

# THE digital MBA

Innovative leadership in the digital age

**Porto Business School**

/ University of Porto   

Make change happen



# The seven dimensions of the Digital MBA

Unlock your potential and take your career to new heights with the Porto Business School Digital MBA, a game-changing programme designed to develop leaders who not only have the skills to succeed in today's global business environment, but also have the vision to drive impactful change.

1

## Flexible and Convenient

A unique combination of prestigious education, flexibility, and accessibility. The online format offers unparalleled convenience, allowing you to balance your personal and professional life with your educational pursuits. This flexibility enables you to complete the programme at your own pace, without sacrificing the quality of the education. Furthermore, the online platform provides global access, allowing students from diverse backgrounds and locations to benefit from the same esteemed resources and networking opportunities that are typically exclusive to on-campus programmes.

2

## Digital Specialisation

The programme will ensure that you will learn the essentials of Management and Administration, offering you the possibility of specialisation in topics related to digital transformation. Therefore, you will have the opportunity to explore: Machine Learning for Executives, Digital Marketing, Advanced Analytics, Cybersecurity and Privacy, Internet of Things (IoT) and Smart Technologies, Blockchain and Fintech, among others.

3

## International Perspective

Our programme attracts both national and international candidates and faculty, which is further enhanced by a curated set of courses designed to provide a global view of business and society.

4

## Robust Networking Opportunities

You will benefit from ample opportunities to connect with companies and individuals, leading to lifelong friendships and career opportunities.

5

## Leadership Focus

We offer you a unique opportunity to become a leader for a positive impact on organisations and communities, through deep self-knowledge and focus on inspiring and empowering others through classes, workshops, and simulations.

6

## Personalised Programme

You will be able to customise the programme: choosing the pace, specialisations and projects that best fit your career goals, you will have a competitive advantage in the job market, and you will stand out to potential employers.

7

## Career Acceleration

The programme will enhance your skills, knowledge, and experience, along with personalised career development coaching, to help you take on higher-level roles in businesses and society.



