



Postgraduate Programme

in Business Innovation



2023
2nd Edition

Make change happen

Explore the innovation journey, build the skills, agile thinking and mindset to spot opportunities, deliver cutting-edge strategy and excel in execution.

[APPLICATIONS](#)

[MORE INFO](#)

[CONTACT US](#)

WHY THIS PROGRAMME?

We are standing on the edge of a technological revolution that will change our lives unlike anything humankind has experienced before. Like the three previous revolutions, the 4th Industrial Revolution has the potential to improve the quality of life for the major part of the world's populations.

However, the platform ecosystems and the acceleration of technology innovation, combined with the velocity of business model disruptions are becoming complex to anticipate. Even the most connected and best informed business leaders need to set aside their most natural survival instincts in order to understand this fast changing environment, challenge the assumptions of their operating teams and continuously innovate for long term existence.

It is time for real business innovation practices to drive the transformation of companies.

For this reason we have developed a comprehensive study program for individuals who believe that business innovation is on the critical path to transforming our social systems, going beyond simple technology and process automation.

The Postgraduate programme in Business Innovation sets out to unleash this awareness and develop the necessary conceptualising and innovation leadership skills.

The capability to shape and steer a course is equally important to a corporate intrapreneur, as it is to entrepreneurs seeking to launch or grow businesses, to family business successors, internal venture project managers or specialists such as engineers or professionals seeking to re-orient their career.

To achieve these goals, we created an executive master, in a flexible format, divided into 3 parts, mimicking the real innovation flux.

An **experiential journey** and **intensive immersion** into business innovation to shape and drive the exponential transformation currently taking place / A programme **designed to allow participants to experience real remote, collaborative, cross-functional and cross cultural team work** / Strong digital focus, flexible format and an innovative time allocation, allowing participants to attend the programme no matter where they are based.



WITH THIS PROGRAMME YOU WILL

Design, implement and manage a company's innovation strategy, network or system: learn about the roadmap of innovation management and decision criteria applicable to deciding on and funding innovation projects / improve on teamwork skills / improve on communicating and presenting skills.

Find, launch and manage new ventures with high-growth potential: learn how innovative ideas are developed into proposals for new business / get an insight and first-hand experience about what it is like to be an innovator/corporate entrepreneur developing an innovative idea and presenting it to management.

Design and validate business models to build successful new ventures and prepare business plans: learn about the components of a business model of a business innovation idea according to the Customer Centric Business Design™ methodology / practice modelling a proposal for a new innovative business / learn how to assess proposed innovation ideas and business models of the innovation ideas.

PROGRAMME

270 hours, distributed between 204 hybrid hours and 66 online hours (asynchronous and synchronous).

Programme Overview

1. Bootcamp	12h
2. Specialized Courses	176h
3. Customer Centric Business Design	36h
4. Innovation Project	37h
5. Masterclasses (students self-select)	9h

Bootcamp



Strategy, Culture, Structure, Processes, Competences	12h
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Develop the Business Opportunity


Customer Centric Business Design	12h
Design Thinking & Lean Exploration	12h
Innovation Futures & Strategy	16h
Innovation Culture	16h
Agile Organizations	16h
Challenge Based Innovation Project	12h
Masterclass I*	3h



Develop the Business Concept

Customer Centric Business Design	12h
Current Trends for Global Business	16h
Competitive Strategy	16h
Open Innovation	12h
Entrepreneurial Finance	16h
	
Challenge Based Innovation Project	12h
Masterclass II*	3h
	

Develop the Business Model

Customer Centric Business Design	12h
Measuring Innovation Impact	12h
Process Thinking	16h
Growth Marketing	16h
Product Management	12h
	
Challenge Based Innovation Project	13h
Masterclass III*	3h

*Master Classes are part of the Postgraduate curriculum. They are held in different days of the week that don't coincide with classes.

Porto Business School uses an online software that allows examiners to supervise the assessment process.

Learn from the best.



Mart Kikas

Innovation Coach, Executive Coach, Business Mentor. Lecturer and researcher at Estonian Business School. Has over 20 years of experience as an entrepreneur and manager.



Maria Oliveira

Executive Business Director of UPTC, the Science and Technology Park of University of Porto, with 20 years' experience in innovation management and technology transfer and development of new ventures. Previously invited fellow of Boston University, Executive Director of UTEN, a component of the UT Austin | Portugal Program. She is regularly invited as an external expert to evaluate proof of concept proposals for the European Commission and as a speaker in conferences and seminars.

