

NOVA

IMS

Information
Management
School

DATA with PUR POSE

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POSTGRADUATE PROGRAMS AND MASTER DEGREE PROGRAMS

BUSINESS AND INFORMATION MANAGEMENT AREA

Executive Master's Degree Program

Data-driven Innovation and Entrepreneurship

In an increasingly competitive and digital world, success belongs to those who can transform data into strategic decisions and analytical insights into business opportunities. The Executive Master's in Data-driven Innovation and Entrepreneurship is designed to train leaders capable of fostering innovation and creating value in a sustainable way through data science and artificial intelligence. This program challenges managers, entrepreneurs, and decision-makers to explore the frontiers of innovation and disruptive business models. With a hands-on, action-oriented approach, it integrates key topics such as design thinking, business analytics, value creation models, and startup and innovation financing, equipping participants to turn ideas into projects with real impact. By combining a strong theoretical foundation with practical applications in real-world cases and collaborative projects, this master's program prepares professionals to lead transformation within their organizations or carve their own path to success in the innovation ecosystem.

Goals

The course aims to train specialists who are able to:

- Understand the fundamental principles of technological innovation and entrepreneurship, including market concepts, feasibility, and product development;
- Analyze emerging technology trends to identify innovation opportunities;
- Develop and validate business models using tools such as the Business Model Canvas, Value Creation Wheel, and Lean Startup;
- Apply design thinking methodologies to solve complex problems and develop creative solutions;
- Build prototypes of innovative products or services and conduct testing with potential users;
- Develop go-to-market and growth strategies for tech startups;
- Demonstrate communication and negotiation skills to pitch innovative ideas to investors and stakeholders;
- Collaborate in interdisciplinary teams to co-create innovative solutions.

Study Plan

The curricular component of this course consists of eight course units:

- Brand Building in the Digital Age;
- Design Thinking for Data-driven Innovation;
- Funding New Ventures and Growth Strategies;
- Innovation and Value Creation Wheel;
- Leadership, Change and Impact;
- Leading Entrepreneurial Teams and Organizations;
- New Horizons;
- Strategic Management and International Expansion.

Program Coordinator

Guilherme Victorino

Program Length

Two semesters: one semester for the curricular component and one for the development of the final project, totaling 60 ECTS.

Partnership



Note: course accredited by A3ES – Agency for Assessment and Accreditation of Higher Education, awaiting registration with DGES – Directorate-General for Higher Education.

For more information or applications, please visit: www.novaims.unl.pt/MDDIE