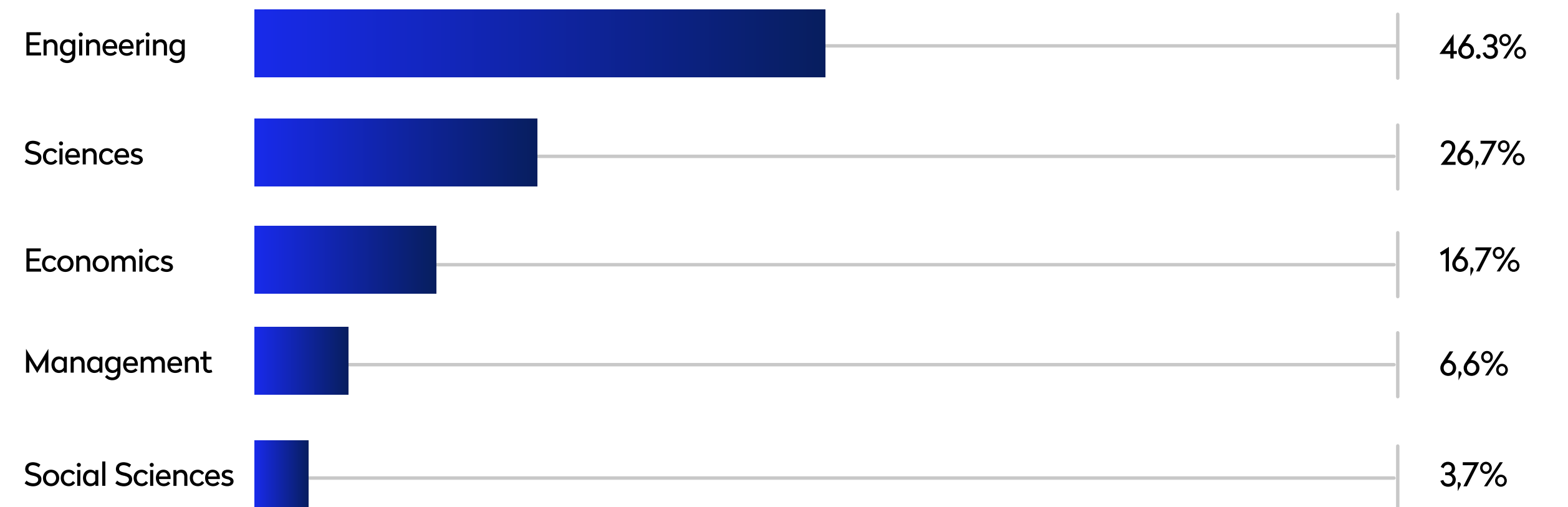
## Gonçalo Dias, Portugal / Spain

Operational Base Chief — Pilot @ Easyjet

“The Digital MBA at Porto Business School offered me the opportunity to finally challenge myself to seek the discomfort of studying and learning skills in the opposite spectrum of my area of expertise. This was a goal I had been pursuing for many years, with constant failure, due to the impossibility of reconciling the traditional MBA offerings with the irregular schedules of my professional life. The flexibility of this programme allows for organising the challenge of this educational stage around professional and family life almost perfectly, without compromising the quality of the education received.”

A Digital MBA class includes individuals from various backgrounds, cultures, and industries, creating a rich learning environment that fosters unique perspectives and global understanding.

