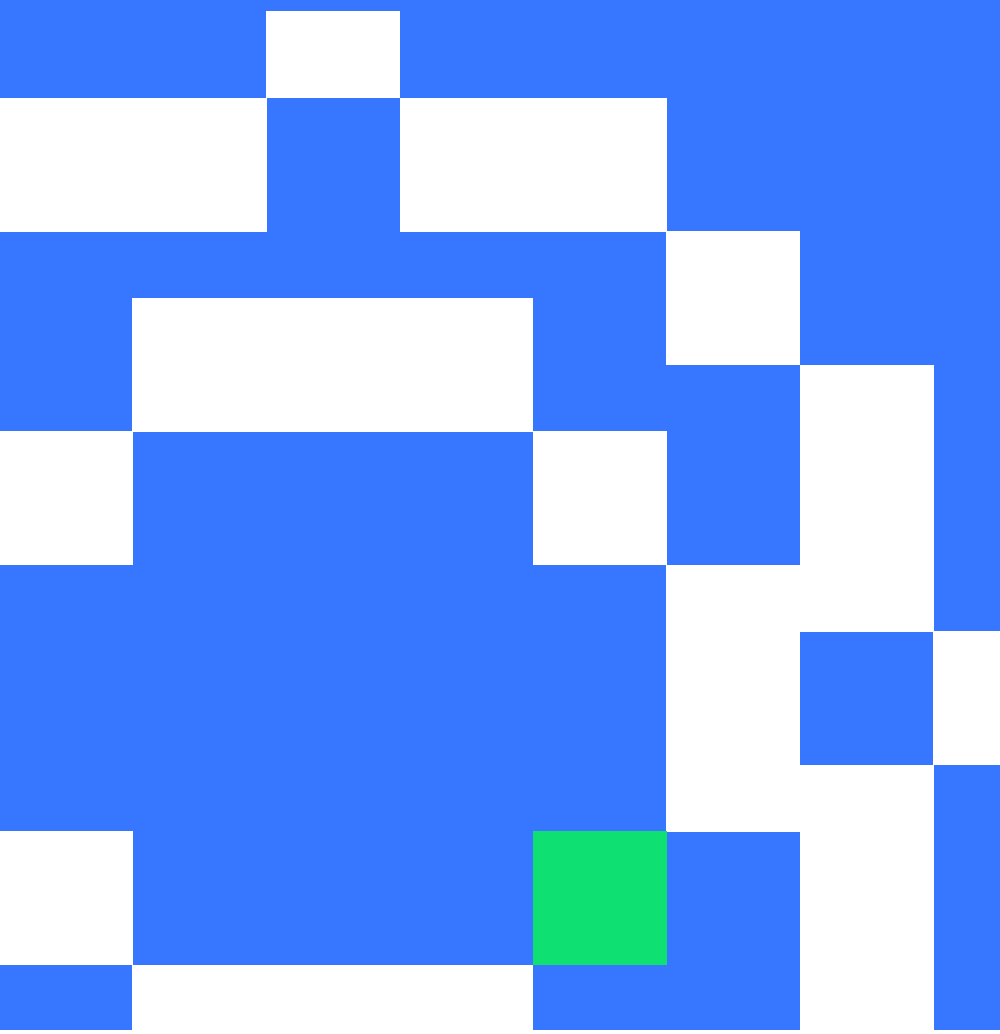


EXECUTIVE MASTER DEGREE PROGRAM

Data-driven Organizations

The Executive Master's in Data-Driven Organizations is designed to train leaders capable of transforming data into strategic decisions, fostering innovation and competitive advantage within organizations.



Data-driven Organizations

Program Overview

The growing digitization of companies and data-driven transformation makes it essential to train professionals who know how to use information as a strategic asset. The Executive Master's in Data-Driven Organizations responds to this need, preparing leaders and managers to integrate data-driven strategies into decision-making, ensuring greater efficiency, competitiveness, and innovation in organizations.

This program is aligned with emerging trends in data intelligence, information governance, and digital transformation, addressing technologies such as big data, machine learning, artificial intelligence, business intelligence, and cloud computing.. Its pedagogical structure combines a strong practical component, through case studies and applied projects, with a solid theoretical framework, ensuring the connection between knowledge and business practice.

