

**PRiME**

an initiative of the  
United Nations Global Compact



# 2025 Sharing Information on Progress (SIP) Report

Porto Business School

## Table of Contents

1. About PRME .....	3
2. About SDGs .....	5
3. Getting Started .....	6
4. Purpose .....	18
5. Values .....	26
6. Teach .....	30
7. Research .....	41
8. Partner .....	47
9. Practice .....	51
10. Share .....	54

## About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*”

**Antonio Guterres**

Secretary-General (2017 - Present)

United Nations

”

## Principles of PRME



### **Purpose**

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



### **Values**

We place organizational responsibility and accountability to society and the planet at the core of what we do.



### **Teach**

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



### **Research**

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



### **Partner**

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



### **Practice**

We adopt responsible and accountable management principles in our own governance and operations.



### **Share**

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

## The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





# Getting Started

This section provides foundational information about Porto Business School, including key details and basic institutional data.

## Mission

**We cultivate a dynamic ecosystem where innovation propels business value creation, inspiring leaders to serve their teams and collaboratively shape a better future.**

Porto Business School (PBS) mission is to cultivate ethically grounded, globally minded, and socially responsible leaders equipped to address the complex challenges of the 21st century.

We deliver cutting-edge business education that integrates responsible management principles, the United Nations Sustainable Development Goals (SDGs), and the core values of the United Nations.

Through our teaching, research, executive education, and partnerships, we empower students, faculty, and organizational partners to drive systemic change by embedding equity, sustainability, and accountability across all dimensions of business practice.

In alignment with the Principles for Responsible Management Education (PRME), PBS affirms the essential role of business as a force for sustainable and inclusive development.





## Vision

**We envision a future in which Porto Business School will become a global ecosystem of lifelong change agents.**

Our vision at PBS is to become a globally recognized school of excellence in responsible management education, research, and practice—where innovation meets ethics, and leadership is guided by compassion, courage, and commitment to humanity.



At PBS, we envision a future where business education leads in building inclusive economies, regenerative ecosystems, and peaceful, equitable societies. We aim to be a transformative force in higher education by equipping tomorrow's leaders to meet the challenges of sustainable development with vision, integrity, and a deep sense of interconnection. We will achieve this by modeling the practices we teach, engaging meaningfully with local and global communities, and continuously evolving our pedagogy, partnerships, and institutional culture in light of our values and purpose.

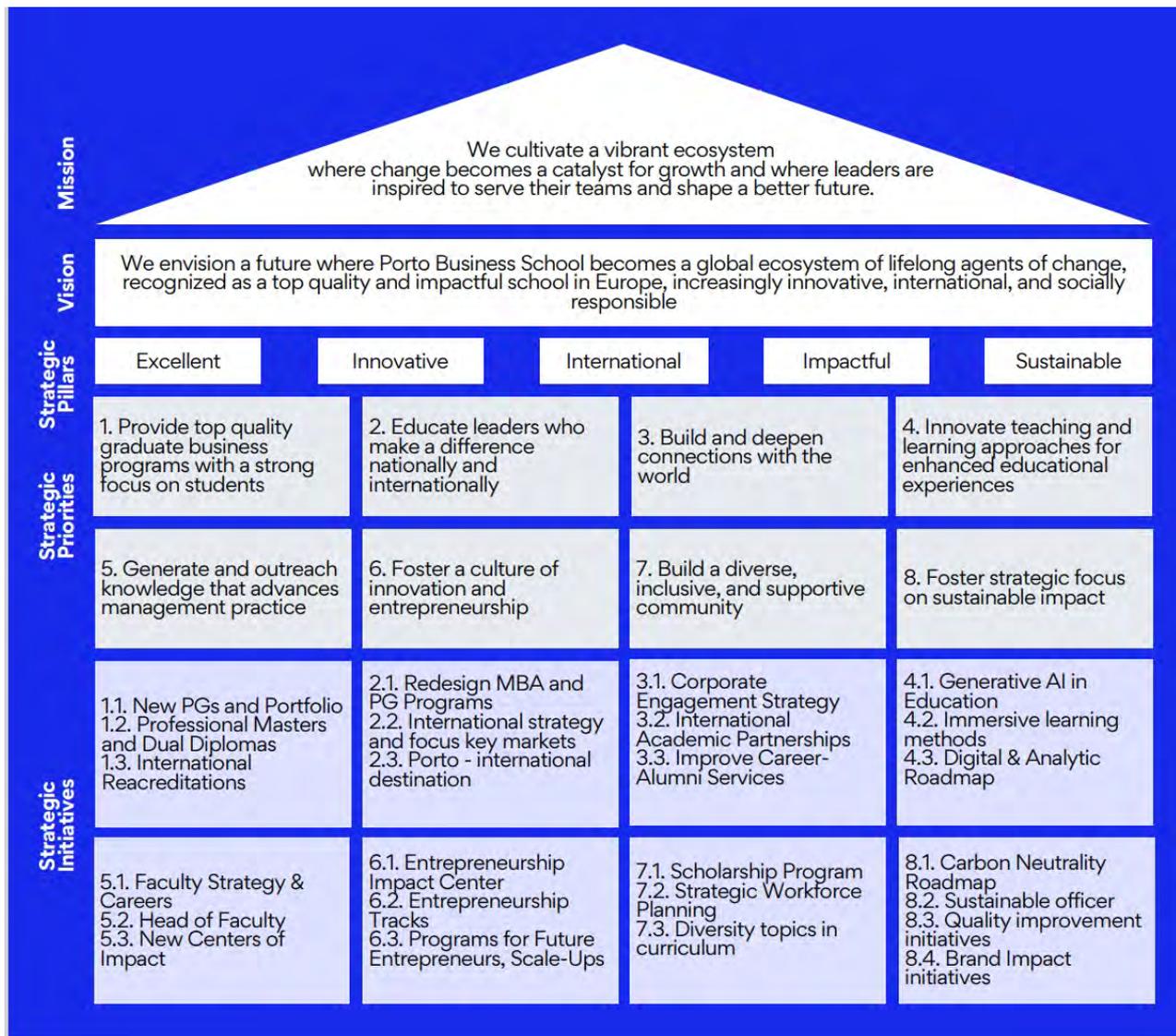


## Strategy

### Strategy

Porto Business School's strategy for 2023 to 2026 is built on a clear mission: to cultivate a vibrant ecosystem where change becomes a catalyst for growth and where leaders are inspired to serve their teams and shape a better future. This mission supports an ambitious vision: for the school to become a global ecosystem of lifelong agents of change, recognized as a high-quality and impactful business school in Europe, increasingly innovative, international, and socially responsible.

To achieve this vision, the strategy is organized around five major pillars: Excellence, Innovation, Internationalization, Impact, and Sustainability. Each pillar is translated into strategic priorities and concrete initiatives.



Under the pillar of Excellence, the school is committed to offering top-quality management programs with a strong student-centered focus, and to generating and disseminating knowledge that advances management practice. Initiatives include launching new postgraduate programs, reviewing the existing portfolio, introducing new professional master’s degrees and international dual diplomas, and reinforcing international reaccreditation processes. The school will also strengthen its faculty strategy, including hiring, career development, and the creation of new centers focused on impact. Within the Innovation pillar, PBS aims to educate leaders who make a meaningful difference nationally and internationally, while fostering a strong culture of innovation and entrepreneurship.

Planned initiatives include redesigning the MBA and postgraduate programs, defining an international strategy targeting key markets, and positioning Porto as a relevant international destination. The Entrepreneurship Impact Center will be reinforced, alongside new entrepreneurship tracks and programs designed for future entrepreneurs and scale-ups. Internationalization is another core pillar. The school aims to build and deepen connections with the world while promoting a diverse, inclusive,

and supportive community. This includes developing a corporate engagement strategy, expanding international academic partnerships, and improving alumni services. It also involves scholarship programs, strategic workforce planning, and increased curricular diversity.