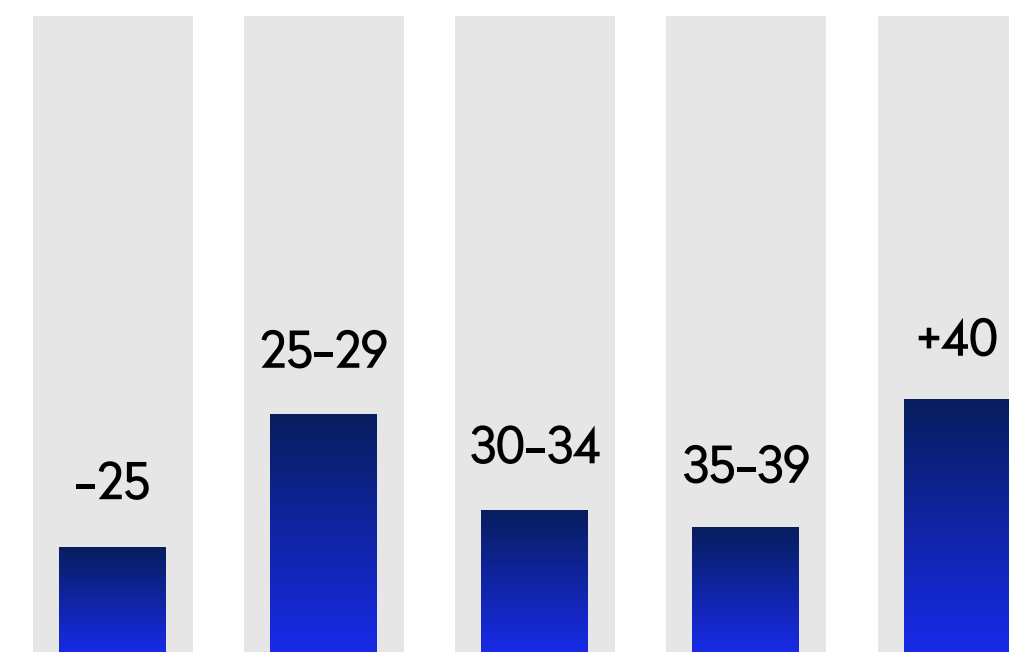
## Academic Background



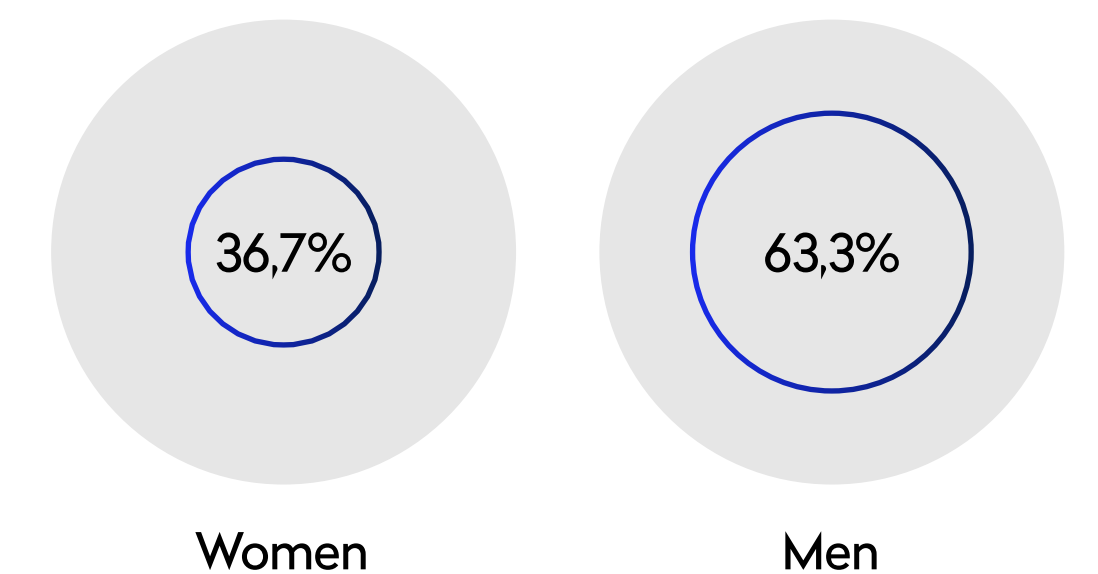
## Age

37

Average age



## Gender



# The Learning Journey

A programme that combines the consistency of fundamental content with the flexibility and personalisation that you need to have a truly unique experience tailored to your ambition.



Considering the desired flexibility of this programme, there is the possibility of extending it from 17 to 28 months. Irrespective of the selected format, all participants start the Digital MBA at the same time and are required to complete 60 ECTS. The 1st Term is mandatory to attend independently the duration chosen by students.

# The Learning Journey

A programme that combines the consistency of fundamental content with the flexibility and personalisation that you need to have a truly unique experience tailored to your ambition.



**Classes**

- Friday afternoons (and some Friday mornings)
- Saturday mornings

# The Learning Journey

A programme that combines the consistency of fundamental content with the flexibility and personalisation that you need to have a truly unique experience tailored to your ambition.



## Leadership Development Track

The Leadership Development Track is anchored on transformational leadership principles. Through a range of experiential learning activities, including workshops, coaching, simulations, and team-building exercises, the programme prepares leaders for a meaningful and positive impact in their organisations and community.

This track is structured around three key pillars: self-leadership, team leadership, and business/community leadership. Through these pillars, students learn to develop their self-awareness, emotional intelligence, communication skills, and strategic thinking abilities, as well as how to lead and manage teams effectively, and make sound business decisions.



## Career Development

Career Development is a crucial component of the MBA, offering candidates a range of resources and opportunities to shape their present and future career paths. Through specialized group and individual career design sessions, personalized career counseling, and participation in career-related seminars and events, candidates are equipped with the essential tools necessary to navigate their career journeys successfully.

Additionally, the career development programme of the MBA is strengthened by the expansion of networks facilitated by both on and off-site company events. These events serve as valuable platforms for candidates to connect, engage, and cultivate meaningful relationships with industry professionals, recruiters, and alumni.

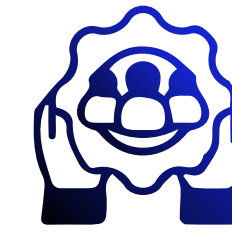


## Sustainability Certificate

This certificate is designed for individuals who want to develop their knowledge and skills in the field of sustainability and sustainable business practices. Through a combination of online coursework, interactive workshops, and case studies, participants learn about topics such as sustainability strategy, corporate social responsibility, sustainable finance, and sustainable innovation.

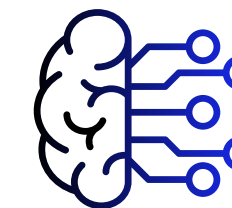
The programme is divided into three modules:

- 1) the basics of sustainability (key concepts and frameworks);
- 2) sustainability strategy (tools to develop and implement sustainable business practices);
- 3) sustainability innovation (creating new products and services that are both profitable and sustainable).