Maria graduated in Engineering (UTAD), with a M.Sc. in Innovation and Technological Entrepreneurship (U.PORTO), an Executive Certificate in Management and Leadership from the MIT Sloan School of Management and MBA from Porto Business School.

**PROGRAMME DIRECTORS
& FACULTY MEMBERS**



António Câmara

Chairman YGROUP



Ana Casaca

Digital Transformation
Manager Worten



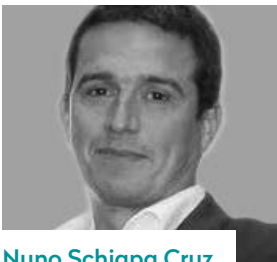
Clark Kellog

Founding Partner The
Berkeley Innovation Group



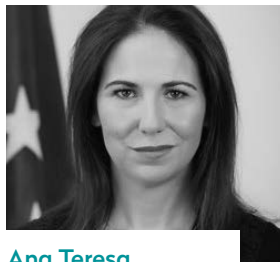
Pedro Pinheiro

Partner Yoda Partners



Nuno Schiapa Cruz

Head of Transformation
Program NOS



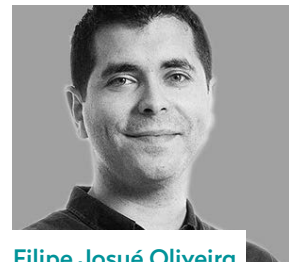
**Ana Teresa
Lehmann**

International Business
Expert



Jay Dahya

Professor at Columbia
Business School



Filipe Josué Oliveira

Head of Strategic Insight
Sonae MC



Ken Singer

Managing Director
Sutardja Center for
Entrepreneurship
and Technology UC
BerkeleyProgram NOS



Rui Santos Couto

Co-Founder
Founders Founders



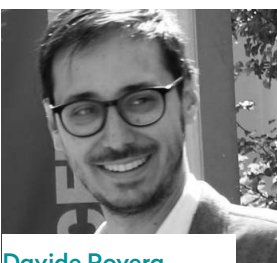
Tiago Rocha

Creative Strategist



Américo Azevedo

Specialist in Operations
Management and in
Business Organisation
and Business Strategy



Davide Rovera

eWorks Manager at
ESADE Business School



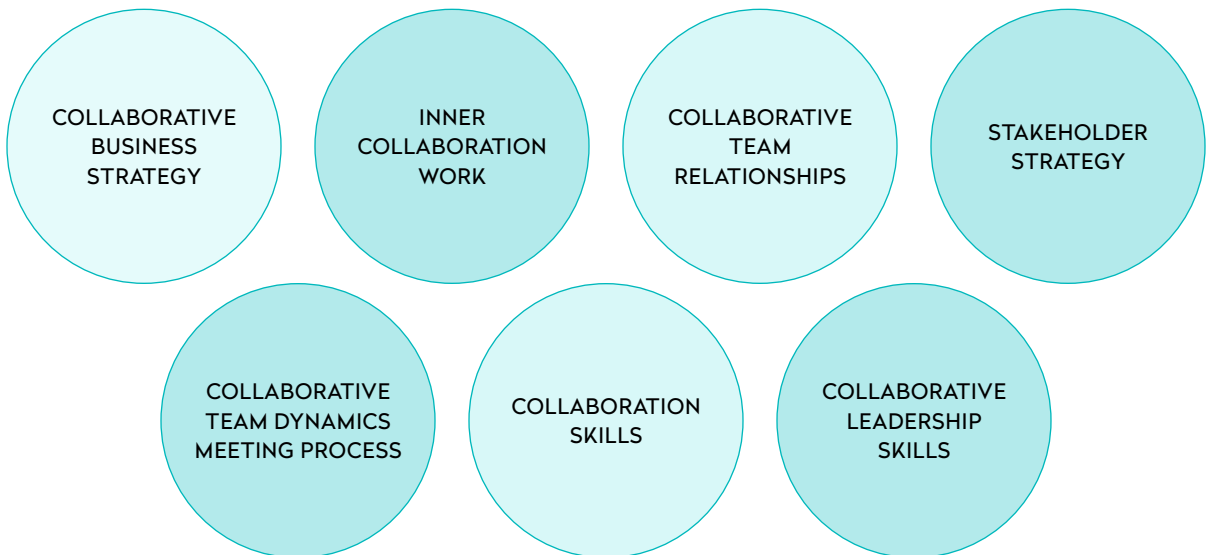
Miguel Sousa

Professor at FEP

The programme is **an experiential journey and intensive immersion into business innovation to shape and drive the exponential transformation currently taking place.**

