



Step into your future and lead it with AI

GLOBAL ONLINE MBA



PBS.UP.PT

6

th
Financial Times
Online MBA

1st Value
for Money

1st Overall
Satisfaction

2nd Online
Satisfaction

3rd ESG and Net
Zero Teaching



REIMAGINE YOURSELF. EXPLORE THE FUTURE.

Welcome to Porto Business School.

You explore what's next. You move forward with intent. You believe leadership is not about reacting — but about shaping change.

You aspire to grow as a professional and as a leader. You seek to create value with purpose. You want to make a difference.

At Porto Business School, we challenge leaders who explore forward and lead the change in a world defined by transformation, complexity, and opportunity.

As the business school of the University of Porto, we combine academic excellence with real-world relevance, connecting individuals, companies, academia, and society in a powerful learning ecosystem.

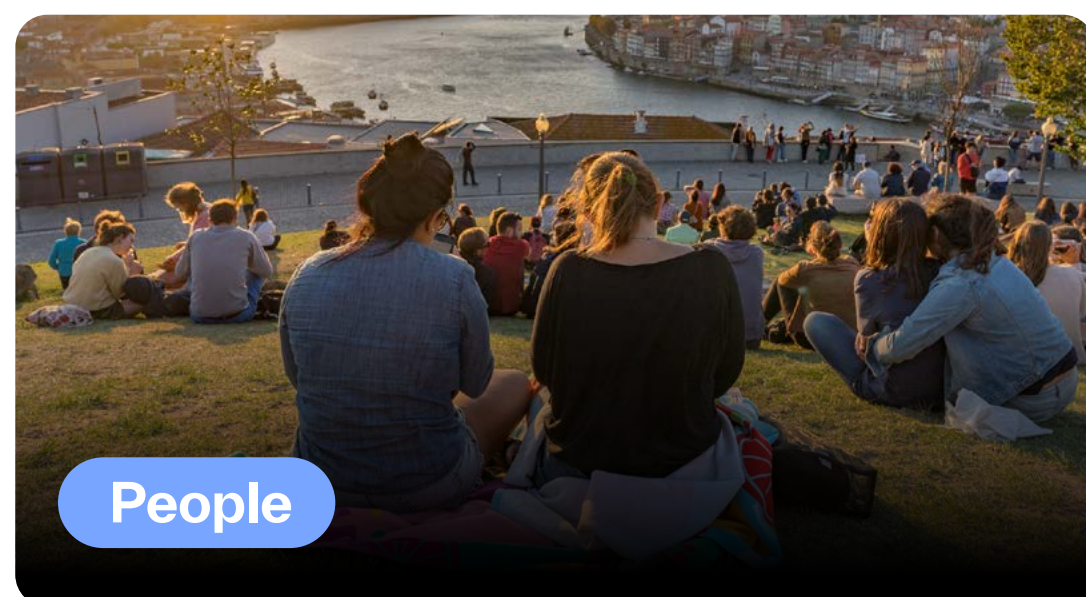
Our programs are immersive, practice-driven, and future-oriented. You will be challenged by rigorous thinking, exposed to diverse perspectives, and equipped with the tools to lead responsibly in an ever-changing global context.

We believe in leadership with purpose, innovation with impact, learning that transforms people, and the organizations they serve. This is Porto Business School. Explore forward. Lead the change.

IT ALL BEGINS WITH PLACE

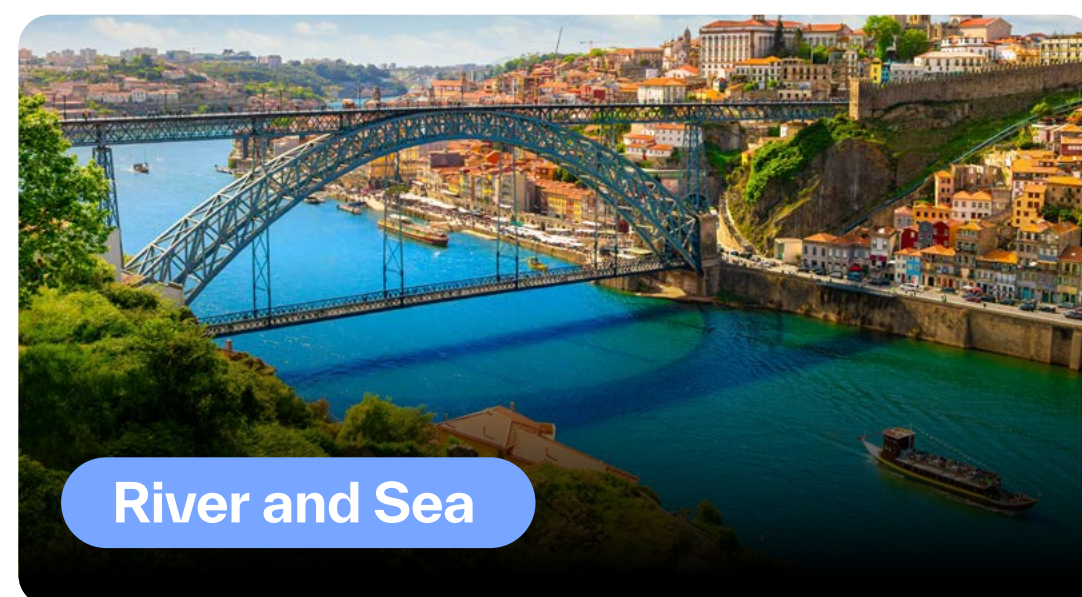
Experience Porto

A vibrant and eclectic European Destination where history, innovation, and inspiration converge in one extraordinary place.