The Impact pillar focuses primarily on pedagogical innovation and the creation of enhanced educational experiences. Priorities include innovating teaching and learning methodologies, integrating generative Artificial Intelligence in education, and developing a digital and analytical roadmap to support these objectives. Finally, the Sustainability pillar reflects a growing commitment to environmental and social impact. The school seeks to strengthen its strategic focus on sustainability through initiatives such as a carbon-neutrality roadmap, the appointment of a sustainability officer, continuous improvement projects, and brand initiatives centered on sustainable impact.

## Strategy Alignment

### Commitments and Networks:

To ensure accountability and progress, PBS has joined multiple initiatives and networks:

UN Global Compact

PRME – Principles for Responsible Management Education

BSIS – Business School Impact System

BGA – Business Graduates Association

GRACE – Responsible Companies Network

Porto Climate Pact

Portuguese Diversity Charter

These commitments are essential to strengthening Porto Business School's institutional impact and global engagement. They reinforce the School's impact assurance and continuous improvement processes (BSIS), promote diversity, equity, and inclusion (Diversity Charter), and deepen collaboration with responsible businesses and higher education institutions (UN Global Compact, GRACE, BGA). In addition, they advance climate action and environmental stewardship (Porto Climate Pact) and ensure that education and research remain closely aligned with the global sustainability agenda (PRME).

### Strategic SDG Priorities

In alignment with the PBS 2023–2026 Strategic Plan, six United Nations Sustainable Development Goals (SDGs) have been identified as institutional priorities.

### Mapping Strategic SDG Priorities to PBS Initiatives

SDG Priority Key PBS Initiatives			
<b>SDG 4 – Quality Education</b>	<ul style="list-style-type: none"> <li>Integration of sustainability, ethics, and responsible management across degree and executive programmes</li> </ul>	<ul style="list-style-type: none"> <li>Faculty development in innovative and inclusive pedagogy</li> </ul>	<ul style="list-style-type: none"> <li>Lifelong learning and executive education focused on societal challenges</li> </ul>
<b>SDG 8 – Decent Work and Economic Growth</b>	<ul style="list-style-type: none"> <li>Responsible leadership and ethics-focused courses</li> </ul>	<ul style="list-style-type: none"> <li>Strong engagement with employers committed to ESG principles</li> </ul>	<ul style="list-style-type: none"> <li>Career services promoting meaningful and decent work</li> </ul>
<b>SDG 10 – Reduced Inequalities</b>	<ul style="list-style-type: none"> <li>Diversity and inclusion policies aligned with the Diversity Charter</li> </ul>	<ul style="list-style-type: none"> <li>Scholarships and financial aid to promote access and social mobility</li> </ul>	<ul style="list-style-type: none"> <li>Inclusive campus culture and awareness initiatives</li> </ul>
<b>SDG 12 – Responsible Consumption and Production</b>	<ul style="list-style-type: none"> <li>Sustainable campus operations (waste, energy, procurement)</li> </ul>	<ul style="list-style-type: none"> <li>Responsible consumption awareness campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Integration of circular economy principles in teaching</li> </ul>
<b>SDG 13 – Climate Action</b>	<ul style="list-style-type: none"> <li>Commitment to the Porto Climate Pact</li> </ul>	<ul style="list-style-type: none"> <li>Carbon footprint measurement and reduction initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Climate-focused research, events, and learning activities</li> </ul>
<b>SDG 17 – Partnerships for the Goals</b>	<ul style="list-style-type: none"> <li>Active participation in PRME, UN Global Compact, GRACE, BGA, and BSIS</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative projects with companies, NGOs, and universities</li> </ul>	<ul style="list-style-type: none"> <li>Joint research and knowledge-sharing initiatives</li> </ul>

This SDG mapping ensures that Porto Business School’s strategic priorities are translated into concrete actions and measurable outcomes, reinforcing accountability, continuous improvement, and alignment with the Principles for Responsible Management Education.



## Institutional History

### A Journey of Innovation and Impact

Porto Business School is a non-profit institution founded in 1988 by the University of Porto (U.Porto) and a group of major corporations.

Supported by U.Porto and 41 corporate partners, Porto Business School exemplifies a strong collaboration between academia and business, offering diverse executive education programs tailored to organizational needs. With a Supervisory Board and Academic Council, the school ensures high-quality education that combines academic rigor with practical relevance.

Porto Business School emphasizes leadership development, critical thinking, and strategic foresight, challenging students to anticipate future endeavors and craft innovative solutions. Committed to corporate sustainability and social responsibility, Porto Business School continues to create value for individuals, organizations, and society through its forward-thinking executive education.

In 2018, Porto Business School was granted the Order of Merit by the President of the Portuguese Republic, and in 2021 was declared an entity of Public Utility. These were important recognitions of the fundamental role that Porto Business School has in the development of management capabilities.

<https://www.pbs.up.pt/en/our-history/>



With three international accreditations – AMBA (Association of MBAs), AACSB, and EFMD – Porto Business School was ranked among the best business schools in Europe. In 2023, the School renewed its AMBA accreditation for a further five years and obtained BGA (Business Graduates Association) accreditation, becoming the first Portuguese business school to achieve this recognition.

<https://www.pbs.up.pt/en/artigos-e-eventos/artigos/fep-pbs-rises-14-places-in-the-financial-times-ranking/>

## Graduates & Enrollment

2024 Statistics	Number
Graduates at the Institution	4858
Faculty & Staff at the University	5740

2024 Statistics	Number
Faculty & Staff at the Institution	495
Student Enrollment at the University	35700
Student Enrollment at the Institution	4858
Undergraduate Attendance	0
Masters-Level Postgraduate Attendance	734
Doctoral Student Attendance	0
Certificate, Professional Development, or Continuing Education Attendance	4124

## Degrees Offered

Additional

None

## Certificates, Professional Development, or Associate Programmes

- 📄 Executive Master in Data Science, Business Analytics and AI
- 📄 Executive Master in Data Science, Business Intelligence and AI
- 📄 Postgraduate Program in Tech Leadership and Management
- 📄 Postgraduate Program in Finance and Tax Law    📄 Postgraduate Program in Operations Management
- 📄 Postgraduate Program in People Management
- 📄 Postgraduate Program in Project and Program Management
- 📄 Postgraduate Program in Health Services Administration and Leadership
- 📄 Postgraduate Program in Real Estate Management    📄 Postgraduate Program International Business
- 📄 Postgraduate Program in Marketing Management    📄 Postgraduate Program in Sales Management
- 📄 Postgraduate Program in Communication Management
- 📄 Postgraduate Program in Strategic Talent Management for the Next Era
- 📄 Executive Master Sustainability Management
- 📄 Postgraduate Program in Tech Leadership and Management
- 📄 Executive Master Innovation Strategy and Entrepreneurship    📄 Postgraduate Program in Financial Analysis
- 📄 Postgraduate Program in Management Control and Strategy Execution
- 📄 Executive Master in Cybersecurity Management    📄 Postgraduate Program in Digital Transformation
- 📄 Postgraduate Program in Business Management    📄 International MBA    📄 Executive MBA
- 📄 Global Online MBA



# Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



## Letter of Commitment

Dear Readers,

Porto Business School (PBS) had an exceptional 2024, marked by the launch of pioneering programs, innovative learning experiences, and research initiatives addressing critical business and societal challenges. Strengthening our global outlook and sustainability-driven approach, we expanded our international partnerships and reinforced our commitment to shaping responsible leaders who can navigate an increasingly complex world. Committed to expanding our global reach, PBS has continually adapted its program portfolio to better serve the international business community while staying true to its foundational values. Our 2024 Strategic Roadmap reflects this commitment, guiding us in broadening our intellectual impact and strengthening our global presence. Following this roadmap, we led cutting-edge offerings in artificial intelligence, cybersecurity, Business Analytics, digitalization, and sustainability. Within the Innovation Xploration Hub, we expanded the activity of various impact centers, established advisory boards for the Africa Futures Center and the Tourism and Sustainability Center, and published key studies. In September 2024, we proudly launched the Real Estate Impact Center, an initiative designed to explore the intersection of sustainable urban development, digital transformation, and investment strategies. Our commitment to sustainability is also embedded across our programs, ensuring that future leaders integrate responsible business practices into their strategic decision-making. Our internationalization efforts took center stage as we deepened global partnerships, expanded international exchange opportunities, and integrated cross-border business challenges into our curricula. We also saw significant growth in our international student community, with more than 36 nationalities represented on campus, reinforcing PBS as a truly global learning



environment. Additionally, we strengthened our AI focus, launching a new AI specialization track within our Global Online MBA (GOMBA) and embedding AI-driven content across our specialized master's programs to empower students with ethical and strategic AI capabilities. PBS remains steadfast in its mission to create lasting impact. We continue to invest in our scholarship fund and drive initiatives that enhance accessibility and reinforce our distinct approach to impact-driven leadership—locally and global.

## Definition of Purpose

Purpose embodies the education of responsible leaders dedicated to inclusive success and sustainable development. Ethics, diversity, equity, inclusion, and environmental responsibility are integrated across teaching, research, campus initiatives, and societal engagement. Porto Business School, by aligning academic excellence with tangible societal impact, generates lasting value for organizations, individuals, and the broader ecosystem.

## Institutional Engagement

# 76% - 100%

of faculty at Porto Business School actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.

## Additional Evidence

### Responsible Management Education (RME) at PBS

Purpose lies at the heart of Porto Business School's mission. We are committed to delivering a high-quality education that empowers students to leverage business as a positive force in society. Our goal is to cultivate leaders who drive innovation and inclusion, champion sustainability, and shape a shared future where economic success contributes to the well-being of individuals, communities, and the planet. In this context, it is particularly important to highlight the ways in which PBS operationalizes its purpose in alignment with the PRME principles.

#### EXECUTIVE BOARD

The Executive Board, with Professor Patrícia Teixeira Lopes at the forefront, drives the integration of RME principles into the school's strategy. Professor Lopes, with her academic expertise and experience on non-profit boards, leads initiatives that embed sustainability into curricula and operations, fostering a culture of social and environmental responsibility. She also directs the Learning Innovation Unit, aligning education with global sustainability challenges.

**LEGAL, INSTITUTIONAL & SUSTAINABILITY AFFAIRS** -The Legal, Institutional & Sustainability Affairs team, integrates the Sustainability Office, ensuring that PBS's operations adhere to sustainability principles. This team monitors policies, promotes a culture of social responsibility, and embodies sustainable practices within PBS and its partnerships.

**SUSTAINABLE FUTURES CENTER** - The Sustainable Futures Center further supports RME by fostering innovative methodologies and interdisciplinary research, addressing economic, social, and environmental challenges. By driving equity, environmental management, and economic prosperity, the center positions PBS as a global leader in sustainability, empowering future leaders to create transformative, sustainable solutions.

**SUSTAINABILITY COMMITTEE**- Porto Business School's Sustainability Committee drives the integration of sustainability across education, operations, and all its activity. Comprising representatives from different stakeholders, the committee ensures alignment with global sustainability standards. It oversees the School's Sustainability Strategy, supports innovative programs, and fosters impactful partnerships.





## The Strategic Sustainability Plan of Porto Business School

Porto Business School defined sustainability as one of the pillars of its institutional strategy, aligning its actions with the United Nations Sustainable Development Goals (SDGs). The Strategic Sustainability Plan was structured around priority axes that guided the School's actions in education, research, operations, and social impact, and , established concrete goals, performance indicators, and strategic initiatives to ensure effective and measurable sustainable impact, based on five fundamental pillars designed to integrate sustainability across all dimensions of the School.

### I. Integration of Sustainability into the Educational Offer

Porto Business School promoted sustainability in education through:

- The incorporation of ESG (Environmental, Social, and Governance) and SDG content into its academic programs.
- The creation of new specialized programs, such as the Executive Master in Sustainability Management.
- Sustainability certification for MBA students, which had already reached an uptake rate of 38%.
- Impact monitoring through the SDG Monitor tool, ensuring that curricular content and pedagogical practices contributed to the SDGs.
- Academic and corporate partnerships to develop case studies and innovative solutions to environmental and social challenges.

## II. Reduction of Ecological Footprint and Sustainable Campus Management

Porto Business School committed to reducing the environmental impact of its operations through:

- A reduction in carbon emissions by 2030, in line with the Porto Climate Pact.
- LEED GOLD certification, becoming the first Portuguese business school to achieve this recognition.

The installation of 300 solar panels, contributing to greater energy efficiency.

- Waste management and recycling, including separation into six distinct categories.
- Continuous monitoring of the carbon footprint, covering Scope 1, 2, and 3 emissions.

•

## III. Research and Innovation for Sustainability

Porto Business School promoted applied research in sustainability through:

- The development of the Center for Sustainable Futures, a sustainable innovation hub focused on agrifood, energy transition, biodiversity, urbanization, mobility, and green finance.
- Partnerships with companies, governments, and NGOs to develop solutions to environmental and social challenges.
- Capacity-building projects for SMEs to adopt the SDGs, including the Sustainable Act project, funded by Portugal 2020.
- The publication of impact reports and applied studies on corporate sustainability.

## IV. Social Impact and Inclusion

Porto Business School strengthened its commitment to social impact through:

- Scholarships for students in vulnerable situations, including refugees and women leaders.
- Partnerships to promote diversity and inclusion, such as collaboration with APPDI – the Portuguese Association for Diversity and Inclusion.
- The PBS Board Fellows program, which allowed MBA students to join the boards of NGOs.
- Volunteering and social action initiatives involving students and staff in community-based projects.

## V. Transparency, Monitoring, and Sustainability Reporting

Porto Business School ensured rigorous monitoring of its sustainability impact through:

- The publication of annual sustainability reports, including:
  - PRME Sharing Information on Progress (SIP)
  - BGA Accreditation Report
  - BSIS Progress Report
- External audits of the carbon footprint, ensuring independent verification of emissions.
- The implementation of sustainability indicators, including metrics for emissions reduction, resource consumption, and social impact.
- A Code of Ethics and Conduct, ensuring compliance with international best practices.





# Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



## How We Define Values

Porto Business School views knowledge as a catalyst for progress and education as a driving force for development. Across all dimensions of its mission, the School is guided by the principles of intellectual freedom, innovation, scientific rigor, academic integrity, respect for diversity, and a strong commitment to social responsibility.

## Who Champions Responsible Management Education at Our Institution

- ❖ Executive Board Member
- ❖ Sustainability office
- ❖ PBS Sustainability Committee
- ❖ Interdisciplinary efforts across business school

## Student Voices

The following narrative demonstrates how Porto Business School has influenced students' academic journey and personal growth.

### Students Experience

To illustrate the impact of our programs, we are proud to share the firsthand testimony of Susana Tavares, a student of the 2024 Executive Master in Sustainability Management. Highlighting the voices of our students is central to Porto Business School, as they guide our commitment to education and to sustainability as a core principle.

