

Postgraduation • Lisboa

# MBA IN LEADERSHIP, INNOVATION AND DIGITAL TRANSFORMATION



## Direction

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## Secretariat

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## Duration

0 Years

## Credits

48 ects

## Presentation

Accelerate your career with Lusófona Executive School's MBA in Leadership, Innovation and Digital Transformation - a disruptive programme that prepares leaders to think strategically, innovate with impact and transform organisations in a digital world. With a modular, project-orientated approach, this MBA combines management, information systems, customer experience and continuous innovation. Along the way, participants develop and present a real project to investors, integrating technology, strategy and entrepreneurial vision. A programme designed for those who lead change.

# STUDY PLAN

## 1st Year / No Branch Name

Anual	ects
Adaptive and Complex Business Systems	2
Advanced Negotiation and Influence Dynamics	1
Agile Corporate Finance and Accounting for Managers	3
Business Seminar	0
Business Strategy in Digital and Volatile Environments	3
Cloud, Edge and Disruptive Technologies	2
Corporate Venturing and Open Innovation	1
Cybersecurity for Executives: concepts, strategy and compliance	2
Digital Marketing and Personalisation with AI	3
Digital Transformation and Information Systems alignment	3
Enterprise Intelligence & Business Analytics	2
Enterprise Systems Architectures	3
Estratégia de experiência do cliente e design omnicanal	2
High Impact Communication for Executives	3
Innovation and Entrepreneurship Laboratory	4
IT Governance	2
Law and Ethics in Digital Environments	2
Lean Innovation & Design Thinking for Executives	2
Organisational Leadership and People Management with AI	2
Requirements Engineering and Process Modelling	2
Sales Technics	2
Scalability and Venture Building Strategies	2