## Entrepreneurship Track

The PBS MBA Entrepreneurs pathway has 4 moments: the core course of Entrepreneurial Mindset, Entrepreneurship Mentors guiding you in your startup idea, Entrepreneurship-related electives, and a Entrepreneurial Final Project with mentors and VCs.



## Artificial Intelligence Track

The Digital MBA's Artificial Intelligence (AI) track promotes a deep understanding of the impact of machine learning on decision-making, leadership, and other business fields. This comprehensive learning path combines techniques with practical applications of AI in various business domains, enabling students to navigate the challenges and seize the opportunities presented by the digital age.

The AI track within the Digital MBA is a specialised learning path consisting of mandatory courses such as "Artificial Intelligence for Business", "Innovation & Digital Strategy", "Analytics for Executives", and a selection of elective courses focused on AI and digital topics. These electives include "Digital Marketing and Analytics", "Cybersecurity and Privacy", "Internet of Things (IoT)", "Blockchain and Fintech", "Valuing Innovative Companies", and "Advanced Analytics".

# BE PROGRAMME – Are you leading your life?

PBS Career Centre will ensure the necessary boost to make your MBA the key to a successful professional future. From the beginning and throughout the MBA, students have access to a self-development programme designed to provide the necessary tools for them to autonomously manage their careers and increase their lifelong employability.

## YOUR CAREER JOURNEY AT PORTO BUSINESS SCHOOL

### CAREER DEVELOPMENT & CAREER SKILLS

#### BE.AWARE

Awareness stage for an introduction to career-related topics

##### Individual Career Guidance #1

- Exploring your career expectations
- CV & LinkedIn Flash Feedback

##### Discovering the job market by sectors

##### Photo Shooting

##### Career Portals

- PBS Alumni Network
- Get Highered (EFMD)
- Career Development Centre (AMBA)

#### BE.YOURSELF

Deep dive stage for career planning and design of action plan

##### Career Design

##### Group sessions

- Impact of changes in careers
- Deconstruct career myths
- Trends & new career models
- Myers-Briggs Type Indicator (MBTI)
- Introduction to career maps

##### Individual sessions: Career coaching

- Career options, goals & strategies
- Action plan design

##### Employability Toolkit

- LinkedIn
- CV
- Interviews
- Personal Branding & Networking

##### Individual Career Guidance #2

- Action Plan: follow-up
- Networking: strategy review

### TALENT & NETWORKING

#### BE.WISE

Market interaction, networking, experience sharing & career opportunities

- Company presentations
- Company visits
- Networking events
- Career Summit
- Career Talks
- Talent Book
- Job disclosure
- Mentoring Programme



## BE PROGRAMME – Are you leading your life?

PBS Career Centre will ensure the necessary boost to make your MBA the key to a successful professional future. From the beginning and throughout the MBA, students have access to a self-development programme designed to provide the necessary tools for them to autonomously manage their careers and increase their lifelong employability.

### BE PROGRAMME OUTCOMES

**At the end of the programme, you will be able to:**

- recognize the impact of current trends (work, people e learning) on career
- have access to a portfolio of strategies and tools that will allow you to take an active role in managing your career
- define your job market positioning
- activate and manage your network

### BE PROGRAMME FIGURES

**76%**

of Digital MBA students enrolled in the BE PROGRAMME

**100%**

of Digital MBA students recommended the BE PROGRAMME

### BE PROGRAMME TESTIMONIALS

“It was one of the best experiences in the MBA so far. I understood my value proposal in a way that I hadn’t been able to, beforehand. Truly life changing!”

*Executive MBA Student, 2021/2022 Cohort*

“The programme was decisive in choosing the MBA at Porto Business School and, to date, it has not disappointed my expectations. The purpose of the career mapping sessions is the perfect complement to a journey that is not intended to be merely an academic exercise! The sessions were brilliantly structured and conducted. They are intense, immersive, and managed with deep commitment and sensitivity. I highly recommend them!”