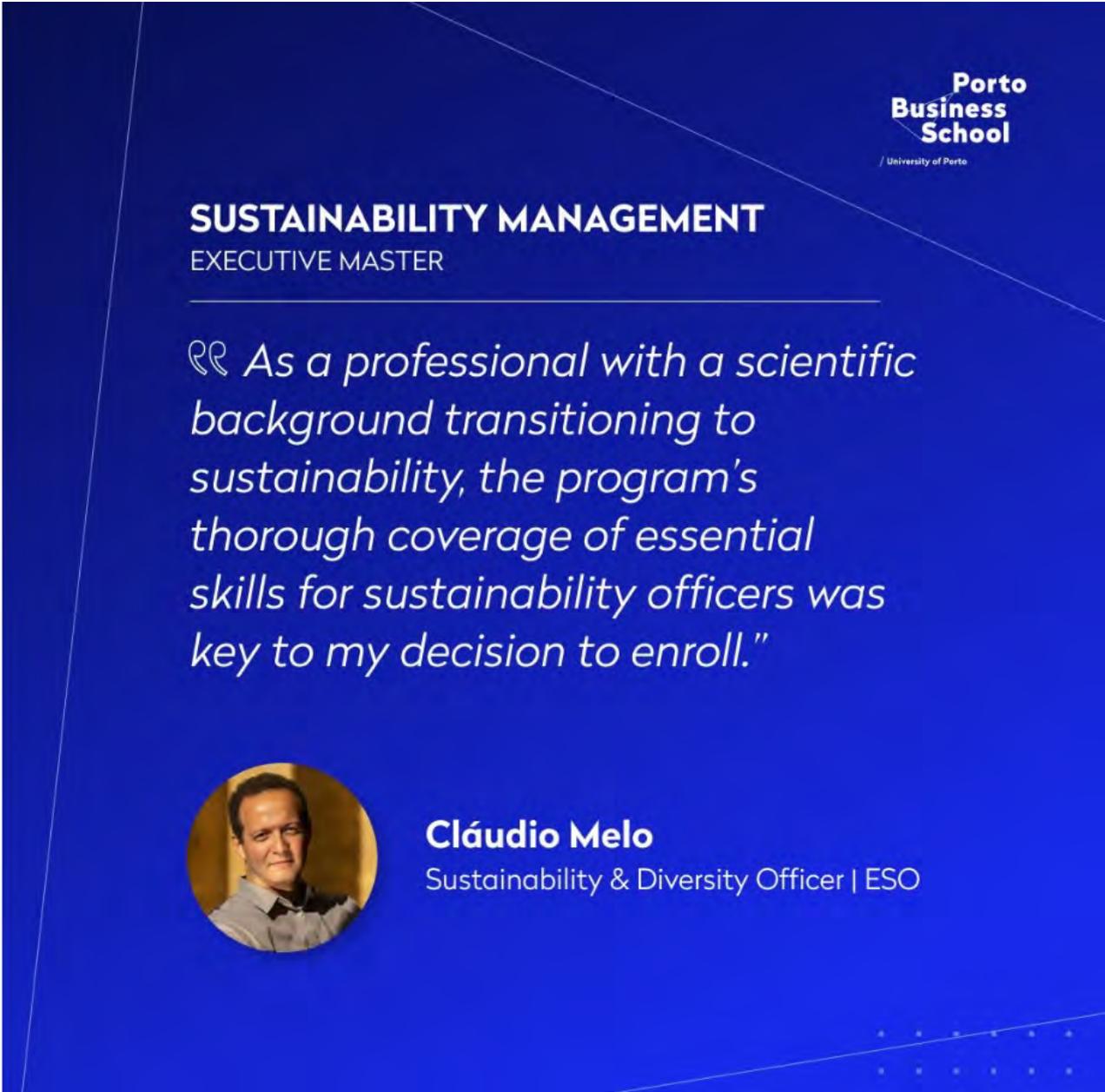
Motivated to gain top-level expertise in shaping the future of organizations, Susana chose Porto Business School. Guided by our distinguished faculty, the Executive Master in Sustainability Management goes beyond technical knowledge, fostering leadership, strategic communication, and project management skills.

- - [https://www.linkedin.com/posts/portobusinessschool\\_portobusinessschool-makechange happen-universidadedoporto-activity-7272280497240571905-\\_9YV?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAACFfAUUBFCKT02IIP5mi jy7Hv-NE31F4ke0](https://www.linkedin.com/posts/portobusinessschool_portobusinessschool-makechange happen-universidadedoporto-activity-7272280497240571905-_9YV?utm_source=share&utm_medium=member_desktop&rcm=ACoAACFfAUUBFCKT02IIP5mi jy7Hv-NE31F4ke0)

Student feedback is a cornerstone of Porto Business School's commitment to excellence. The insights and perspectives of our students provide invaluable guidance for continuously enhancing our programs, teaching methods, and campus experience.

Student voices not only shape the development of our courses but also inspire innovation, foster a culture of inclusivity, and reinforce sustainability as a core principle of our mission.

Cláudio Melo, a student of our 2024 Executive Master in Sustainability Management, shares his experience at our School. This testimonial, reflects the experiences and perspectives of our students, highlighting their journey and the impact of our programs, featured on platforms such as LinkedIn.



The graphic features a dark blue background with white text and a circular portrait of Cláudio Melo. The Porto Business School logo is in the top right corner. The program name 'SUSTAINABILITY MANAGEMENT EXECUTIVE MASTER' is prominently displayed. A quote from Cláudio Melo is centered, and his name and title are listed below the quote.

**Porto Business School**  
/ University of Porto

**SUSTAINABILITY MANAGEMENT**  
EXECUTIVE MASTER

*“As a professional with a scientific background transitioning to sustainability, the program's thorough coverage of essential skills for sustainability officers was key to my decision to enroll.”*

**Cláudio Melo**  
Sustainability & Diversity Officer | ESO

## Student Awareness

**76% - 100%** of students at Porto Business School are aware that we are a PRME Signatory Member.

## Student Engagement

**76% - 100%** of students at Porto Business School actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.

## Additional Evidence

### Values at the heart of Porto Business School

**Innovation** - We believe in innovation as the fuel for progress, capable of driving individuals and organizations to conquer new challenges and new goals.

**Ambition** - Our ambitious nature inspires our community to unlock their potential, dream big and achieve the extraordinary.

**Excellence** - Our unwavering commitment to excellence is a benchmark in the sector, fueling our growth and that of our community.

**Service** - The people in our ecosystem are at the heart of what we do: we exist to serve them, providing them with a transformative learning experience.

**Impact** - By promoting responsible leaders capable of building a sustainable legacy, we aim to have a positive impact on society.

**Connectivity** - We create and foster meaningful relationships between the different elements of our ecosystem, fostering collaboration and stimulating the exchange of ideas that drive a transformative way of being.



# Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



## Courses that support RME

Porto Business School reports 11 courses in 2024 that support responsible management education and sustainable development goals.

### Entrepreneurial Mindset | 340

The course description is based on the fundamentals of Entrepreneurship, such as: 1. The Ideation Process: From Problem to Solution; 2. Value Proposition and Business Model.

By the end of this course, students will: 1) Knowledge and Understanding (distinguish between entrepreneurship and corporate entrepreneurship; know how to develop a business idea, train and lead employees and teams to recognize opportunities, innovate, and capitalize on ideas aligned with the defined strategic direction; understand the relationships between value propositions and business models); 2) Intellectual Skills (be able to execute ideation processes aimed at creating solutions that represent market opportunities for previously identified problems; be able to evaluate business ideas, value propositions, and business models); 3) Practical and Transferable Skills (be able to take a leadership role in creating new ventures, whether in a corporate context or in a standalone, independent project; be able to develop business ideas that address market problems and needs with creative solutions supported by market, industry, and competitor analysis; be able to distinguish and develop value propositions, business models, and processes that enable these efforts and facilitate their success; be able to outline simplified financial plans for their ventures; be able to apply techniques to present their business projects effectively).



