

**EXECUTIVE**  
**MBA**



PORTUCALENSE  
UNIVERSITY

**PORTUCALENSE  
BUSINESS SCHOOL**

Inspiring Your Career

**TURN YOUR  
TALENT INTO A  
COMPETITIVE  
ADVANTAGE  
AND LEAD THE  
CHALLENGES**

YOUR  
**INSPIRATION** [7]

**BOOST YOUR**  
**CAREER** [9]

YOUR NEW  
**IMPACT TOOLS** [11]

**EXPAND YOUR GLOBAL**  
**SKILLS AND NETWORK** [17]

**SHAPE YOUR**  
**SKILLS** [25]

**BE YOUR**  
**BEST** [27]

**GET YOUR PATH TO**  
**TRANSFORMATION** [29]

**A PROGRAMME  
THAT VALUES  
LEADERSHIP  
SKILLS,  
STRATEGY, AND  
THE ABILITY TO  
INNOVATE**

# YOUR INSPIRATION

The Executive MBA of Portucalense Business School was designed with market trends and the current needs of companies and organizations in mind.

It is a highly differentiated programme, since it values innovation in all aspects of management, with the goal of stimulating and improving critical thinking and creativity by equipping participants with the techniques and tools to find innovative solutions, predict scenarios, and become more competitive.

The Executive MBA is geared towards developing the most valued skills in the labour market. To achieve the best results, great emphasis is given

to practice, from real-life case studies to national and international business simulation scenarios, never underestimating the power of shared experiences. The Executive MBA also enhances the development of leadership, teamwork, communication, conflict management, creativity, and innovation skills.

All while focusing on management, the programme aims to engage students in activities that promote the development of various soft skills, encourage networking, and bridge the gap to the business world.

# BOOST YOUR CAREER

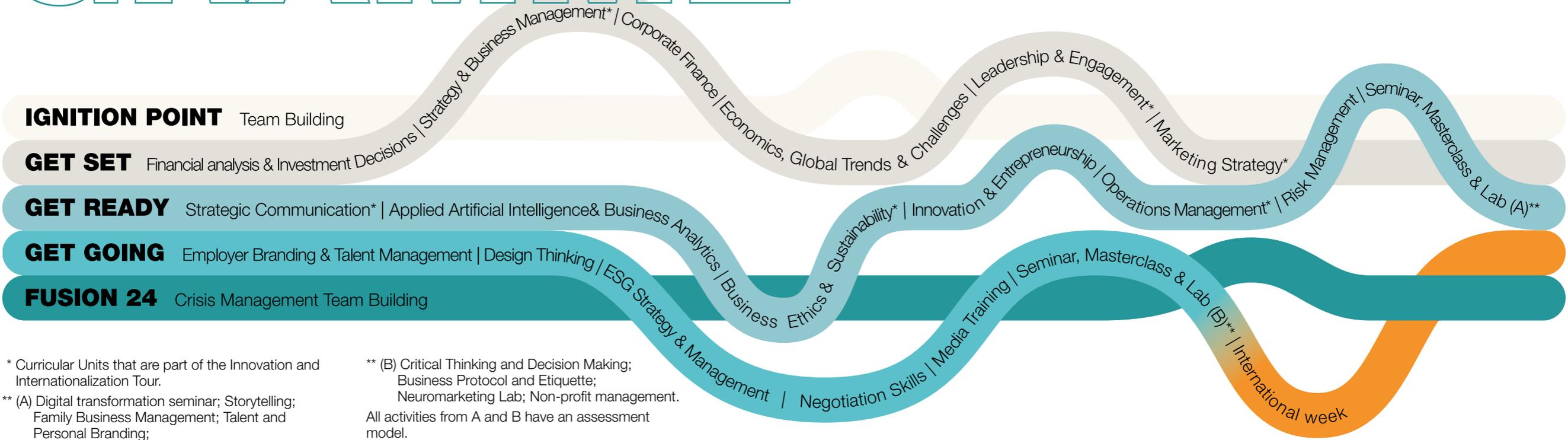
## BOOST YOUR CAREER

- Professional and personal growth.
- Acquisition of skills to confidently face business world challenges.
- Differentiation in the professional sphere and increased competitiveness.
- Development of the leadership profile.
- Access to one of the most prestigious Business Schools in the world, through International Week.
- Access to a diverse and highly specialized faculty, coming from the academia, both national and international, as well as from business and industry.