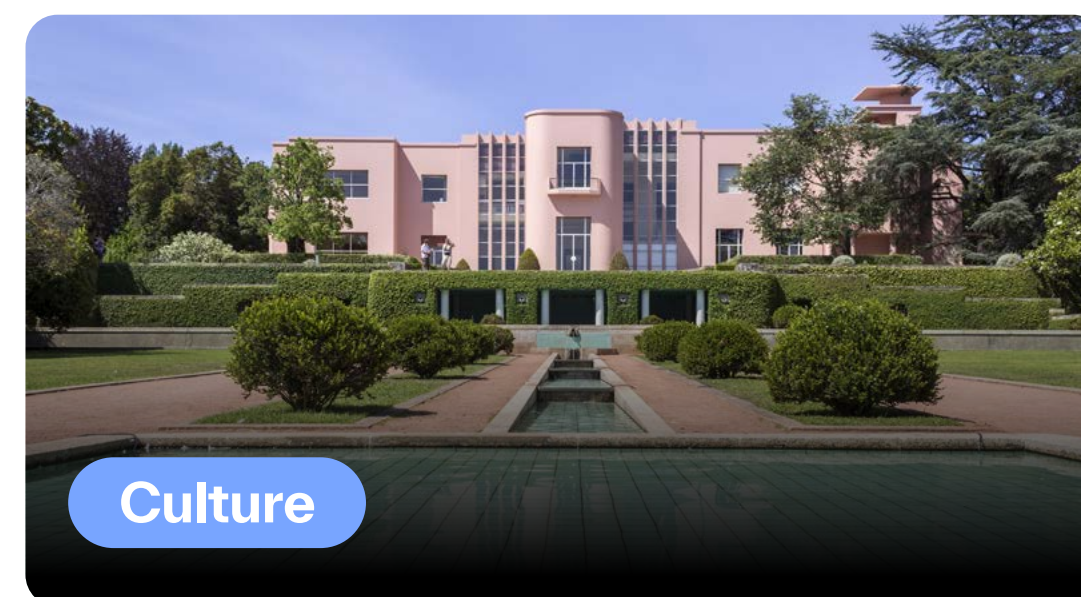
People

Warm, authentic people are at the heart of Porto's welcoming spirit and strong sense of community.



River and Sea

The Douro River and Atlantic Ocean define Porto's landscape, culture, and identity.



Culture

Historic landmarks and contemporary creativity shape Porto's rich and dynamic cultural life.



Gastronomy

Traditional cuisine, fresh seafood, and Douro wines define Porto's authentic gastronomic experience.

Porto in numbers

Living in Porto means experiencing a city that combines global recognition with exceptional quality of life, cultural richness, and international openness.

1st Best Large City For Foreign Investment
FT / fDi Intelligence, 2023

2nd Largest City In Portugal
Nomad List, Feb 2023

6th Country With The Best English Proficiency
Global EF Education First, 2024

1.7M Population

ABOUT THE PROGRAM

The Global Online MBA delivers a cutting-edge learning experience that positions future leaders to master emerging technologies and lead in a fast-paced digital world. With a personalized structure, students can tailor the program through concentrations and projects aligned with their career goals.

Mode of Study

Part-time

Format

Online

Next edition

September 21, 2026

Investment*

28.500€

First phase: 25.650€ (Until March 31, 2026); **Second phase:** 27.075€ (June 30, 2026); **Final phase:** 28.500€ (September 15, 2026).

Duration

15 months

Language

English

Schedule*

Fridays

Afternoon sessions from 2:00 p.m. until 6:00 p.m.

Saturdays

Morning sessions from 10:00 a.m. until 1:00 p.m.

a) One Friday per month, on average: Full-day classes from 10:00 a.m. to 1:00 p.m. and 2:00 p.m. to 6:00 p.m.

20% of the classes are delivered asynchronously.

GMT time (Fall/Winter) GMT+1 time (Spring/Summer)

*Small changes to these schedules may occur on an exceptional basis.

APPLY NOW

Early applications increase your chances of a higher scholarship. Number of scholarships available is limited.



THE GLOBAL ONLINE MBA LEADERS

You join a dynamic and diverse cohort of professionals from across industries and cultures. The cohort brings together experienced, driven individuals with strong professional backgrounds, typically in managerial or leadership roles.

Your peers contribute expertise in engineering, management, and core business courses, as well as healthcare, economics, and the social sciences. Together, you are positioned to lead transformation, drive innovation, and navigate complex global business environments.