### Leading and Managing People | 340

This course is designed to address those fundamental aspects of managing and leading people. We will focus on those areas of human behavior, at the individual, group and organizational level, which are important determinants of people's lives in the workplace. In particular, the different sessions will provide you with a number of critical concepts and competencies on key issues such as self and career management, motivation, leadership, managing people, and change management. An important goal of this course is also to teach you the tremendous impact that managers can have in individuals, organizations, and society more in general through the way they lead and manage people.

At the end of this course the students should: 1) Knowledge and Understanding (increase participants' sensitivity towards the potential impact of human issues in the workplace and understand the importance of developing key leadership competencies in the corporation, like setting directions, inspire action, align resources, motivate, persuade and influence people and manage interpersonal conflicts. Improve participants' understanding of change, leadership and teams within an uncertain and complex organizational context); 2) Practical Skills:(a. identify, evaluate, and design people management systems in the organization in terms of external alignment with other organizational factors (external environment, culture, strategy, workforce, and production technology), and internal consistency among the different human resource practices); b. (identify the main problems organizations face when hiring workers and approaches to solve them); (c. evaluate the costs and benefits of alternative ways of designing jobs); (d. identify the main difficulties associated with performance appraisals and evaluate alternative ways to evaluate performance); (e. learn the main costs and benefits of alternative reward systems and the conditions under which each should work best); 3) Transferable Skills ( increase the awareness of interdependencies among different organization departments; increase knowledge about corporate social responsibility aspects and increase the ability to diagnose problems, to uncover the different mechanisms that may be driving those problems and propose the best solution according to the cause of the problem identified); 4) Ethics and Social Responsibility (have a strong sense of corporate social responsibility (CSR) for the outcome of their decisions regarding people management and evaluate the impact of work and management practices on sustainability through employee outcomes).



## International Corporate Governance & Ethics | 340

The course focuses on analyzing the effectiveness of corporate governance mechanisms aimed at instilling confidence and trust in companies around the world. The course will help you learn about the principal-agent problem and moral hazard, how investors can influence management, the role of intra- and extra-firm monitoring mechanisms and their effectiveness, why variations in corporate governance systems might exist, and examine the effects of recent governance lapses and subsequent reforms globally. Class discussions will center on the separation of ownership and control, and the role of compensation, corporate boards, auditors, securities analysts, credit rating agencies, institutional activism, corporate takeovers, regulatory authorities, and legal and regulatory reform in corporate governance.(1) Corporate Governance; (2) International Corporate Governance; (3) Shareholder vs. Stakeholder view; (4) Executive Compensation; (5) Shareholders and institutional investors; (6) Shareholder activism; (7) Corporate Boards; (8) Transparency (Auditors, Security Analysts, and Rating Agencies; (9) Group presentations.

At the end of the course, students should be able to: 1) Knowledge and Understanding (explain the role of different corporate governance mechanisms and their international variation; evaluate the strength of the corporate governance system for international corporations; argue orally and to write in an academic manner as well as present their ideas clearly) 2) Practical Skills (suggest improvements to the corporate governance of international corporations; look for information, data and relevant academic resources to support their argumentation)



## Management Accounting and Control | 340

This course combines foundational aspects of management accounting with contemporary issues in management control and performance management, such as: 1) Overview; 2) Introduction to cost terms and purposes; 3) Cost-volume-profit analysis; 4) Decision making and relevant information; 5) Activity-based costing and activity-based management; 6) Cost allocation and customer-profitability analysis; 7) Measuring and Managing Organisational Performance like performance Indicators, Balanced Scorecard and OKRs.

This management accounting and control subject has two main aims, the first one is to develop an understanding of management accounting concepts and techniques, with a particular focus on the use of management accounting information for decision-making. The second one is to develop the ability to analyze and evaluate performance management systems used by organizations to support the implementation of strategies designed to create value in the context of a changing environment. This will include both traditional and contemporary performance management approaches. The ultimate aim is to develop the ability to design effective systems for performance management and control purposes. Case studies will be used.



## Sustainability and Value Creation | 340

This business sustainability management course is centred on the notion that sustainability is integral to ensuring businesses can continue to operate on a planet with finite resources and deliver benefits to both shareholders and society. Gain verifiable and relevant knowledge of the following key areas within a sustainability context: the business world is undergoing a severe revolution in some of its functioning patterns. In the first place, the outside vectors that determine the business world have hugely increased, and much more variables are now directly affecting the way corporations run their operations and implement their business model. Secondly, corporations have ceased to act hermetically towards other spheres that, together, combine for an overall definition of society. Finally – and perhaps the most determinant aspect – the complexity and sonic pace of reality determines a more challenging sustentation of a successful business model. If one combines and interacts the said factors, it can be concluded that, probably, this metamorphosis is mainly affecting business legitimacy and the competitive edges of several corporations and industries, thus imposing new anxieties and strategies for coping with a higher, but more complex economic, politic and social demand for corporations.

At PBS, in the IMBA and with the course Sustainability and Value Creation, we believe that students in the end of the programme should be able to: 1) Have knowledge and understanding (understand the main sustainability challenges and the regulatory environment and international policy); 2) Practical and Transferable (identify the impact of strategic sustainability throughout the value chain; identify relevant partnerships essential to implement strategic sustainability actions; understand how to develop action plans that tackles social, economic and environmental sustainability challenges within the organisation); 3) Intellectual skills (reflect on the strategic sustainability opportunities for organizations).



## Financial Management | 340

The purpose of this course is to enable students to deal with day-to-day corporate finance issues that involve the usage of financial tools in decision-making. Students will first be introduced to the basic concepts of discounting and compounding of cash-flow streams and their application to simple financial problems. Bond and Bond Valuation will be analysed. Capital budgeting tools will be presented where students will face the challenge of analyzing real-life problems of deciding over an investment decision in real assets or a business acquisition proposal.

The purpose of this course is to enable students to deal with day-to-day financial issues involving the use of financial tools in decision-making. At the end of the course the students should be able to: 1) Have knowledge and Understanding (understand basic concepts of Financial Calculus; understand the foundations of risk, return and portfolio analysis; understand the impact of financial and operating

leverage on investor risk and return; understand the technical aspects of business valuation and capital budgeting); 2) Intellectual Skills (identify instances where the time value of money is crucial to financing and investment decisions; challenge the realistic nature of business forecasts; interpret in a critical way financial criteria for capital investment decisions; understand and identify operating and financial risk sources in capital investments); 3) Practical Skills (apply time value of money concepts to practical financial problems like loan analysis, prompt payment discount offers, securitization, project financing issues; analyse the efficiency of portfolios and identify underlying risk profiles; produce complete and coherent proforma financial statements given a set of operating and financial assumptions; perform sensitivity and scenario analysis using financial simulation tools and understand the basics of advanced risk analysis tools like Monte Carlo simulations); 4) Transferable Skills (perform data analysis and evaluation; interact with members in a group to produce reports for external parties with time and data constraints and use financial and accounting data as a communication vehicle with external investors or senior managers in a firm or organization).



## Marketing Strategy and Implementation | 340

All MBA students are, or have been, both “producers” and “consumers” in their lives. But experience of marketing can vary from real organizational input to real consumer frustration! The aim of this Marketing course is to provide all students with an insight into the key aspects of the holistic marketing discipline. 1) Customers: The centre of marketing – consumer, business, internal 2) Understanding customers: through effective market/marketing research 3) Leveraging customers: delivering a competitive marketing mix 4) Keeping customers: the concept of relationship marketing and lifetime values 5) Marketing’s place within the organisation – just how important is the customer?