Program goals

The program aims to train specialists capable of:

- Understanding the importance of data in digital transformation and organizational competitiveness;
- Applying analytical methodologies and technological tools to extract value from data;
- Promoting a data-driven culture within organizations, ensuring an ethical and sustainable approach to data usage;
- Developing and implementing data governance strategies to ensure quality, security, and regulatory compliance;
- Integrating business intelligence into strategic decision-making.

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Format
Hybrid

Who is it for?

Executives, senior managers, and mid-level professionals from public and private institutions who wish to deepen their knowledge in business intelligence, analytics, and digital transformation, applying data-driven strategies to organizational management.

The program is also designed for professionals with relevant experience who seek to update and expand their technical skills in fields such as Human Resources Management, Marketing, Operations and Logistics, Finance, Accounting, Economics, Data Science, Information Management, Computer Science, and Engineering.

It offers a practical and strategic approach, aligned with the challenges faced by those in leadership, management, or decision-making roles within business environments that value innovation, efficiency, and data-driven competitiveness.



For more information or to apply, please visit:
www.novaims.unl.pt/MDDO

Study Plan

The program is structured over two semesters: one dedicated to the curriculum component and the other to the development of the final project, totaling 60 ECTS.

The curriculum component consists of 8 course units:

FALL SEMESTER

Course Units	Duration	ECTS
Data-Driven Value Creation Use Cases	Quarterly	4
Digital Transformation Strategies	Quarterly	4
Data Governance	Quarterly	4
Artificial Intelligence in Organizations	Quarterly	4
Business Intelligence and Analytics	Quarterly	4
Leadership, Change, and Impact	Quarterly	3
New Horizons	Quarterly	3
Business Process Optimization	Quarterly	4

SPRING SEMESTER

Course Units	Duration	ECTS
Final Project Work	Semester	30

Program Coordinators



MIGUEL DE CASTRONETO

Dean of NOVA IMS and Associate Professor in the field of information management and information systems, he is one of the leading national figures in urban intelligence and public innovation. Recognized for his leadership in smart cities and the promotion of data-driven policies, he combines strategic vision with experience in governance and sustainability.



JORGE CARROLA RODRIGUES

Invited Assistant Professor at NOVA IMS, coordinates postgraduate and executive programs in digital transformation. With more than 25 years of leadership experience in management and transformation initiatives at companies such as Microsoft, Unicre, Philips and Olivetti, he is also a distinguished academic contributor within the SAP University Alliances ecosystem.

About NOVA IMS

The NOVA Information Management School (NOVA IMS), part of the NOVA University of Lisbon, is the only school in Portugal dedicated exclusively to data science, artificial intelligence, and information management. With over 4,300 students from 100 nationalities, it is internationally recognized for the quality of its teaching, research, and connection to the market.

Its programs lead the global rankings – the Master's in Information Management (specialization in Business Intelligence) was distinguished by Eduniversal as the best in the world for the seventh consecutive year – and in 2025 the school obtained the maximum rating of five stars in all dimensions of the QS Stars University Ratings. The faculty includes eight professors among the top 2% of most cited scientists in the world, according to Stanford University.

Since its foundation in 1989, NOVA IMS has combined pedagogical innovation, scientific excellence, and connection to society, training professionals and researchers capable of transforming data into useful knowledge and generating real impact in multiple domains of economic and social life.

Contacts

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EUROPE	#2	#5	#1*	#1*
PORTUGAL	#1	#2	#1	#1

MASTER'S PROGRAMS

Statistics and Information Management
Specialization: Risk Analysis and Management

Data-Driven Marketing
Specialization: Marketing Intelligence

Data Science and Advanced Analytics

Information Management
Specialization: Information Systems Management

WORLD	#2	#3		
EUROPE	#2	#3	#2*	#11*
PORTUGAL	#1	#1	#1	#2

POSTGRADUATE PROGRAMS

Information Management and Business Intelligence in Healthcare

Enterprise Data Science & Analytics

Digital Marketing and Analytics

Digital Enterprise Management

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ACCREDITATIONS AND CERTIFICATIONS



Computing Accreditation Commission



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