# YOUR NEW IMPACT TOOLS

- Development of leadership, communication, negotiation, and decision-making skills.
- Acquisition of skills for teamwork, conflict management, creativity, and innovation.
- Developing a holistic and integrated view of the market by understanding international markets and global business practices.
- Acquiring knowledge in different areas such as business strategy, finance, operations, marketing, and technology.
- Development of national and international networking.

# PRO GRAMME



\* Curricular Units that are part of the Innovation and Internationalization Tour.

\*\* (A) Digital transformation seminar; Storytelling; Family Business Management; Talent and Personal Branding;

\*\* (B) Critical Thinking and Decision Making; Business Protocol and Etiquette; Neuromarketing Lab; Non-profit management.

All activities from A and B have an assessment model.

The welcome session (Ignition Point) plays a fundamental role in the start of the programme, as a first contact between participants, thus fostering their integration.

### IGNITION POINT

The activities planned for the Innovation and Internationalization Tour encourage the participation and engagement of participants in activities that will enhance various soft skills, facilitate the exchange of contact details, and bring students closer to the business reality.

### INNOVATION AND INTERNATIONALIZATION TOUR

Throughout the programme there will be seminars, masterclasses, and experimental and/or simulation sessions (Labs), which are part of the **Get Ready** Module and the **Get Going** Module.

### SEMINAR, MASTERCLASS & LAB

The closing session (Fusion 24: Crisis Management) takes place at the end of the programme and aims to provide an immersive experience.

### FUSION 24: CRISIS MANAGEMENT

# FROM HERITAGE TO INNOVATION

## INTERNATIONAL WEEK



EXPAND

YOUR

GLOBAL

AND

NEW

**EXPAND  
YOUR  
GLOBAL  
SKILLS AND  
NETWORK**



## FROM HERITAGE TO INNOVATION

The international week is part of the Executive MBA and is designed to challenge participants' skills and knowledge. Over five days, participants will benefit from a short course taking place at the ICN Business School campus in Paris. At the end of the short course, the students will be awarded the ICN Business School Attendance Certificate.

## MANAGEMENT CHALLENGE

- The short course includes practical classroom sessions, visits to world-leading companies headquartered in Paris, and to public entities.
- The short course was designed around innovation processes combined with management and entrepreneurship. Therefore, it will constantly stimulate critical thinking and creativity, as well as the use of new techniques, such as the “phygital”.