This course is designed to provide participants with an understanding of the fundamental principles of marketing and marketing strategy making. It will also provide a more in-depth look at the four elements of marketing strategy: product, price, promotion and place. The focus will be on getting to know the main principles for defining and segmenting a target market for goods or services, building a brand with a meaningful positioning, and then integrating product, price, communication and point of sale to offer a superior marketing mix leading to a long-term competitive advantage. Students will be given an insight into consumer behaviour and brand management, as well as understanding the role played by marketing research. At the end of the course the students should be able to: 1) Knowledge and Understanding: to understand the process of marketing, from strategy to implementation, acquiring a comprehensive vision of the Marketing function in the firm. 2) Intellectual Skills: to expose students to conceptual models and analytical tools, allowing them to plan and control marketing activities and to develop students' critical thinking and analytical skills in the context of Marketing

decision making; 3) Practical Skills: to revise the core principles of Marketing and the different elements of the Marketing Mix, allowing students to develop and implement a coherent and focused Marketing Plan.



## Advanced Analytics | 340

This course aims to directly support the needs of business managers in their management activities by adopting an analytical focus within the scope of the International MBA. It provides a practical introduction to the concepts, methods, and processes of business analytics, as well as an introduction to the use of data analysis as a foundation for creating competitive advantage. The course syllabus is structured into two main modules: I. Introduction to Data-Driven Decision-Making: (data-centric business approach; predictive and prescriptive modeling for decision-making; causal modeling and impact measurement; deployment of analytical solutions in business contexts); II. Dynamic Decision-Making under Uncertainty: (algorithmic decision-making; risk analysis and mitigation; decision-making strategies for dynamic markets; data-driven culture).

As a result of this course, students will learn how to lead their organizations by making better business decisions through the use of analytical methods and how to create competitive advantages from data. Virtually all management and leadership positions in the digital economy increasingly depend on data-driven decision-making. Having a solid understanding of the complete process of effective data-based decision-making will give students a competitive edge in effectively managing teams of business analysts and data scientists. In summary, in this course, students will acquire the tools and techniques to become data-driven managers. More specifically, students will be able to: 1. Understand the principles of state-of-the-art data analytics models, when to use each one, and how to best communicate their impact; 2. Structure complex business problems in order to leverage data analytics and make sound decisions; 3. Develop innovative frameworks to leverage data and insights in order to maximize the impact of data analytics techniques on decision quality; 4. Understand how data analytics is applied in business, whether by some of the world's most valuable companies or by emerging startups.



## Problem Solving and Decision Making | 340

In the current context of strong economic, social and technological disruption, there seems to be a consensus that the skills needed for a successful career are changing. The PSDM course aims to provide participants with a set of matrixes leading to a logical and structured thinking, essential to a rational analysis of complex problems and decision making, at the business level. Decision making on requires the development of a logical and structured thinking, ranging from the correct identification of the problem / challenge faced by the company, to the implementation of solutions capable of solving these problems and / or challenges. The culmination of the PSDM course will happen with the “Business Impact Challenge” (BIC), an event that takes place at the beginning of Term 2. The BIC is a business competition where students will be challenged to solve a real-life company problem, in teams, while applying their problem solving skills and also the skills and knowledge gained in the remaining courses of Term 1, namely Strategy, Marketing, Accounting and Finance etc. Through this challenge students will have the opportunity to put into practice the concepts and frameworks learned in Term 1 while leveraging on the group/team skills gained so far. Besides giving students the opportunity to demonstrate their comprehensive understanding of business management, this engaging and highly-interactive challenge will foster students capacity to make a positive impact on a real business while also enhancing their networking with the corporate world.

At the end of the course, the student will be able to: 1) Knowledge and Understanding: (distinguish and use different problem solving and decision making frameworks; produce thorough analyses and recommendations given a full range of information about a corporation; analyze and produce recommendations about international business problems, covering several industries and business disciplines; understand the broader impact of business decisions, including social, economic and environmental implications); 2) Intellectual Skills: (master critical, and forward-thinking, being able to tackle and solve complex problems and to make sound business decisions contributing to increase sustainable business impact; integrate knowledge about future trends to outline strategic decisions); 3) Practical and Transferable Skills: (manage decision making processes in multidisciplinary and multicultural environments; communicate in a business context); 4) Ethics and Responsibility: (evaluate and integrate responsible business practices, such as corporate social responsibility and sustainability, into decision-making processes transversally across all company area);



## Financial Accounting and Reporting | 340

This course introduces practical and conceptual issues of financial accounting, such as: accounting: the language of business; financial accounting, main concepts and financial statements; introduction to financial statements, interrelations and construction; accounting principles and end-of-period adjustments and financial Statement reporting and analysis. Students are expected to gain a strong

understanding of financial accounting and reporting. Case studies and examples will be employed throughout the course to foster discussion and promote the application of financial reporting concepts to real-life cases.

The course aims to introduce Financial Accounting to students, giving them a deep understanding of accounting language and its importance for business, proposing the subject under a double perspective: preparer and user of financial accounting information, mastering financial statement analysis and discussing some of the current most relevant topics in the field, based on real-life cases and examples. At the end of the course, the student will be able to: 1) Knowledge and Understanding: (apply the balance sheet equation to manage the accounting treatment of operations and understand the economic/financial implications of business decisions, contributing to increased economic sustainability; 2) Practical Skills: (read and fully understand the information in the financial statements and use accounting information for decision-making); 3) Transferable Skills: (understand the accounting system and solve accounting problems and work independently on accounting issues).



## Managerial Economics | 340

Course Description: Part 1: Markets And Prices (1.1 Managers and Economics; 1.2 Demand, Supply, and Equilibrium Prices 1.3 Demand Elasticities; 1.4 Techniques for Understanding Consumer Demand and Behavior; 1.5 Production and Cost Analysis in the Short Run; 1.6 Production and Cost Analysis in the Long Run). Part 2: Market Structure (2.1 Perfect Competition; 2.2 Monopoly and Monopolistic Competition; 2.3 Oligopoly; 2.4 Pricing Strategies for the Firm). Part 3: Macroeconomic Analysis (3.1 Measuring Macroeconomic Activity; 3.2 Spending by Individuals, Firms, and Governments on Real Goods and Services; 3.3 The Role of Money in the Macro Economy; 3.4 The Aggregate Model of the Macro Economy; 3.5 International and Balance of Payments Issues in the Macro Economy). Part 4: Integration of The Frameworks (4.1 Combining Micro and Macro Analysis for Managerial Decision Making).

Provide students with the concepts, methods, theories and models that form the core of Economics, covering the basic microeconomic and macroeconomic topics and then integrating them from a managerial decision-making perspective. By the end of the course students should be able to (i) analyze problems in a standard Economist reasoning, (ii) identify the aspects of the economic environment, both micro and macro, that should be considered for business decisions, (iii) understand how those economic forces may affect the firm, and (iv) know how to maximize the objectives of the firm in a given environment.



## 💡 Fostering Innovation



### To a great extent

Teaching and learning at our institution strongly foster innovation.

## 💡 Experiential Learning



### To a great extent

Teaching and learning at our institution strongly encourage experiential learning.

## 💡 Learning Mindset



### To a great extent

Teaching and learning at our institution strongly promote a lifelong learning mindset.

## 💡 Method of Teaching and Learning



### Hybrid

Combination of in-person and virtual learning methods.

## Additional Evidence



*PBS 2024 MBA Graduation Ceremony*



# Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

## Research for RME/Sustainable Development

### Research Funding

In 2024, Porto Business School was awarded funding for research that is:



**National**



**Regional**



**International**

### Socializing Research

In 2024, Porto Business School contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ Research collaborations

### Additional Evidence

#### The AfriConEU Project

The AfriConEU project empowered Digital Innovation Hubs to drive digital entrepreneurship across Africa and Europe.