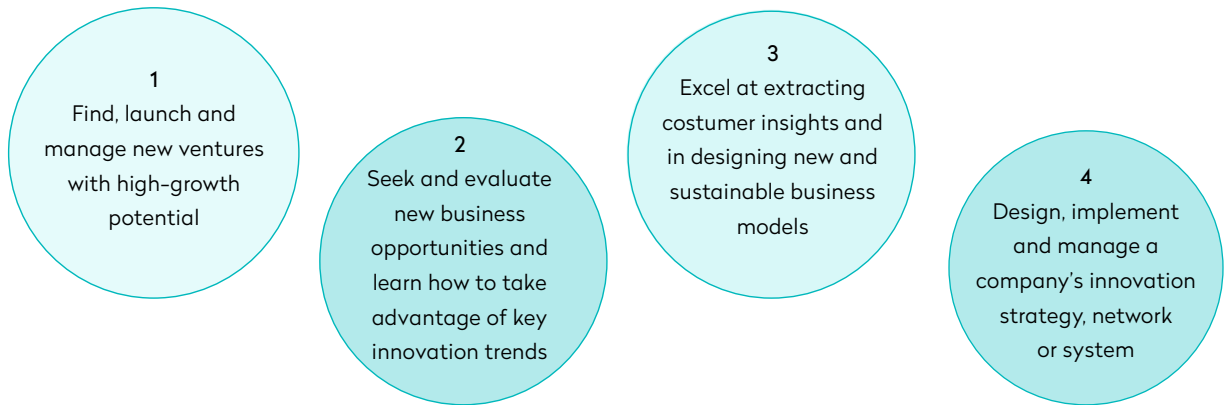
Collaborative Business Innovation

In particular, its project-based curriculum is designed to allow students to experience real remote, collaborative, cross-functional and cross-cultural team work. It's indeed a "flight simulator" of real life at any XXI century company.



The Postgraduate programme in Business Innovation will challenge, stretch and guide you to rethink your ideas and approaches.

You will explore every aspect of the innovation journey from every perspective, building the skills, the agile thinking and the mindset to spot opportunities, deliver cutting-edge strategy and follow through with excellence in execution.



1. MINDSET

Transform your thinking and skills. Lead a culture of innovation: discover the leadership qualities, set the innovation agenda and the importance of purpose. Increase your knowledge of the why and how of innovation through the combination of up-to-the-minute academic expertise and business insights.

2. PROCESS

Innovation is a messy business. Understand how it happens in practice and why some companies do it brilliantly while others flounder. Use open innovation for your benefit.

3. PERSPECTIVE

Challenge assumptions and think beyond your current boundaries. Learn to look beyond your organization to generate fresh ideas and identify the best ones to take forward.

4. EFFECTIVENESS

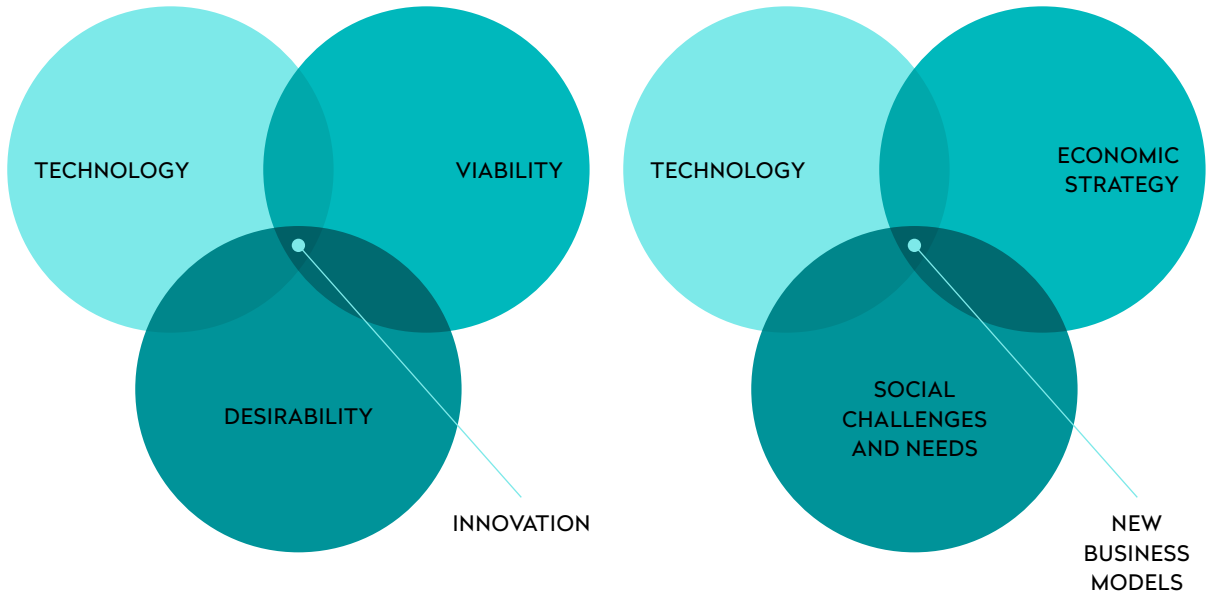
Pinpoint your innovation challenge so that you emerge with a defined focus and clear action plan. Address innovation barriers such as resource shortage, stakeholder mapping and culture issues.

