of social economy can create dynamics of common learning and increase social impact.”



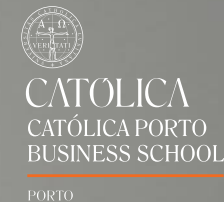
**ALUMNI**

**JOANA MARQUES**  
Psychologist & Skills Developer  
Membro do Conselho Consultivo da APPACDM Porto

**SOCIAL LEADERSHIP FOR MANAGERS**  
“This programme made me learn, in connection with talented managers management. Being part of a consultant council is to understand, even more, the challenges of a social organisation”

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(click on the icon or read the QR Code)







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## Católica Porto Business School

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2024 RANKING



ASSOCIATION  
OF  
**AMBA**



**AACSB**  
ACCREDITED