Catch AI'26

NOVA SBE
ALUMNI CLUB

NOVA
NOVA SCHOOL OF
BUSINESS & ECONOMICS

NOVA Executive
Education
NOVA SCHOOL OF
BUSINESS & ECONOMICS

Catch AI'26

LANGUAGE

English

TARGET AUDIANCE

Nova SBE Alumni

Also open to CEMS Alumni and
UNL Alumni from other schools

DURATION

3 weeks

FORMAT

4 online modules
9 hours of asynchronous learning
90-minute live masterclass

SCHEDULE

March 2 — March 24, 2026

PLACES AVAILABLE

Maximum of 100 participants

INVESTMENT

350€*For Nova SBE Alumni & Learning Community

*100 complimentary places for Nova SBE Alumni – Sold out

UNL Alumni or CEMS Alumni - 950,00 €

Get ahead with the AI insights everyone wants to know!

Catch AI'26 is an executive experience EXCLUSIVE - a 100% online certified program designed by Nova SBE Executive Education and the Alumni Club to help you navigate the tight paths of today's unavoidable topics, wherever you are in the world.

Following the success of the first three editions of Catch, we present Catch AI '26 — a cutting-edge learning program created to address the toughest topics and the most essential upskilling trends of today's rapidly changing world, delivered through a carefully curated 4 modules online course.

The program will be available for three weeks, with asynchronous content and one live session. In these modules, we add academic perspectives to the current topics being discussed across organizations.
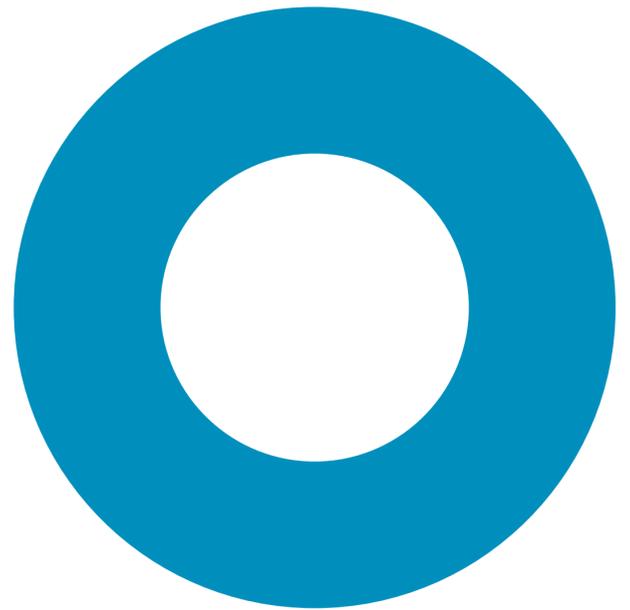
We are committed to strengthening Nova SBE's role as your learning partner for life.

Looking forward to seeing you in class!

TARGET

- Nova SBE Alumni

- Also open to Nova SBE Executive Education Learning Community, UNL Alumni and CEMS Alumni from other schools

KEY TAKEAWAYS

- Analyse the impact of AI on value creation and appropriation, while developing strategic planning and AI integration capabilities in organizational contexts.

- Address the key concepts of Responsible AI, focusing on how to integrate ethical, fair, and transparent principles into the development of AI systems.

- Examine the advantages and challenges of AI in the leadership context, with a focus on how to integrate technology effectively while humanising organisations.

Learning Roadmap

LEARNING UNIT 1

Managing AI-Driven Organizations

LEID ZEJNILOVIC

E-resources available from March 2

MODULE KEY WORDS

- AI fundamentals
- AI applications in individuals & organizations
- Impact of AI on business models
- AI evaluation & assessment

LEARNING UNIT 2

Responsible AI

SUSANA LAVADO

E-resources available from March 2

MODULE KEY WORDS

- AI societal impact
- Responsible AI foundations
- Responsible AI application

LEARNING UNIT 3

AI applied to Leadership

MILTON DE SOUSA

E-resources available from March 2

MODULE KEY WORDS

- Leadership advantages & challenges with AI
- AI-enhanced productivity
- AI integration for leaders
- Humanising organisations with AI

LIVE SESSION

Boosting Productivity with AI

MIGUEL BELLO

Live Class March 24, 6PM to 7.30PM

MODULE KEY WORDS

- Real-world cases
- Practical tools
- Immediate application

Faculty

LEID ZEJNILOVIC

Ph.D. in Technological Change and Entrepreneurship at Carnegie Mellon University. Assistant Professor at Nova SBE in the areas of Technology and Information Management, Entrepreneurship, Operations Management and Supply Chain Management. Research and Operations officer at www.patient-innovation.com. Organizer of Data Science for Social Good Europe. Founder and manager of various start-ups and consultant for start-ups, medium and large sized companies and government agencies in areas such as information systems restructuring and integration as well as implementation of Business Processes Management Systems.

Find out more

SUSANA LAVADO

Susana has a PhD in Social Psychology from the University of Lisbon and has been a guest researcher at Yale University. She also completed a master's degree in Data Science and Advanced Analytics at Nova Information Management School. She is a Senior Data Scientist at Nova SBE's Data Science Knowledge Center. In this field, she has collaborated on several data science projects, developing artificial intelligence models in areas as diverse as the risk of long-term unemployment (in partnership with the Institute for Employment and Professional Training), analysis of population movements in a pandemic context (in partnership with NOS and the Municipal Councils of Lisbon and Cascais), and analysis of fishing patterns in Portugal (in partnership with Associação Natureza Portugal and Docapesca). Her research interests include human-machine interaction in decision-making and biases in algorithmic decisions.

Find out more

Faculty

MILTON DE SOUSA

Associate Professor at Nova SBE and Academic Director of System Change Lab at the Leadership for Impact Knowledge Centre, which he co-founded. Specialist in Leadership and Innovation. PhD in Management from the Rotterdam School of Management, Erasmus University and an MBA with Distinction from the University of Bradford. Degree in Engineering from the University of Porto. Before joining the University, he worked as an engineer, manager, consultant and entrepreneur. He was also Executive Director of MBAs at the Rotterdam School of Management, Erasmus University and Chair of three editions of the Estoril Conferences.

Find out more

MIGUEL BELLO

Miguel is currently the Director of Corporate Engagement & Fundraising at Nova School of Business & Economics, where he also holds the positions of Head of Strategic Projects and Director of the AI Portfolio at Nova SBE Executive Education. He has a degree in Management and a Master of Science in Business Administration from ISCTE. Previously, he spent three years at Portugal Telecom in Strategic Innovation and seven years in strategic consulting (PwC and Deloitte). He is certified in Project Management by the Project Management Institute. Additionally, he is a PwC Lean Six Sigma Green Belt and holds a Scrum Foundation Professional Certificate from CertiProf.
Between 2024 and 2025, he completed three advanced courses at the Digital, Data & Design @ Harvard institute: GenAI + Finance, GenAI + Strategy, and GenAI + Marketing.

Find out more

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Any questions? **Contact us.**