## AI4Gov Project

AI4Gov Project was officially accepted by the Portuguese Government in 2024, focusing on leveraging Artificial Intelligence and Big Data technologies to drive evidence-based innovations and policy recommendations. This initiative aims to harness public, political, and economic power for the advancement of democratic processes

More information on this initiative: <https://www.pbs.up.pt/centro/2452/>

## The Fly2Work initiative at PBS

The Fly2Work initiative, which launched a MOOC, enhanced youth employability by developing methodologies and tools for effective onboarding plans. This project leave a lasting impact on digital innovation and youth education.

## PBS is Key Partner in BIOPOLIS Research

Porto Business School is a founding member of BIOPOLIS. Funded by Horizon 2020 and the Regional Operational Programme of Northern Portugal, BIOPOLIS aims to transform CIBIO, a biodiversity research center at the University of Porto, into a Center of Excellence in Environmental Biology,

Ecosystem Research, and Agrobiodiversity. The project, conducted in partnership with the University of Montpellier and Porto Business School, seeks to enhance research, technological development, and innovation. It promotes collaboration with companies and the valorization of scientific results.

The initiative includes knowledge dissemination activities, the development of pilot projects, and interaction with the business sector, with the goal of economically valuing research outcomes and creating spinoffs. Ultimately, the project aims to boost the R&D sector in the Northern region, driving economic development and the creation of skilled jobs.

Porto Business School and the BIOPOLIS Association launched Nature-Based Solutions: Scaling Sustainable Impact and the study NBS: Unveiling Tomorrow's Sustainability. As part of the Innovation X Hub, these initiatives explore sustainability's future. Porto Business School remains committed to supporting and implementing the project, driving sustainable innovation.



## Migratory Talent Observatory in Tourism

### INNOVATION X HUB

The Innovation X Hub at Porto Business School is a dynamic hub that fosters innovation by collaborating with organisations, entrepreneurs, and academics on projects, applied research, and educational programmes. The IXH has extensive experience in projects funded by national and

international funds, acting both as a sole promoter and in consortium, in cutting-edge areas, such as sustainability, Africa studies, entrepreneurship, among others. Through this, the school seeks to intensify its research and develop solutions for challenges in the environmental, social, and governance spheres.



### Migratory Talent Observatory in Tourism

PBS announced in 2024 the launch of the **Migratory Talent Observatory in Tourism**, an innovative initiative that aims to highlight the importance of talent originating from migration for the competitiveness of the Portuguese economy, particularly in the tourism sector. With 120,000 of the 785,000 immigrants in Portugal working in tourism, this initiative seeks to identify the challenges, opportunities, and exemplary practices for integrating and managing immigrant talent in the sector. It is worth noting that the Observatory is under the responsibility of the **Tourism Futures Center**, which is part of Porto Business School's **Innovation X Hub**. National tourism employs more than 20% of foreign workers.

The Migratory Talent Observatory in Tourism, launched by Porto Business School, aims precisely to identify the challenges, opportunities, and exemplary practices for integrating and managing immigrant talent in Portugal's tourism sector.

As part of the Tourism Futures Center, the Migratory Talent Observatory in Tourism aims to identify challenges, opportunities, and best practices in immigrant talent management.

Developed by Porto Business School's Innovation X Hub, the Observatory aims to gather and analyse data on the participation of migrants in tourism in Portugal. Additionally, it seeks to develop specific training programs for migrants in the tourism sector and encourage inclusive practices, ensuring that migrants have access to opportunities for professional development.

The Observatory also aims to establish collaborations with companies, educational institutions, and other entities to promote the inclusion and qualification of migrant workers. Another goal is to study the impact of migration on the authenticity of tourist destinations, as well as to propose strategies for building a more responsible and inclusive tourism sector that generates value for all.



Promotion in the Portuguese media of the initiative:

<https://publituris.pt/2024/06/25/porto-business-school-lanca-observatorio-do-talento-migratorio-no-turismo>



# Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

## Institutional Partnerships

- ❖ AMBA (Association of MBAs)
- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ EFMD
- ❖ Financial Times
- ❖ Business Graduates Association (BGA)
- ❖ BSIS
- ❖ EDUNIVERSAL
- ❖ Graduate Management Admission Council (GMAC)
- ❖ Quacquarelli Symonds (QS)
- ❖ United Nations Global Compact non-business signatory

## Partnerships

The following provides more details on 3 key initiatives at Porto Business School.

### Junior Achievement Portugal

JAP and Porto Business School come together in a partnership grounded in a shared vision of the future, innovation, and positive impact. Together, they combine academic knowledge, business expertise, and a strong commitment to the community, creating opportunities that empower people, strengthen organizations, and contribute to sustainable development. This partnership reflects the belief that collaboration is the driving force behind transformation and that, together, it is possible to create lasting value for society.

## Testimonial

Volunteering with Junior Achievement Portugal



"Volunteering in the 'A Família' program by Junior Achievement Portugal was a deeply enriching and inspiring experience. Working with first-grade students gave me a close-up view of how powerful education can be from an early age, especially when it's delivered in a hands-on and engaging way."

**Ana Miranda**

Manana Consent

## PBS Board Fellows Initiative

Porto Business School announced the launch of PBS Board Fellows, an initiative that offers its MBA students the opportunity to join the management bodies of non-profit organizations for six months. The initiative aims to bridge the gap between academia and the social sector, promote civic engagement among students, and contribute to community well-being, reinforcing Porto Business School's commitment to social responsibility and corporate citizenship. Students will gain a greater understanding the role of business leaders on the boards of non-profit organizations to promote effective cross-sector collaboration. Simultaneously, non-profit organizations will benefit from new ideas and innovative perspectives.



**José Esteves, Dean of Porto Business School, states:** "The PBS Board Fellows initiative offers a unique

opportunity for our MBA students and business leaders to gain board-level decision-making experience,

mentorship, and project experience, thereby strengthening their leadership skills and contributing to a more resilient and inclusive community ecosystem."

PBS Board Fellows is a collaboration between the Portugal-based business school and non-profit organizations, such as Red Cross, Palhaços d'Opital and Encontrar+se.

## MBA Team Building: A Day of Social Responsibility and Community with Just a Change and APPC

The MBA Orientation Week 2024 concluded in 07 of october of 2024, on an inspiring note with a day dedicated to social responsibility.

Bringing together 130 MBA students from PBS, this initiative represented a meaningful opportunity to make a positive impact on the local community.

In PBS, we believe that a collective effort for change is of the most importance in the MBA programmes, so our students rolled up their sleeves and devoted a day to repairing and painting the exterior walls of **APPC (Porto Association for Cerebral Palsy)**.



This collective effort directly contributed to improving the living conditions of 350 beneficiaries of the Association. APPC's independent housing units are designed to meet the specific needs of individuals with cerebral palsy, providing them with a dignified and welcoming living environment.

This initiative was carried out in collaboration with **Just a Change**, a non-profit organization that transforms lives through volunteer work. Supported by a wide network of volunteers and local communities, Just a Change has already impacted the lives of more than 15.000 beneficiaries and brings together a community of over 20,000 volunteers.

The participation of Porto Business School students in this project fostered teamwork and solidarity, in line with the School's values of social responsibility and community engagement.