*Digital MBA Student, 2021/2022 Cohort*

“The sessions were a highlight of the MBA overall. My consultant was very helpful into leading me to think properly how I can achieve my goals in terms of my career.”

*International MBA Student, 2021/2022 Cohort*



**Célia Carmo, Portugal**

Chief Financial Officer @ Grupel S.A.

“The Digital MBA is a diverse programme, covering a wide range of topics while gathering an excellent faculty and offering flexibility. This flexibility in choosing courses allowed me to explore new fields of business, enrich knowledge in some specific areas and explore new ways of thinking to face daily challenges.”



## Experiential Learning

Experiential learning is a vital component of the MBA experience as it equips students with the hands-on experience, adaptability, and resilience needed to thrive in today's ever-changing business landscape.

### Business Impact Challenge

Two weekends immersive programme that allows students to apply their knowledge and skills to solve complex business problems and gain hands-on experience in a real business environment. The programme is designed to provide students with the skills, knowledge, and confidence they need to succeed in the Business world.

Experience first-hand the real benefit of our location — home to major multinationals, tech start-ups, luxury retail and NGOs, and a dynamic, real-life project in which to apply your skills. Our innovative Business Impact Challenge capitalises on our connections with the Portuguese business community. This faculty-led live project will not only enhance your practical experience, but critically grow your network, and allow you to gain exposure to new companies and sectors.



# Experiential Learning

Experiential learning is a vital component of the MBA experience as it equips students with the hands-on experience, adaptability, and resilience needed to thrive in today's ever-changing business landscape.

## Global Immersion Week – UC Berkeley (San Francisco, USA)

One-week programme with classes and immersion in the business ecosystem. Through this programme, you will:

1. **Develop global perspective:** This programme is designed to provide a global perspective on business which is fundamental in today's interconnected world. By experiencing different business ecosystems and cultures, you will gain valuable insights into how businesses operate in different parts of the world and develop a more nuanced understanding of global markets.
2. **Gain hands-on experience:** In addition to attending classes, the programme includes opportunities for hands-on experience, such as site visits to local companies and organizations. You will see first hand how businesses are conducted in the host country and gain practical experience in navigating cultural and language barriers.
3. **Dive into networking opportunities:** You will have the opportunity to network with professionals and peers from around the world. This can lead to valuable connections and opportunities for collaboration and learning beyond the week itself. Additionally, building relationships with international business leaders can be a valuable asset for future job opportunities and business ventures.

[Watch our International Week Video](#)

### In "exchange" Elective Courses

In addition to this experience, students can attend elective courses in exchange format within a network of partner schools: IMD School Management, Fundação Dom Cabral, FIA Business School, IE Business School, IESEG School of Management, Kozminski University, Neoma Business School.

For Digital MBA students, the Global Immersive Week is optional, and the experience is limited to the available seats. Students may choose to participate in this or other international weeks, subject to payment.

# The Digital MBA in a nutshell

The business world is rapidly evolving around us. At Porto Business School, you will reinvent your path forward by embracing uncertainty and using it as a catalyst for innovation and growth.

Choosing to pursue an MBA is one of the best decisions you can make for your career, as it provides a comprehensive business education, valuable networking opportunities, and the skills and knowledge necessary to succeed in today's competitive job market.

Gain a global vision and connect with leading organisations through our customisable programme.



#### Duration

17/28 months



#### Format

Part-time



#### Location

Online



#### Language

English



#### Recognition

Accredited



#### Intake

October 2023



#### Go global

Opportunity to study and learn with international students and faculty



#### Customisable

Programme personalisation



#### Unique DNA

Close connection to companies



#### Strong community

Endless networking opportunities



#### Excellence

World-renowned faculty



#### Career

Excellent work opportunities



#### Standard price

23.000€\*



#### Commitment

More than 10 different scholarship types

\* Early bird fee pricing: 20.500€ (From February 1st to May 5th 2023)



## Our scholarships

Scholarships play a crucial role in ensuring that talented and motivated individuals have access to our world-class MBA programmes and can reach their full potential as leaders in their fields.

An MBA is an investment in your future.

Many students rely on multiple means of support, including scholarships and loans. Our Engagement Advisors will help you make informed decisions and find sources of funding.

