



**Porto
Business
School**
University of Porto

ADVANCED PROGRAM

AI FOR BUSINESS

Unlocking Strategic Value

March 2027

DEMYSTIFY AI TO DRIVE BUSINESS SUCCESS

Artificial Intelligence is now core to business performance. Leaders can no longer afford to be passive.

Designed with a **strategic focus**, this program prioritizes **leadership and impact — not code**.

Gain the **non-technical skills** to lead AI responsibly, unlock real opportunities, and compete with born-digital businesses through agility, data, and innovation.



WHAT YOU WILL ACHIEVE

- **Gain a business-first understanding of AI**, focused on real use cases and strategic value creation.
- **Identify where AI creates impact**, from efficiency gains to improved customer experience and business growth.
- **Develop practical AI capabilities** by designing and presenting a tailored AI Opportunity Plan for your organization.
- **Lead responsible AI projects**, addressing ethical, legal, and operational risks with sound judgment and governance.
- **Communicate effectively across teams**, bridging business and technical perspectives to align AI with strategic goals.
- **Enhance your leadership profile**, becoming a future-ready manager equipped for data-driven transformation.
- **Build resilience in digital environments**, adapting to change with agility, insight, and strategic foresight.
- **Analyze real-world AI initiatives**, learning from success and failure through expert input and peer collaboration.



THE RIGHT FIT FOR YOU

Designed for **executives, functional managers, and digital transformation leaders** who want to identify and lead AI initiatives — no technical background required.

Ideal for professionals in **operations, marketing, HR, finance, legal, healthcare, energy, telecommunications, and innovation**, looking to apply AI strategically and drive **responsible digital transformation** across business functions.

PROGRAM INSIGHTS

Understand AI's strategic value and how technologies like machine learning and generative models create business opportunities across functions.

Design and lead AI initiatives, even without a technical background, using practical tools for implementation, governance, and scale.

Adopt responsible AI practices, addressing bias, ethics, and regulation to ensure transparent and human-centered solutions.

Avoid common pitfalls by anticipating operational, strategic, and cultural risks that often undermine AI success.

Build AI-ready teams and workflows, enabling cross-functional collaboration and enterprise-wide digital transformation.

Gain insight from real-world cases, learning from success and failure through expert-led analysis and peer-driven feedback.

SPECIAL PROGRAM FEATURES



HANDS-ON ACTION LEARNING

Apply **AI** through **simulations, exercises,** and a tailored **implementation plan.**



CAPSTONE PROJECT

Address a **strategic AI challenge** using **innovation** and **responsible leadership.**



CROSS-INDUSTRY INSIGHTS

Gain insights from **real-world AI use cases** across multiple **sectors.**



WORLD-CLASS FACULTY

Learn from **global experts** blending **academic rigor** with **industry application.**



PRIVILEGED ACCESS

Join an **executive community** connected to **AI-driven global leaders.**



BLENDED FORMAT

Flexible mix of **in-person immersion** and **live online learning** for executives.

PROGRAM STRUCTURE

UNDERSTANDING AI FOUNDATIONS

*Exploring concepts, context
and strategic opportunities*

Introduction to AI: Concepts
and Trends

Understand AI, ML, LLMS,
Generative AI

AI Strategy & Business
Impact

Hands-on Labs: AI Tools &
Frameworks

LEADING AI TRANSFORMATION

*Implementing AI to unlock
value*

AI in Marketing & Sales

AI in Operations & Supply
Chains

Responsible AI Leadership

Data-Driven Decision-
Making

EXPANDING WITH AI

*Driving innovation, ethics and
human-centric leadership*

Leadership in an AI-Driven
World

The Future of Work

Ethical Governance and
Regulatory Rediness

Human-Centric AI Design

I. Problem Framing & Strategic Context

Define the business challenge
and strategic opportunity for
AI

II. AI Solution Design & Integration Plan

Design the AI-driven solution
and how it connects to value
creation

III. Final Presentation & Strategic Pitch

Present your proposal to an
expert panel of AI & business
leaders

CAPSTONE TRACK WITH MENTORING LAYER

30 hours
In person

30 hours
Online

30 hours
In person

CURRICULUM OVERVIEW / UNDERSTAND AI FOUNDATIONS

Introduction to AI: Concepts and Trends

Luís Paulo Reis

Understand **what AI is**, how it differs from traditional computing, and the **key trends and drivers** transforming global business

Understand AI, ML, LLMs, Generative AI

André Restivo

Luís Paulo Reis

Explore **Machine Learning, Generative AI and LLMs**, understanding core concepts, **business applications**, and key **limitations, biases**, and **ethical considerations**.

AI Strategy & Business Impact

João Pimenta

Pedro Miguel Reis

Define an **AI-driven strategic vision**, identifying **high-impact opportunities, competitive advantages**, and **risks** using proven **business strategy frameworks**.