5. IMPLEMENTATION

Return to work able to engage stakeholders and champion innovation in the face of resistance. Embed ideas that create and drive organizational value, securing buy-in so your innovations stick. Track progress and successes as you lead innovation – everything from innovation value chain to metrics.

Challenge Based Innovation

Sustainability Driven Innovation



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

International Experience



A unique learning opportunity!

By attending this postgraduate programme you will have the possibility to participate in our International Week.

Porto Business School has established partnerships with some of the best business schools in the world, enabling you to visit them for an immersive learning, and networking experience.

Optional module.
Please contact us for more information.

Ready to explore with us?

APPLICATIONS

To embark on this journey, you must have a university degree. In exceptional cases, applicants without a university degree may be admitted upon assessment of their academic curriculum and professional experience. Applications for Postgraduate programmes are submitted online at www.pbs.up.pt.

**1st phase until 7th of October
(early bird fee) / €6.100***

2nd phase until 6th of January / €6.900

DIPLOMA

Students who pass all the subjects will be awarded a Postgraduate Diploma in Business Innovation.

In accordance with the Regulations of the University of Porto, the Postgraduate programme in Business Innovation gives those who complete it 45 ECTS (European Credit Transfer System) credits in the area of Business Sciences.

COMMERCIAL DISCOUNTS

Companies partnering with the Porto Business School and their staff, members of the Porto Business School Alumni and former students of the University of Porto are eligible for special offers.

The Porto Business School has also signed agreements with various financial institutions in order to obtain funding for the programmes it offers. For more information, please contact us.

SCHOLARSHIPS

The Porto Business School has a scholarship programme for international students. For more information, contact: international@pbs.up.pt

For more information, please contact us: pgs@pbs.up.pt

Porto Business School

/ University of Porto



Venue

Porto Business School,
Physical and Virtual Campus



Next Edition

February, 2023



Duration

3 trimesters, distributed by 10 months

Schedule

2 days per month, Mondays and Tuesdays
(hybrid mode).

1 online session per week.



Language

English



Investment

1st phase until 7th of October

(early bird fee) / €6.100

2nd phase until 6th of January / €6.900

For holiday-related issues or assessment needs may, exceptionally, be used other days of the week. Given the nature of the program, the use of personal computer is required.

Paper Free School

In alignment with the sustainability plan Porto Business School, case studies and other support materials will be always in digital format.

The price, dates, faculty and content of the programme may change

Academic Associates

Universidade do Porto

Non Academic Associates

Amkor

Amorim

Associação de Antigos Alunos da FEP

Banco Angolano de Negócios e Comércio

Bial

BOSCH

BNP Paribas

BPI

Caixa Geral de Depósitos

Câmara Municipal do Porto

Cerealis

Continental

Coopropar-Medlog

Deloitte

EDP

EDP Estudos e Consultoria

Efacec

Eurobic

Ramada Aços, S.A.

Aços e Indústrias SA

Fundação Luso-Americana

Galp Energia

Gameiro e Associados

Grupo Gamobar

Grupo Mota-Engil

Grupo RAR

Millennium bcp

Montepio

Natixis

NOS

Nors

Novo Banco

Proef

PWC

REN

Riopele

Samsung

SONAE

Super Bock Group

TMG Group

Rankings



Acreditações



Memberships