37

Average Age

12

Average Work Experience

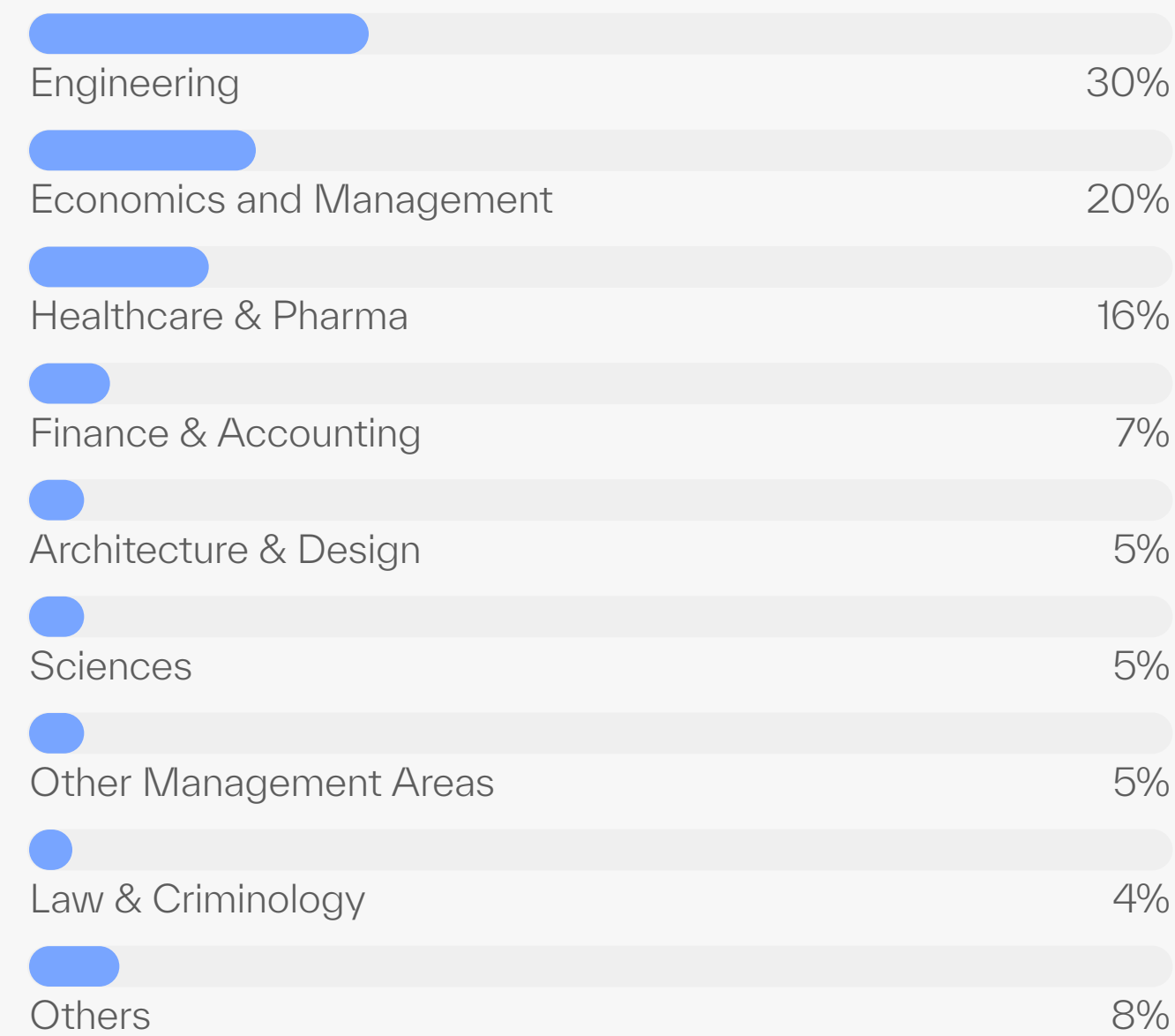
49%

International Students

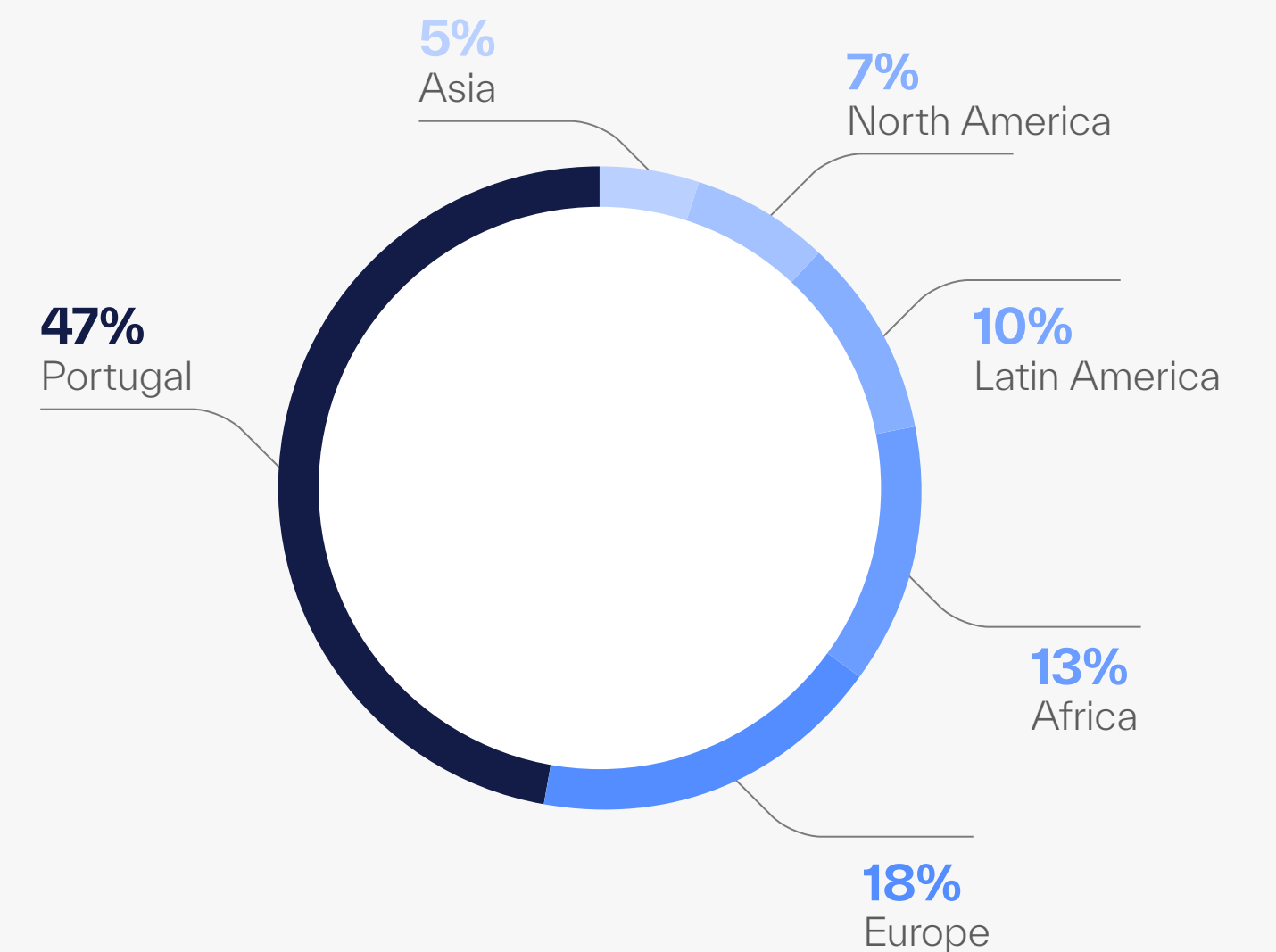
51%

Women

ACADEMIC BACKGROUND



REGIONS



WHY CHOOSE PORTO BUSINESS SCHOOL?

Discover the six Differentiators (6Ds) that make PBS unique and experience each one firsthand.



1 PBS SIGNATURE MODEL

Designed for uncertainty and complexity, Dynamic Learning redefines education by developing leaders who explore, adapt, and innovate.