Hands-on Labs: AI Tools & Frameworks

André Restivo

Luís Paulo Reis

Work with **AI tools and no-code platforms**, applying **practical frameworks** to solve **real business challenges** through **hands-on experimentation**.

In partnership with:



CURRICULUM OVERVIEW / LEADING AI TRANSFORMATION

AI in Marketing & Sales

João Pimenta
Pedro Miguel Reis

Explore how **AI transforms marketing and sales** through **personalization, analytics, dynamic pricing**, and **customer insights** from real-world use cases.

AI in Operations & Supply Chains

João Pimenta
Pedro Miguel Reis

Discover how **AI optimizes operations and supply chains** through **predictive analytics, automation**, and real-world applications in **efficiency** and **forecasting**.

Responsible AI Leadership

Cláudia Costa
Luís Paulo Reis

Develop **responsible AI leadership** by applying **ethical and legal frameworks**, addressing **bias**, and ensuring **fairness, transparency**, and **accountability** in AI systems.

Data-Driven Decision-Making

André Restivo
Pedro Miguel Reis

Use **AI-driven insights** to enhance **decision-making**, foster a **data-centric culture**, and track impact through **KPIs** and **business metrics**.

In partnership with:



CURRICULUM OVERVIEW / EXPANDING WITH AI

Leadership in an AI-Driven World

João Pimenta
Luís Paul Reis

Lead in **AI-powered organizations** by developing **future-ready talent**, managing **transformational change**, and applying **leadership models** that drive **innovation**.

The Future of Work

Luís Paulo Reis
Pedro Miguel Reis

Explore how **AI transforms work**, driving **human-AI collaboration**, **hybrid teams**, and strategies for **upskilling**, **reskilling**, and **organizational adaptation**.

Ethical Governance and Regulatory Readiness

Brígida Mónica Faria
Cláudia Costa

Navigate **AI regulations** and design **ethical and legal governance** policies to ensure **compliance**, manage **accountability**, and address **intellectual property** challenges.

Human-Centric AI Design

Brígida Mónica Faria
Luís Paulo Reis

Design **human-centric AI** by prioritizing **user experience**, **trust**, and **empathy**, exploring **adaptive interfaces** and **collaborative AI** use cases.

In partnership with:

PROGRAM DIRECTOR



Luís Paulo Reis ▼

Associate Professor at the **University of Porto** and **Director of LIACC**, the Artificial Intelligence and Computer Science Laboratory. Also **Co-Director** of the **Bachelor's in AI and Data Science**. **Senior Member of IEEE** and **PMP certified**. Former **President of the Portuguese Robotics Society** and the **Portuguese Association for Artificial Intelligence**.

With **over 30 years of experience**, he has led AI research, innovation, and applied projects across multiple sectors. Served as **Principal Investigator** in more than **25 industry-linked initiatives**, authored **500+ scientific publications**, and supervised **200+ PhD/MSc theses**.

[LinkedIn](#)

FACULTY



André Restivo [in](#)

Associate Professor at FEUP and LIACC researcher with 25+ years in AI, ML, IoT, and software engineering projects.



Brígida Mónica Faria [in](#)

Associate Professor at E2S-P.PORTO and LIACC board member. 20+ years of experience in Machine Learning applied to Health.



Cláudia Costa [in](#)

AI legal expert and CIJ/LIACC researcher specializing in AI ethics, liability, and digital governance. Former corporate and M&A lawyer.



João Pimenta [in](#)

Founder and CEO of Promeneum Group with 30 years' experience in Operations, Digital Transformation, and Business Innovation.



Pedro Miguel Reis [in](#)

Director of Data & AI at Capgemini Engineering with 20 years' experience leading global teams in data, analytics, and AI.

GUEST SPEAKERS



Florian Caringi

Data & AI Platform Manager at Groupe BPCE with extensive experience in data engineering, cloud, and open-source platforms in finance.



Gerhard Neumann

Full Professor at the Karlsruher Institut für Technologie (KIT), Germany, heading the chair “Autonomous Learning Robots”. Expert on Robotics, and Machine Learning with emphasis on Reinforcement Learning.



Virginia Dignum

Professor of Responsible AI at Umeå University, global advisor on AI governance, and chair of ACM's Technology Policy Council, advancing ethical, inclusive, and accountable approaches to artificial intelligence worldwide.



PROGRAM DETAILS

Duration

90 hours

Date

March 8

Format

Blended

Schedule Structure

In-Person

Mar 8-12 | May 3-7

Online

Mar 16, 18, 30 | Apr 1, 6, 8, 13, 15, 20, 22

Language

English

Investment

€3,200

(€3,040 for applications submitted by February 9)

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**Porto
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University of Porto

ADVANCED PROGRAM

READY TO EXPLORE WITH US?

Contact us:

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ACCREDITATIONS:



ASSOCIATION
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RANKINGS:



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