Please check our scholarships and apply for the one that suits your profile best during the submission phase.

- Dean's Scholarship
- Merit
- STEM Scholarship
- Arts & Humanities Scholarship
- Going Global Scholarship
- Financial Support Scholarship
- Women Leaders Scholarship
- Young Leaders Scholarship
- Diaspora Scholarship
- Entrepreneurship Scholarship
- Social Impact Scholarship

To learn more about our scholarships

[Visit our website](#)

[Contact our Engagement Advisory team](#)



**Pedro Vieira and Rosário Moreira**  
Digital MBA – Programme Directors

“ Leaders capable of **seizing the opportunities** that arise in these times of transformation, leveraged by emerging technologies, are the most wanted today.

Combining elements of a traditional MBA and digital transformation topics, our flexible **Digital MBA programme prepares you to become such a leader.**”

## Meet our Alumni Community

Our greatest strength lies in the success and proximity of our alumni. If you want, you can ask us to get in touch with any current or former student of the programme.



**Diogo Bezerra, Portugal / Norway**  
Leader Subsea Facilities @ Equinor

“The Digital MBA allowed me to fulfil a long-delayed career goal due to its flexible and remote nature, managing to balance it with my professional and personal availability and work relocations.”



**Raimundo Geddes, Malawi**  
Fleet Operations Manager @ Mota Engil

“There is so much more to the programme than what I initially expected, as it has been more than an educational experience. It is a phenomenal journey that has facilitated development through personal growth, and professional experience as well, allowing me to improve my leadership, communication, team building, analytics, and time management skills.”



**Marta Pacheco, Portugal**  
Sales Director @ Triwool

“I could not be happier with my choice to return to Porto Business School, this time, for the Digital MBA programme. It has been a privilege to be a pioneer in this new format that delivered the much-needed flexibility and balance in place, content, and time management, without compromising the team spirit between colleagues.”



**Pedro Neves, Portugal / France**  
Orthopaedics Specialist — Spinal Surgery @ Hôpital Privé Arnault Tzanck Mougins — Sophia Antipolis

“Pursuing an MBA seemed like dreaming my biggest dream due to the demand and time spent in my career; I never considered it. Everything changed when I came across the opportunity of attending the Digital MBA. It is an innovative programme covering everything from the principles of economics and business organization to digital disruption. It is a complete, dynamic, and flexible learning experience, complying with the rigour and demand of Porto Business School.”





# Porto Business School

Porto Business School is a renowned school with close ties to both the Portuguese and international business community and the University of Porto.

Since 1988

More than 35 years driving change

Unique ADN

Association with more than 40 organisations  
Part of the University of Porto

International recognition

Triple accreditation



Positioning in the rankings



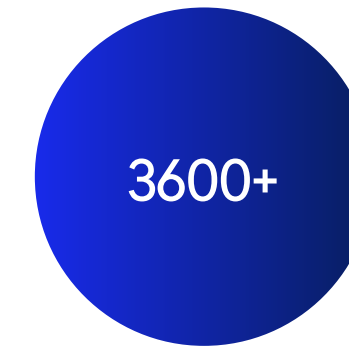
Partnerships



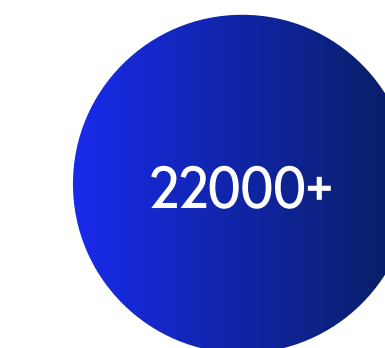
Sustainability

LEED Gold Certification (Leadership in Energy & Environmental Design)  
Paper Free School

Community



Trained executives every year



Former students



Professors



Different nationalities

# A Truly Corporate Approach

Porto Business School was born out of the entrepreneurial spirit of a group of businessmen from northern Portugal. Today, it has 40 associated companies.

At Porto Business School, we strongly believe that our close relationship with companies is key to providing our MBA students with a truly immersive and practical learning experience.



The special relationship of Porto Business School with companies brings our students closer to recruitment processes when they are looking for talent. Here you can find some recent recruiters.