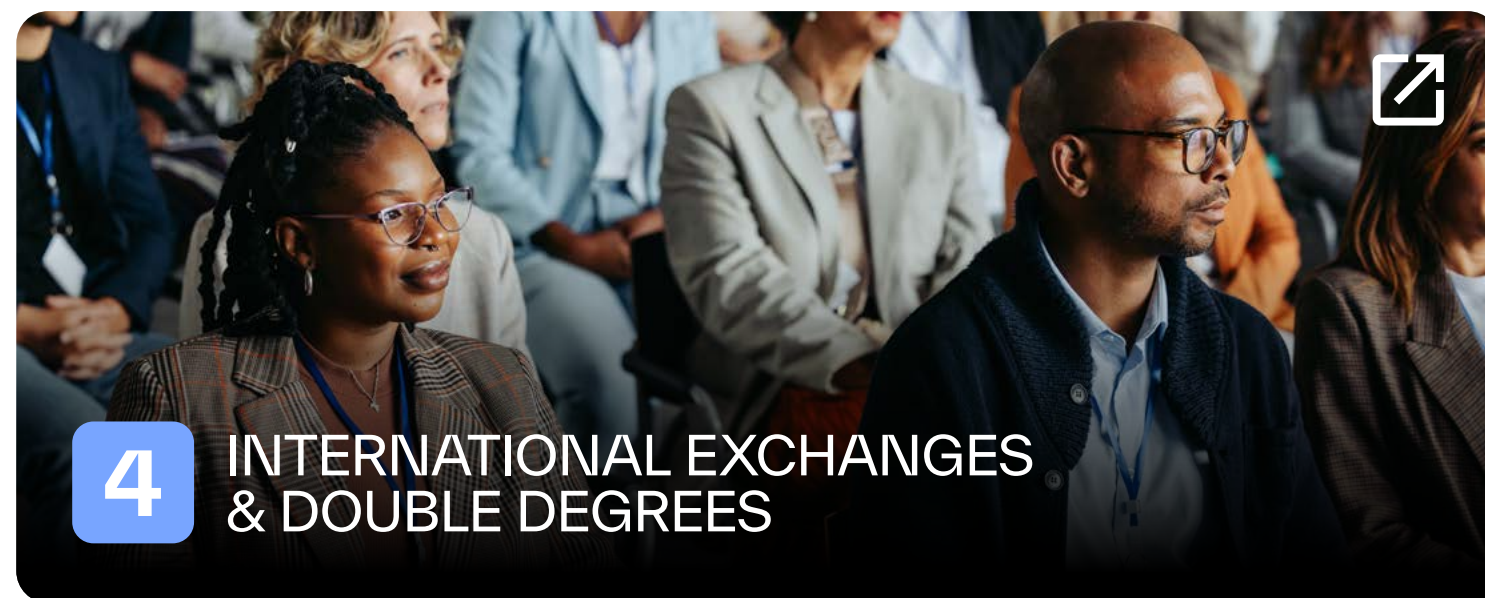
2 AI FIRST LEADERSHIP

Our AI-first MBA develops adaptive leaders who balance exploration and execution, confidently leading complex challenges in AI-powered organizations.



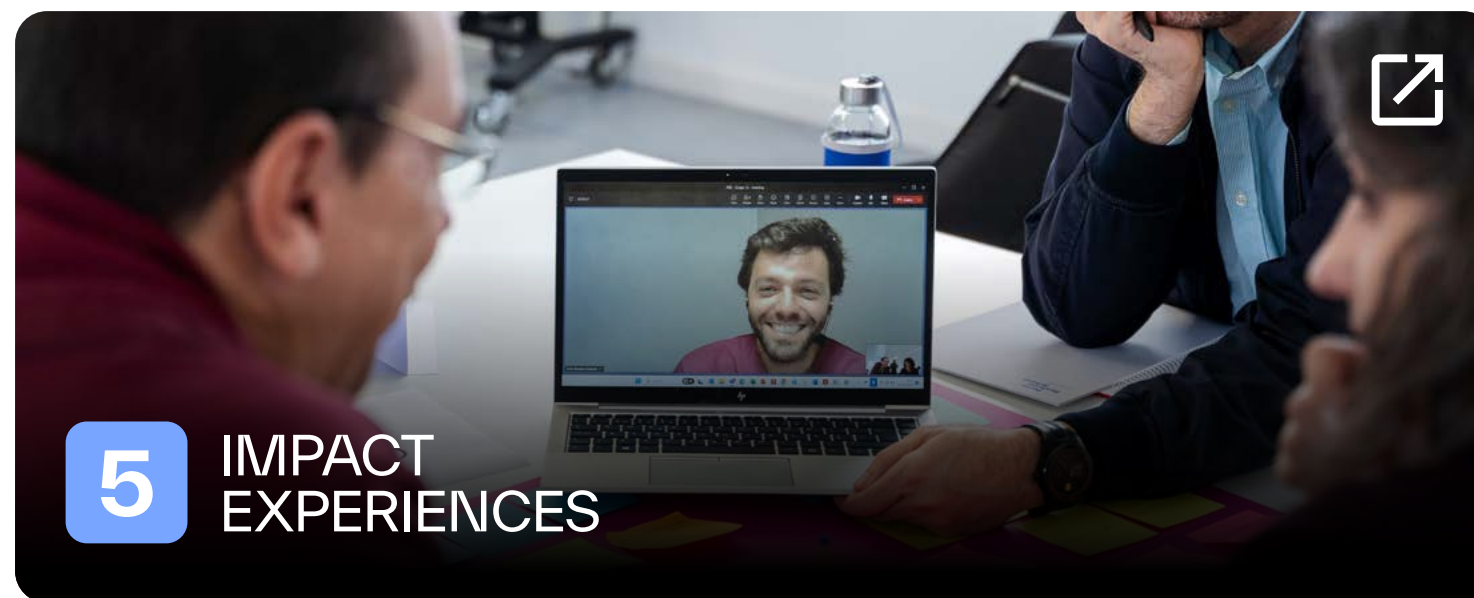
3 SUSTAINABILITY & ENTREPRENEURSHIP TRACKS

Customize your MBA by combining AI with entrepreneurship or sustainability to lead ethically, innovate boldly, and create impact.



4 INTERNATIONAL EXCHANGES & DOUBLE DEGREES

Earn two recognized diplomas through flexible double-degree pathways that expand global exposure, expertise, and career opportunities.