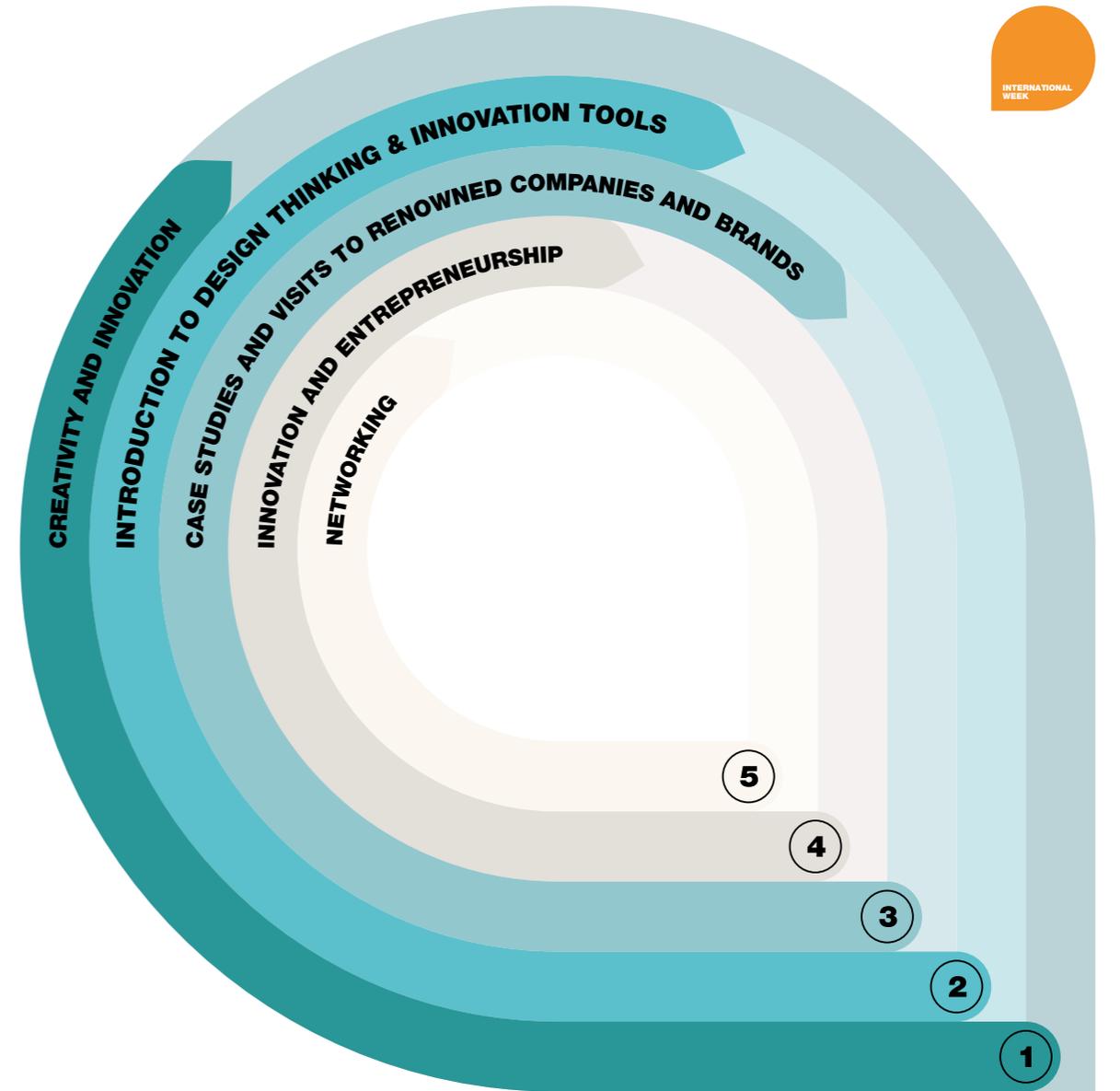
## INTERNATIONAL NETWORKING

- The short course aims to promote connections with professionals who have an international experience while allowing students to develop a business network and opportunities for future collaborations.

## STRATEGIC PARTNERSHIP

- Developed in partnership with the ICN Creative Business School, the International Week offers a multicultural component in an immersive environment.
- The ICN Business School presents itself as a “Creative Business School” with triple accreditation from AACSB, AMBA, and EQUIS, which represents the highest seal of quality in business education.

# INTERNATIONAL WEEK



# TESTIMONIALS



*The international week "From Heritage to Innovation" will equip students with the creative skills needed to reinvent their managerial practices and be effective players in their innovative ecosystem.*



*What is the best example of the link between heritage and innovation? The luxury goods industry, of course. The immersive study trip into this industry will help you to understand how luxury brands integrate the challenge of innovation without forgetting their history and their past.*

**Zineb Aouni,**  
Associate Professor of Entrepreneurship at the ICN Business School

**Maxime Koromyslov,**  
Director of the Master's degree programme and Associate Professor of Marketing at the ICN Business School



SHAPE  
YOUR  
SKILLS

**SHAPE**  
**YOUR**  
**SKILLS**



The Executive MBA is designed for professionals seeking to develop management and leadership skills who work in different sectors of activity. Professionals with different academic backgrounds foster an environment of excellence, thus enhancing the learning outcomes through the wealth of experiences, visions, and expectations of everyone involved.