Accenture Interactive | Adalberto | Agility Alphanumeric Systems | Altran | Amorim SGPS | Arrow Eletronics | AT Kearney | Banco Português de Fomento | BA Glass | Barclays | Beta Capital | Boston Consulting Group | Boyden | BNP Paribas Cardif | BP Group | Castelbel | Cisco | Clark Modet | CLOO | Colep | Continental | Coverflex | Critical | Dave Morgan | Deloitte | Dott | Egon Zehnder | Ernst & Young | Europa Group | Farfetch | Faucrecia Group | Flying Tiger Copenhagen | Fundação de Serralves | Garland | Global Head Hunters | Hays | Ibersol Group | IBM | Heidrick & Struggles | Hilti | Hologic | Horton International | Hovione | IKEA | Inditex Group | Invesco Transearch | Kitopi | Korn Ferry | Leroy Merlin | Li & Fung | Manitowoc | McKinsey & Company | Michael Page | Microsoft | Milésime Group | Mri Worldwide | NORS Group | Patagonia | PlatformE | Procter & Gamble | Prosegur | Siemens Group | Skelt - Energy Fit Solutions | Sodecia Group | Sonae MC | Sonae Capital | Stanton Chase | SYPartners | Porto Digital | Technoserve | Tlantic | Tysers | WoW | Volkswagen

## University of Porto

**97% of our international students recommend University of Porto as the best international experience at the end of their study period.**

Founded in 1911, the University of Porto is a benchmark for Higher Education and Scientific Research in Portugal. It is also one of the top universities in Europe and among the top 10% in the world according to the QS University Ranking in “Economics and Econometrics” (based on the analysis of more than 3000 universities). Birthplace of Science in Portugal and a key-driving force for economics, social, cultural, and scientific development, the University of Porto is the most productive institution in Portugal in terms of patents: more than 300 active patents, with a solid emphasis in the field of health sciences.

The University of Porto Innovation mindset is also mirrored in UPTEC, the Science and Technology Park of the Academy, dedicated to incubating startups and hosting Business Innovation Centers in Arts, Sciences, and Technologies. Since its founding in 2007, UPTEC has supported more than 630 business ideas.

The University of Porto is a highly reputable institution, recognized for its excellence in teaching, research and innovation.



# Admissions Process

Porto Business School's admissions process is simple, yet rigorous.

Applying for an MBA can be a daunting task. But don't worry – there are solutions that can help make it more manageable. Here are some tips that can help you succeed in your application to Porto Business School's MBA programme:

- 1. Start early:** Begin researching the Porto Business School's MBA programmes as soon as possible. Ensure you understand the admission requirements, deadlines, and other relevant information. This will help you avoid last-minute stress and anxiety.
- 2. Seek help from professionals:** Porto Business School has a dedicated Engagement team that can help you with every step of the process. They can assist with choosing the right programme, helping with your essays, and interview preparation.
- 3. Stay organised:** Create a checklist of everything you need to do and keep track of deadlines and application requirements. This will help ensure that you don't miss any important steps in the process.

At Porto Business School, the MBA application process involves a few steps:

## a) Online Application

Complete the online application form, which includes your personal information, photo, academic background, work experience, CV and official academic transcripts from all universities you have attended.

[Click here to start your online application](#)

## b) Recommendations

You will also need to identify two people with whom you have worked before and who can respond to a recommendation survey. These people will receive an email from Porto Business School with brief questions about your profile.

## c) Documents submission

- Two essays about yourself and your motivation for pursuing an MBA;
- Certificate of Proficiency in English\*.

## d) Payment

In order to finish your application, you will need to make a payment of 50€.  
(Paypal or Credit/Debit card)

## e) Interview

Your application will be evaluated and you will be invited to an interview. The interview will last for approximately 30 minutes.

**Et voilà: you are now ready to be part of the Porto Business School community and make change happen!**

\*If you do not hold an English Certificate, we can assist you in scheduling an assessment.

# Are you ready to make change happen?

## THE digital MBA

Innovative leadership in the digital age

**Porto Business School**

/ University of Porto   

Make change happen