5 IMPACT EXPERIENCES

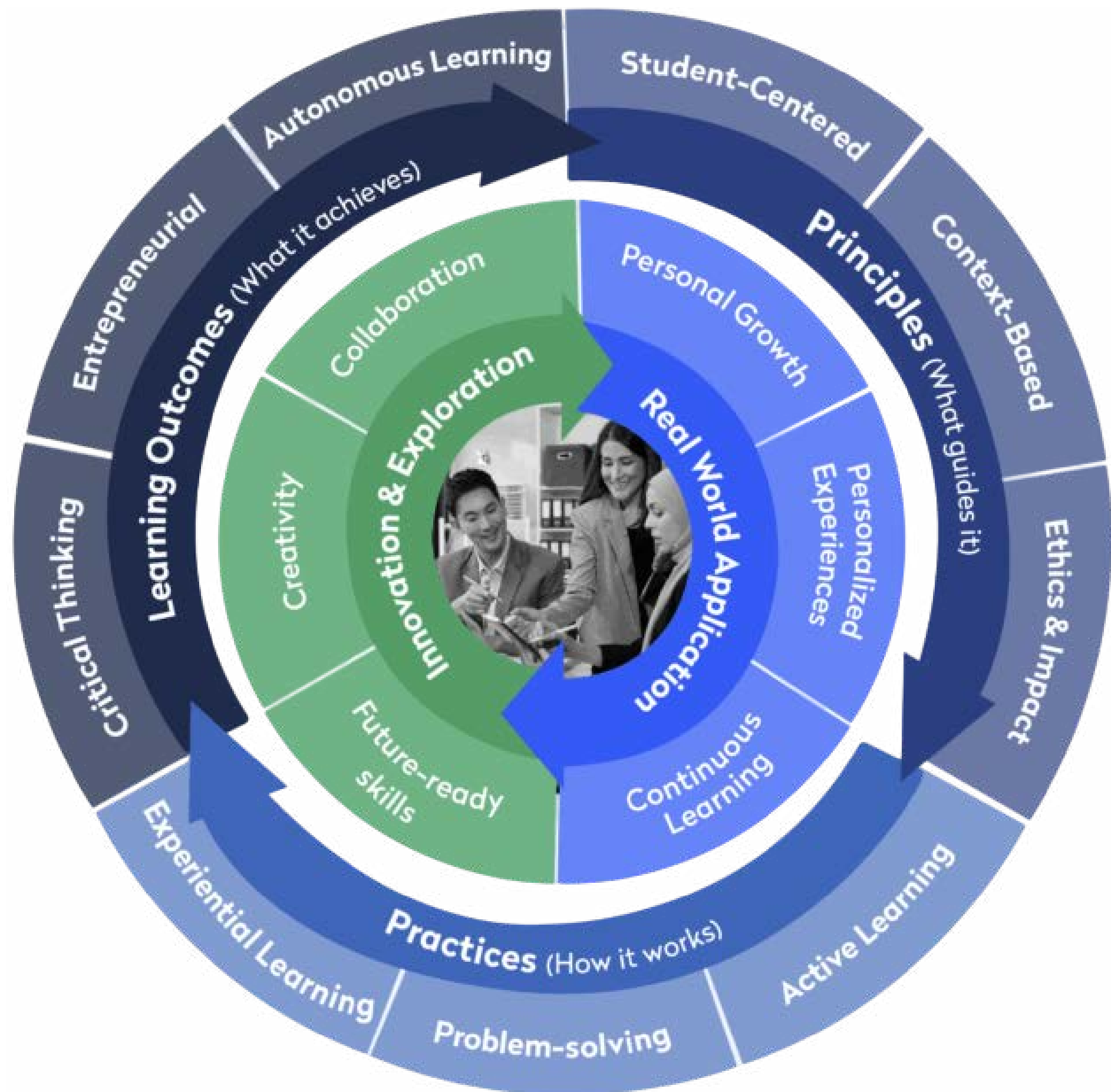
Through action-based learning, each experience builds the skills to lead confidently, decide effectively, and deliver impact.



6 CAREER JOURNEY & IMPACT

A personalized Career Journey connects self-awareness and learning, guiding informed decisions and meaningful professional growth throughout the MBA.

1 PBS SIGNATURE MODEL – DYNAMIC LEARNING



In a world shaped by constant change, uncertainty, and complexity, our Dynamic Learning model moves beyond traditional approaches to leadership education.

It is flexible, forward-looking, and grounded in real-world challenges.

We believe leaders are not just learners. They are explorers, continuously navigating new contexts and opportunities.

[Explore more here](#)

THREE LAYER FRAMEWORK

To support this dynamic interplay, our model is structured around three key layers.

Guiding principles

The core values that shape our approach, ensuring learning is student-centered, ethical, and relevant.

Transformative Learning outcomes

The tangible results of this approach, equipping learners with critical thinking, self-direction, and an entrepreneurial mindset.

Active learning practices

The methods that bring learning to life, emphasizing hands-on experiences, problem-solving, and engagement.

2 AI FIRST LEADERSHIP

At Porto Business School, our AI-first MBA develops ambidextrous leaders who balance exploration with execution. Students learn to reframe complex challenges, apply and iterate ideas in real contexts, and lead confidently in non-linear environments.

Working with AI-driven tools on real business problems, they build the ability to act, reflect, and adapt in real time. This intentionally designed MBA experience ensures graduates are not only fluent in AI, but ready to lead responsibly in AI-powered organizations.

Together, these two pillars prepare you to shape the future of business with insight, agility, and purpose.

AI Across the Program:

From technical foundations to real-world strategy, AI runs through every stage of your learning. You'll engage with AI Labs, tackle the AI Business Impact Challenge, and master how to apply AI for Business.

Leadership in Action:

A structured and continuous development path helps you grow as a leader — through coaching, storytelling, negotiation, and personal reflection.



3 SUSTAINABILITY & ENTREPRENEURSHIP TRACKS

Both tracks reflect **PBS's commitment to sustainable** and **ethical leadership**, with a strong focus on **AI and Leadership**. Personalize your learning journey by combining AI with Entrepreneurship to drive innovation and venture-ready skills, or with Sustainability to create technology-powered positive impact. **Certificates are awarded upon completion of the required core courses and electives within each track.** The choice is yours: **shape your MBA** around your ambitions and the future you want to lead.

Entrepreneurship Track Certificate of Completion

If you aim to convert ideas into viable opportunities and build a strong innovation mindset, the Entrepreneurship Track is the right fit for you.



Entrepreneurial Mindset

The Entrepreneurial Mindset course strengthens your ideation skills and equips you to generate meaningful business ideas. It then guides you to validate those ideas rigorously, preparing the strongest ones to move forward to the Entrepreneurial Lab.



Entrepreneurial Lab

At PBS, choosing the entrepreneurship track gives you access to the Entrepreneurship Impact Centre, a specialized Innovation X Hub. There, we mentor you to put your ideas to the test. In this hands-on lab, you'll design, prototype, and refine real solutions with the support of experienced mentors and entrepreneurs.

Sustainability Track Certificate of Completion

The Sustainability Track prepares students to lead with purpose in organizations that value environmental and social impact. It provides essential tools for creating sustainable strategies and solutions.