# BE YOUR BEST

BE  
YOUR  
BEST



*Pursuing an MBA is a decision taken with due consideration, requiring a great deal of effort, dedication, and resilience. This is the characteristic that defines leaders and enables them to take part in a journey that will be a turning point in their professional and personal path. It is undoubtedly an investment in their career, but also a catalyst for their transformation and personal growth.*

**Margarita Carvalho,**  
Coordinator of the Executive  
MBA | ESG Strategy &  
Management



*Our aim with this Executive MBA programme is to present a veritable roadmap of challenges. The content, the dynamics, and the sharing provided by this programme will create sound foundations of knowledge to improve skills and, above all, create the right amount of everlasting curiosity, demand, proactivity, and sensitivity that will distinguish the leaders of the future.*

**Alfredo Castanheira,**  
Coordinator of the Executive  
MBA | Strategic  
Communication /  
Media Training

**GET YOUR  
PATH TO  
TRANSFOR  
MATION**

# SCHE DULE

10 months

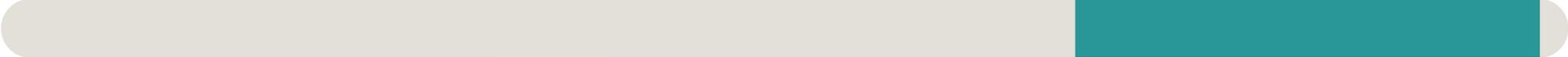
[33]

9h 10h 11h 12h 13h 14h 15h 16h 17h 18h 19h 20h 21h 22h

**Wednesday**



**Friday**



**Saturday**



Some sessions may take place online.



### ASSESSMENT

The assessment system varies according to the curricular unit.



### DIPLOMA

The award of the Executive MBA diploma depends on passing all the curricular units. Only students who have attended 75% of the respective contact hours (excluding the International Week contact hours) can sit the assessment.

Students who have attended the International Week will be awarded an ICN Business School certificate as proof of their participation.



### INVESTMENT + EARLY BIRD

Application  
**100€**

Tuition Fees  
**8.400€**

10% discount on the tuition fee in the 1st application phase.

For special conditions for payment in instalments, protocols, and partnerships, please contact the admissions office.



### THE PRICES QUOTED INCLUDE

- . Class materials;
- . Welcome kit;
- . International week at the ICN Business School;
- . Travel, flight to Paris and lunches that are part of the ICN Business School short course;
- . Access to special conditions at partner hotels in Paris;
- . Access to the car park on the Universidade Portucalense campus;
- . Delivery of the Portucalense Business School and ICN Business School certificates.



## UNIVERSIDADE PORTUCALENSE CAMPUS

The MBA takes place on the campus of Universidade Portucalense, in Asprela, Porto, one of Europe's largest hubs for the concentration of knowledge. It is the ideal place to benefit from the distinctive features of Universidade Portucalense: highly specialized teaching staff, a strong connection to the business world, and a culture of proximity to students.



## ICN BUSINESS SCHOOL CAMPUS

The ICN Business School - Paris is located at the heart of the La Défense business district, a stone's throw from the headquarters of France's largest companies. The ICN Paris La Défense campus is a place for learning but also a place for students, teachers, and companies to meet and share experiences. It is a space that gives companies and decision-making centres the opportunity to have a close relationship with the school and keep up to date with its activities.





PORTUCALENSE  
UNIVERSITY

DEPARTMENT OF  
ECONOMICS AND  
MANAGEMENT

partnerships.



**AICEP**  
Portugal Trade & Invest

**Admissions Office.**  
email. [ingresso@upt.pt](mailto:ingresso@upt.pt)  
phone. +351 225 572 222/3  
Free national line. 800 270 201



MC | 03/26