PBS proudly share the link to our LinkedIn page, featuring a video highlighting this initiative, with the featuring testimonials from our MBA students who participated in the initiative, as well as from APPC, Just a Change, and our staff:

[https://www.linkedin.com/posts/portobusinessschool\\_portobusinessschool-makechange happen-universidadedoporto-activity-7254070041686499328--1t?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAACFfAUUBFCKT02IIP5miiy7Hv-NE31F4ke0](https://www.linkedin.com/posts/portobusinessschool_portobusinessschool-makechange happen-universidadedoporto-activity-7254070041686499328--1t?utm_source=share&utm_medium=member_desktop&rcm=ACoAACFfAUUBFCKT02IIP5miiy7Hv-NE31F4ke0)



# Practice

We adopt responsible and accountable management principles in our own governance and operations.



## How We Define Practice

At PBS, Practice means embedding sustainability and integrity into the way we govern and operate. We implement inclusive policies, transparent processes, and environmentally conscious initiatives, ensuring that our internal culture reflects the same values we promote in teaching, research, and community engagement.

## Institutional Policies and Practices

- ❖ Zero-waste guides
- ❖ Water
- ❖ Travel guides
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Student equity, diversity, inclusion
- ❖ Local staff/student/faculty transportation
- ❖ Greenhouse gas emissions
- ❖ Ethical leadership or good governance policies
- ❖ Climate action plan
- ❖ Campus operations guides
- ❖ Carbon reduction or offset commitments
- ❖ Professional training opportunities
- ❖ Ministry of education recommendation documents
- ❖ Ethical data sourcing guides
- ❖ Environmental stewardship policies
- ❖ Employee equity, diversity, inclusion
- ❖ Curriculum guidelines

## Policy Documents Related to RME and/or Sustainability

PBS' Commitment to Sustainability 2025

View document  Download document 

PBS\_Carta Portuguesa para a Diversidade\_ APPDI

View document  Download document 

Porto Business School Sustainable Event Policy and Checklist

View document  Download document 

Diversity Equity and Inclusion Policy\_2025

[View document](#)

[Download document](#)

Código\_de\_Ética\_e\_Conduta\_PBS\_ENG\_2023

[View document](#)

[Download document](#)

PBS OPINION\_GHG Protocol\_limited\_Rev.1

[View document](#)

[Download document](#)

## Additional Evidence





# Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



## Engagement Opportunities

Porto Business School offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Community events and consultation forums
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Public events and panel discussions
- ❖ Publicly accessible sustainability data and dashboards
- ❖ Student and staff volunteer programs
- ❖ Sustainability-focused research and collaboration Opportunities

## Communication Audiences

Porto Business School communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Alumni and donors
- ❖ Boards and advisory committees
- ❖ Business and industry partners
- ❖ Faculty and staff
- ❖ Non-governmental organizations (NGOs)
- ❖ Prospective and current students
- ❖ Chamber of commerce and local communities
- ❖ Government and policy makers
- ❖ Media and public relations channels
- ❖ Research and academic networks

## Additional Evidence

### Summer Schools Empowering Future Leaders in AI & Entrepreneurship

Specially designed for high school students, these immersive weeks are crafted to inspire and empower the next generation of leaders.

In a stimulating environment with access to top resources, participants will benefit from specialized training, mentorship from experienced professionals, and a practical insight into the world of business and leadership.



## Inclusive Scholarships

Porto Business School awarded €1.2 million in scholarships to refugees, women leaders, and high potential youth, fostering diversity and inclusion.



## The Sustainable Talks

Porto Business School integrates sustainability, ethics, and governance throughout its curriculum, equipping students with the competencies required to address contemporary business challenges. Our pedagogical approach emphasizes real-world case studies and experiential learning, fostering robust ethical judgment, critical thinking, and advanced problem-solving capabilities.

Through strategic partnerships, applied research initiatives, and active engagement with the wider community, we enhance both academic relevance and societal impact. Our strategy is centered on developing leaders with a holistic understanding of their responsibilities within society, promoting sustainable leadership and enabling meaningful contributions toward a more sustainable future.

As part of this commitment, Porto Business School developed *The Sustainable Talks*, an initiative integrated into *Sustainable Act*, a project designed to empower small and medium-sized enterprises with data, knowledge, and practical tools aligned with the United Nations Sustainable Development Goals. This initiative comprises ten episodes of informal yet insightful conversations addressing key sustainability themes, including the circular economy, the value of green spaces, ethical finance, community-driven circularity, and environmental awareness.



In addition, the following RME events were held at PBS in 2024:

- Porto Business School and INESC TEC joining forces to rethink the current linear global supply and demand model transitioning to a regenerative supply chain – crucial for human well-being and the planet's ecosystems, so the 12th EurOMA Sustainable Operations and Supply Chain Forum took place on March 24 of 2024;



- Regarding sustainability in focus, following COP29, Porto Business School hosts in 25 November of 2024 a critical discussion on how the current geopolitical climate impacts the European Union's sustainability agenda. Can the EU balance ESG reforms with global competitiveness, and how should companies adapt. That debate was live at Porto Business School's Youtube Channel;

[Webinar: European ESG at Crossroads: regulation vs competitiveness - YouTube](#)

## Interview with de Director of AADID

Porto Business School had the honor of hosting a special visit by the service users of AADID (Associação dos Amigos do Desenvolvimento Intelectual e Deficiência) to the painting exhibition of Vincent, one of the association's talented young artists. This collaboration provides a distinguished platform to showcase his unique and extraordinary work, celebrating creativity, inclusion, and the transformative power of art.

AADID (Associação dos Amigos do Desenvolvimento Intelectual e Deficiência), is based in Matosinhos, Portugal, is an organization dedicated to the inclusion of people with intellectual disabilities, promoting their personal, social, and artistic development. With several support units in the region, AADID offers activities that improve the quality of life of its service users, valuing their abilities and encouraging full integration into society through creative projects that celebrate diversity and the unique potential of each individual.

Dr. Hermínia Dantas, Director of AADID, highlights the importance of this initiative not only for the young artist but also for raising awareness within the business community, promoting inclusion and the recognition of diverse artistic abilities. We just want to mention one little passage of the interview that occurred between PBS and Dr. Hérminia Dantas:

**"What does the partnership with Porto Business School represent for AADID, by providing the opportunity to showcase the artistic work of its service users?"**

**HDC – This partnership will undoubtedly be an asset for AADID and our young people. It gives these individuals the opportunity to see their fantastic and unique works valued. It will also certainly be an opportunity for the community to understand that within difference, we also make a difference."**

Here is the link to read the full interview and the article published on PBS's social media: [Inclusão e Arte: A Parceria Transformadora entre a AADID e a Porto Business School](#)



## Blood Donation Campaign

Some acts save lives. With that in mind, our community came together.

In partnership with the Change Makers Club Alumni, led a blood donation campaign – a shared expression of empathy, responsibility, and purpose.



## MBA Students Talks

Learning Through Shared Experience, this was a initiative from students to students, basically a student-led series that provides a platform to share experiences, challenges, and successes, fostering camaraderie and mutual learning among peers.



## Awards of the Alumni Day 2024

**Grant:** Community Outstanding Impact Award 2024.

**Grantee:** Margarida Pedrosa

**Award Description:**

Margarida Pedrosa, a faculty member at Porto Business School for more than 30 years, was honored with the Community Outstanding Impact Award 2024. Margarida Pedrosa began her journey at the school as a student. In her role as a lecturer, she proposed the Personal Development course for the Executive MBA, a pioneering initiative, and created the “WishesBook.” She was also nominated as one of the three finalists for the MBA Innovation Award 2013, promoted by the Association of MBAs in London, which recognizes new practices and experiential learning. She is also the founder of the Women in Business club at Porto Business School.



SIGNATORY

# Porto Business School

---



## Address

Avenida Fabril do Norte, 425, Matosinhos, 4460-314  
Portugal



## Website

<https://www.pbs.up.pt/>