Sustainability and Value Creation

Explore sustainability as a strategic lever for long-term value. Through real-world cases and frameworks, participants learn how organizations integrate ESG into business models and leadership decisions—aligning purpose and performance to build sustainable competitive advantage for business, society, and the environment.



Team Building for Social Impact

At PBS, each year we join together to revitalize community spaces—building teamwork while creating meaningful impact.

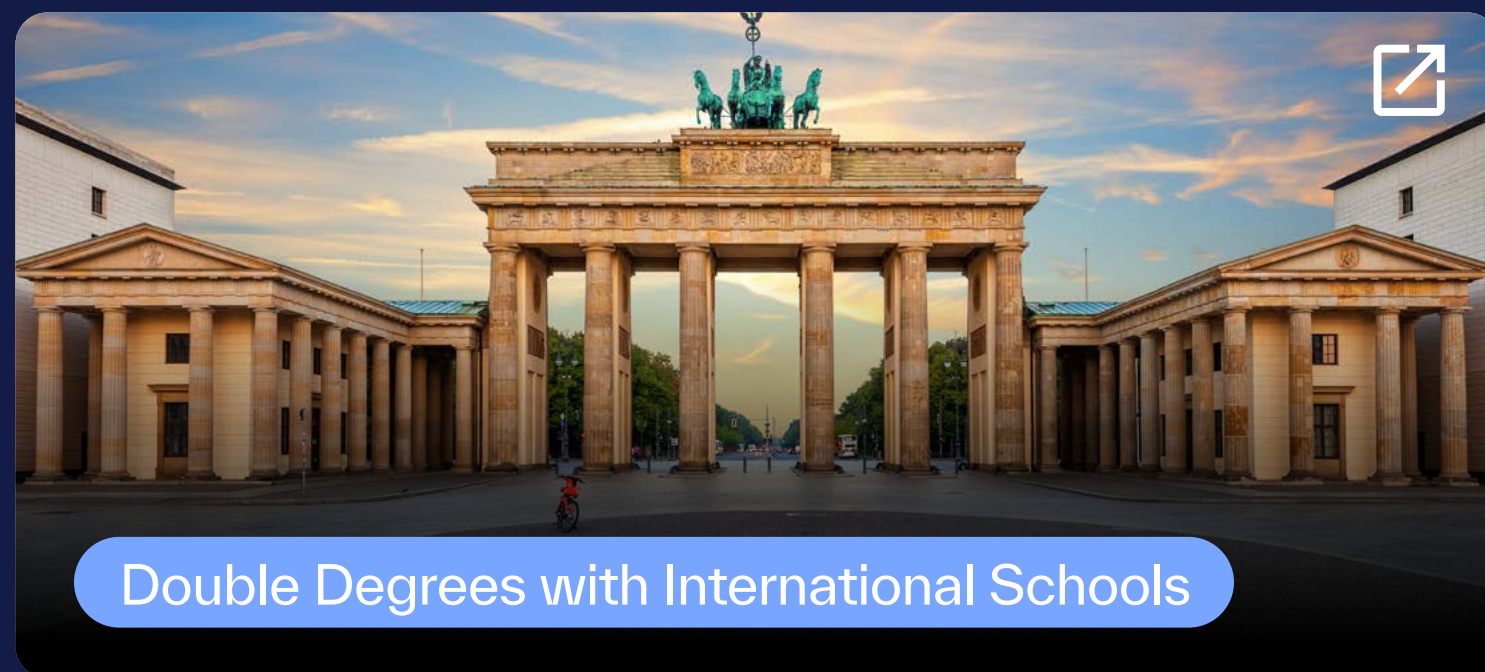
4 INTERNATIONAL EXCHANGES & DOUBLE DEGREES

Two Diplomas, One Smart Move

At PBS, our **Double Degree pathways** enable students to earn two recognized diplomas by combining programs within PBS, with the University of Porto, or with our international academic partners, offering opportunities to complete part of the studies abroad in countries such as **China, Thailand, Brazil, France, among others**. These flexible options use curricular synergies and credit recognition to provide a time- and cost-efficient route to advanced qualifications. Whether pairing an MBA with another postgraduate program or completing part of the studies abroad, students gain broader expertise, international exposure, and enhanced career opportunities within a high-quality, globally connected learning environment.

Dual excellence, your way

Explore flexible Double Degree options that broaden your global perspective and accelerate your career.



Achieve two world-class diplomas — in less time, with more impact.
Language: English



Expand your global mindset through international exchange experiences at leading business schools worldwide.

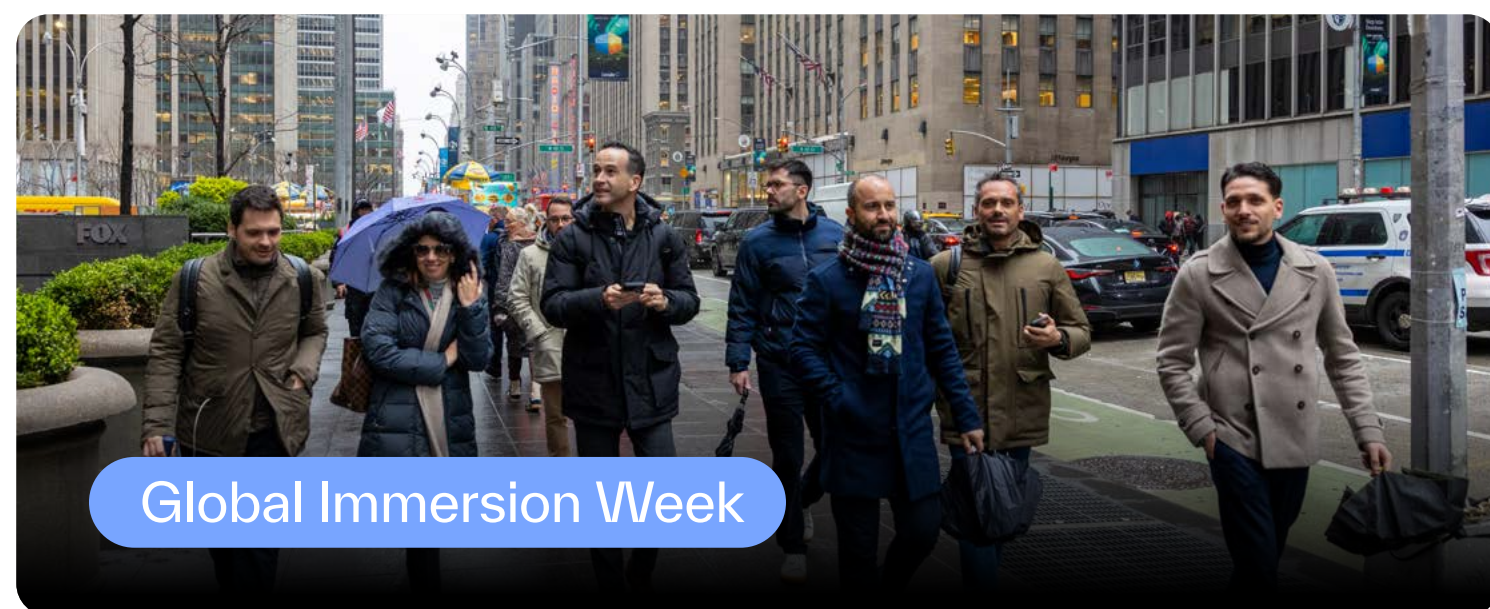
Business Schools Partners:



5 IMPACT EXPERIENCES

Where learning meets real impact.

The PBS Global Online MBA is built on action-based learning. Each experience strengthens your ability to lead, decide, and deliver results.



Global Immersion Week

Deepen hands-on experience exploring destinations across Europe, the U.S., and Asia (locations vary each year).



Board Fellows

Serve on nonprofit boards, gaining governance experience while contributing to real community impact.



Business Impact Challenge (BIC)

Collaborate with industry partners to design and implement innovative solutions to real business problems.



Executive Edge Talks

Learn directly from CEOs, entrepreneurs, and global executives through our curated speaker series.



Innovation X Hub (IXH)

PBS ecosystem for innovation. "YOU" are part of this vibrant community, actively shaping ideas and change.



Leading Business Transformation

A 3-day immersive PBS experience for GOMBA students and alumni with sessions, visits, and networking.

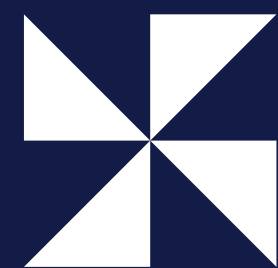
6 CAREER JOURNEY

At PBS, the **Career Journey is a continuous, integrated process** linking learning, self-awareness, and professional growth. From the start, students reflect on their goals and the impact they want to make. Whether exploring new paths, changing careers, or advancing in their field, **our tailored approach ensures each step of the MBA aligns with their aspirations**. Insights gained at each stage build on the previous ones, guiding informed decisions and meaningful career progress.

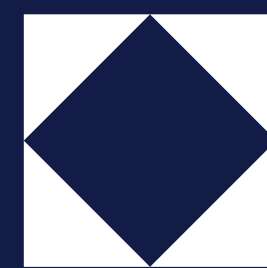
Through our Career Services, MBA students receive continuous support to maximize professional impact, including:

- ▶ Group coaching sessions
- ▶ Online skills development training
- ▶ Marketing insights
- ▶ Connections with top job recruiters
- ▶ Support in setting career goals
- ▶ Creating personalized job search plans
- ▶ Optimizing CVs, LinkedIn profiles, and interview techniques

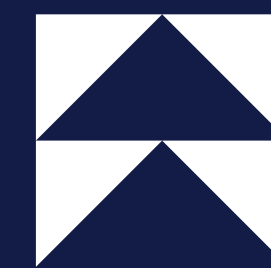
A personalized career model that supports three paths:



A **Seeker** exploring new opportunities



A **Transitioner** navigating a career shift



A **Grower** advancing within your current field

CAREER IMPACT

An MBA at Porto Business School translates learning into concrete career results. Participants leverage the program to progress faster, reposition themselves in the market, and unlock new professional opportunities—often reflected in **salary increases**, **expanded responsibilities**, and **improved employability**.

Supported by a strong corporate network and a career-focused approach, the **MBA connects talent with leading organizations** across industries and geographies. The impact is measurable, sustained, and visible in long-term career outcomes.

\$158K

Post-MBA Annual Salary Average

32%

Salary growth over 3 years

97%

Employment rate after completing the MBA

Companies where our students work post GOMBA:



HEAR FROM OUR ALUMNI



The program was a life-changing experience

The program was a life-changing experience that enhanced my personal and professional growth and created a sense of security and confidence. It provided me with the maturity and preparation needed to navigate the evolving business paradigms confidently.

Carmen Tavares

2022/2023
Global Customer Service Service Lifecycle
Management @Siemens Healthineers



Fostered dynamic discussions and practical learning

The focus on leadership, strategic management, and international markets prepared me to face complex challenges with confidence. Balancing work, personal life, and studies was made easier thanks to the digital nature of this MBA, making it a valuable investment in my personal and professional growth.

Ângelo Simões

2022/2023
Digital & Innovation Area Leader na MC (Sonae)



The MBA enhanced my skills.

Professionally, the biggest impact of the MBA was taking on a new position with greater responsibility in a larger company. The MBA enhanced my communication, leadership, analytical, and critical thinking skills.

Marta Pacheco

2020/2021
Sales Director, Riopelle

THE GOMBA JOURNEY

	ESSENTIAL BUSINESS FOUNDATIONS	ORIENTATION WEEK (1)	1 TERM Building the Core	2 TERM Integrating for Impact	3 TERM Integrating for Impact	LEADING BUSINESS TRANSFORMATION (2)	4 TERM Specializing & Putting to Practice
	JUN-SEP	SEPT - MBA 1st week	SEPT-DEC	JAN-MAR	APR-JUL	AUG	SEP-DEC
CORE KNOWLEDGE	Accounting Essentials: Decoding the Numbers Finance Foundations: Exploring the Language of Business Excel in Action Quantitative Skills Toolkit	Case Study Methodology	Financial Accounting & Reporting Innovation & Digital Strategy	Financial Management Business Strategy Marketing Strategy & Implementation Business Analytics for Managers	Corporate Finance Management Accounting and Control Corporate Governance Operations & Supply Chain Management Managerial Economics	Thematic Talks	Capstone Project Electives
LEADERSHIP	Ethical Leadership and AI Responsibility	Group Reveal and Coaching Persuasion and Influence World Café	Group Coaching MBA Executive Edge Talks Project Management Problem Solving & Decision Making Communicating with Impact	Group Coaching MBA Executive Edge Talks High Performance Teams	Group Coaching MBA Executive Edge Talks Leading and Managing People Negotiation Skills	Thematic Talks	Group Coaching Powerful Storytelling Electives
AI	AI Foundations	AI Tool Lab		AI Business Impact Challenge (weekend in person - optional) AI Talks series from IXH	AI for Business AI Talks series from IXH	Thematic Talks	Electives
TRACKS							
ENTREPRENEURSHIP		Make it yours: From Insight to Innovation*	Entrepreneurial Mindset *	IXH Workshops/Seminars	IXH Workshops/Seminars	Thematic Talks	Entrepreneurial Lab Entrepreneurial Electives Entrepreneurial Project
SUSTAINABILITY		Team Building for Social Impact* Leading with nature*			Sustainability and Value Creation* PBS NGO Board Fellows	Thematic Talks	Sustainability Electives PBS NGO Board Fellows
CAREERS JOURNEY							
CAREERS JOURNEY		Boosting your Network & your Career Career Summit	Career Toolkit by Career Services Carer Visionary & Value Creator*	Career Toolkit by Career Services Brand Builder*	Career Toolkit by Career Services Opportunity Seeker* From Transition to Transformation*	Breakfast with a CEO Social networking	Career Toolkit by Career Services
IMPACT EXPERIENCES							
IMPACT EXPERIENCES		Get to Know Porto Company Visit	Students' Talks	Global Immersion Week (3) Students' Talks	Students' Talks	Company visits Cultural Events Social networking	Students' Talks: Exchanges and Double Degrees

(1) Orientation week (first week of the program) @ Porto Business School - MANDATORY IN PERSON (2) Immersive week @ Porto Business School (in person) (Optional but strongly advisable) (3) Optional and not included in the fee * Mandatory for all students

CUSTOMIZE YOUR MBA

Your MBA should fit your ambitions — not the other way around. At Porto Business School, the Global Online MBA lets you tailor your pace, focus, and experiences: build depth through concentrations, add tracks, exchange, or an optional International Week, and—if you wish—bring learning to life on campus by attending the Business Impact Challenge and electives in person, or joining our immersive August week at PBS, packed with content, company visits, and cultural experiences.



Electives

Choose from 30+ electives to shape your focus and build expertise.



Concentrations

Choose one concentration:

- Finance & Investments
- Marketing, Branding and Sales
- Strategy & Business Foresight
- Data, Tech & Artificial Intelligence
- Operations & Supply Chain Management
- Leadership
- Innovation & Entrepreneurship



In-person Experiences

Choose to attend the Business Impact Challenge course in person at PBS and, in Term 4, selected elective courses also in person at PBS.



Immersive week

Choose to experience three immersive days at PBS, bringing together GOMBA students and alumni for an intensive on-campus programme featuring inspiring sessions, company visits, and high-impact networking.



Sustainability Track

Build practical ESG and responsible leadership skills. Additionally, you will get a sustainability certificate



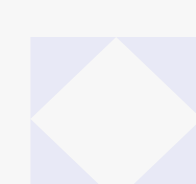
Entrepreneurship Track

Develop venture and innovation skills — From ideation, to validation and pitching.



International Exchange & Double Degree

Expand your global network and perspective through international exchange opportunities and, where applicable, double degree pathways with partner schools.



Capstone Projects

Apply real-world problem solving across AI, Sustainability, Operations & Supply Chain, Internationalization, Marketing, Innovation, delivering practical solutions to business challenges.

ADMISSION PROCESS

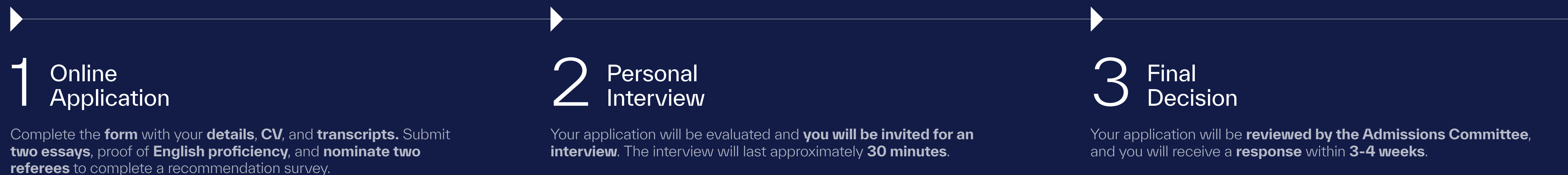
Selection Requirements

[APPLY NOW](#)

- ▶ **A degree** (or equivalent) from an accredited university.
- ▶ **3 years** of minimum relevant experience
- ▶ The **ambition** to accelerate your career in management by learning to excel in team management, leadership with a broader and strategic view of business.
- ▶ A **global perspective of management** regarding innovation and creativity as success factors for companies in an international environment.



At Porto Business School, our admissions process is simple, rigorous, and fully online.



FINANCIAL AID & SCHOLARSHIPS

Many of our students use a combination of **financial resources** to manage tuition fees and overall program costs, including personal savings, loans, scholarships, and sometimes support from family or employers. Through its scholarship programs, Porto Business School promotes diversity and recognizes merit across all programs. Scholarships are awarded based on **merit, distinctive skills,** and **academic** or **professional excellence.**

In addition to a broad scholarship portfolio that supports **inclusion and diversity,** Porto Business School also offers **interest-free tuition installments** and **flexible payment options** tailored to each program.

[LEARN MORE HERE](#)



Tuition Payment Options

An MBA is a valuable investment in your career, but managing the costs can be challenging. At Porto Business School, students can pay tuition fees in interest-free installments.

The number of installments and the terms depend on the program type. For detailed information, contact our MBA Admissions Advisor.

€1.2M

in scholarships awarded

209

students received a scholarship

43%

of women received a scholarship

27%

of scholarship recipients were international students

BECOME PART OF OUR COMMUNITY

Porto Business School is a global alumni community built on lasting relationships, shared values, and lifelong connections. Our network brings together former students, professionals, organizations, and entrepreneurs, creating opportunities for collaboration, learning, and mutual support around the world. Being part of this community means pride in our culture, an innovative and entrepreneurial spirit, and the certainty that you can always come back. Through active engagement and global initiatives like Alumni Around the World, we stay connected across borders and generations.



147
MBA Students
(2024)

30%
International
Students

60
Nationalities

+31k
Alumni

+490
Faculty
Members

+50
International Academic
Partners

REIMAGINE YOURSELF. EXPLORE THE FUTURE.

PBS.UP.PT

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