

OUR PROFESSIONAL PG CERTIFICATES

Relearn. Stay Relevant. Redefine Your Future.



THE OPPORTUNITY

44%

of workers' core skills will change, requiring substantial investment in reskilling and upskilling to remain competitive.

Source: World Economic Forum. (2023).

85 million

jobs may go unfilled globally by 2030 due to lack of skilled talent. This creates a major opportunity for senior professionals to re-enter or retain their roles if they adapt to new technology and leadership demands.

Korn Ferry. (2021). Future of Work: Global Talent Crunch

14%

of those who regularly engage in lifelong learning are more likely to remain employed or access new job opportunities.

Source: International Labour Organization. (2023).

82%

of C-suite executives are planning to reskill within the next three years due to the impact of digital disruption and evolving technologies. Acknowledging that legacy leadership skills are no longer sufficient.

Digital Strategy Consulting. (2023).

TARGET

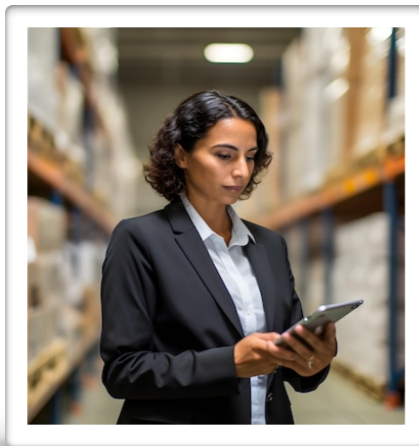


1. Young Professionals (up to 30 years old)

These programmes offer university graduates the chance to accelerate their careers in high-impact sectors such as artificial intelligence, sustainability, or energy transition. Early-career professionals often seek to transform academic potential into skills that are relevant in today's job market.

They find in these programmes a demanding yet dynamic environment that combines academic excellence with practical relevance. Their goal is to stand out, grow fast, and become hybrid professionals—combining strategic thinking with technological fluency.

For them, this is a launchpad for leadership roles in a world shaped by innovation and transformation.

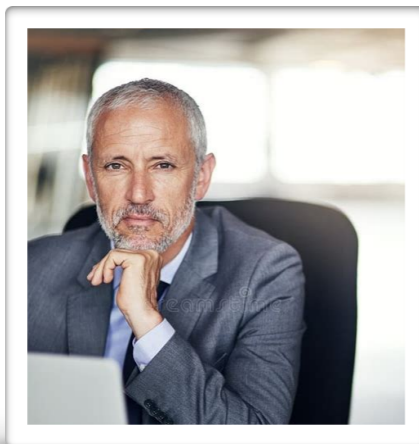


2. Mid-Career Professionals (35–45 years old)

Many professionals at this stage face a moment of redefinition: they may be ready to move into more senior leadership roles, shift industries, or update their skillsets to remain competitive.

For them, advanced specialisation programmes serve as a strategic reset. It's not just about learning something new—it's about repositioning themselves in a rapidly evolving market.

They are looking for applicable knowledge, recognised academic credentials, and a professional network to support their next move. These programmes deliver the tools—and the confidence—to lead transformation, not just manage it.



3. Senior Executives 55+: Learning to Keep Leading

These programmes are built for senior executives who refuse to become irrelevant in the face of accelerating technological and organisational change. With decades of leadership behind them, they now seek to reconnect with the future. This is not about starting over. It's about continuing to lead with new knowledge, strategic foresight, and renewed purpose. Whether preparing for a board role, guiding a digital transformation, or reshaping their professional legacy, these executives want more than skills—they want relevance, challenge, and a peer community equally committed to lifelong growth. With cutting-edge content, university-level certification, and a focus on strategy and emerging technologies, these programmes

OUR PROFESSIONAL PG CERTIFICATES AT A GLANCE

- English degree
- HyFlex Ecosystem
- 2 intakes to start
- Full online - F2F- Hybrid
- 7 different forward-looking pathways
 - Master in Management
 - Management of AI & Machine Learning - In collaboration with Microsoft
 - Management of Technology
 - CRM and Marketing Cloud - In collaboration with Publicis
 - AI in E-Commerce & Retail Marketing
 - Business Transformation and Changing Demographics (2026)
 - Management Digital Healthcare(2026)
 - Environmental, Social, and Governance(2026)
- Reduced class
- Optional International experience at LSE, Babson College, and Porto Business School,
- Optional: Upon completion of the certificates, students may upgrade to master level completing 6 more modules

- On campus
- Online

OUR OFFER AND STRUCTURE

	Professional Post Graduate Certificates in						
Management of Technology	Artificial Intelligence and Machine Learning	Artificial Intelligence in E-commerce & Retail Marketing	CRM and Marketing Cloud	Sustainable Energy Transition	Environmental, Social, and Governance	Business Transformation and Changing Demographics	Digital Healthcare
<i>"Lead the use of Technology to create or add value to your Business Module"</i>	<i>Lead with Intelligence: Master AI to Shape What Comes Next.</i>	<i>"Redefine Customer Experience: Harness AI to Drive Smarter Retail Growth."</i>	<i>"Turn Data into Loyalty: Master CRM and Cloud Tools to Lead Customer-Centric Growth."</i>	<i>"Power the Future: Lead the Shift to Clean, Smart, and Sustainable Energy."</i>	<i>Lead with Responsibility: Drive Sustainable Value Through ESG Strategy."</i>	<i>Redesign Strategy for a Changing World: Lead with Insight in the Age of Demographic Disruption."</i>	<i>Transform Care: Drive Innovation at the Intersection of Health and Technology."</i>
	Business strategy						
Entrepreneurship and innovation	Artificial intelligence in business	The e-commerce landscape	The CRM Landscape	The Energy Landscape	Sustainability and sustainability models	Understanding Demographics	Global Health Systems and Practices
Finance and technology	Database Management	AI in e-commerce	Cloud-based Marketing	Energy transition as source of competitive advantage.	Responsible business in practice	Transforming the Organisation and its Ecosystem	Business Models and Technology in the Health Industry
Smart operations	Neural networks & deep learning applied to business	Retail Media and AI	CRM and Marketing Cloud in practice	New technologies and Energy Transition	Governance & Compliance	New Value Proposals for Changing Demographics	Healthcare Business & Technology in Practice
	Applied Research and Practical Application						

Structure					
Module	Strategy	Specialisation Module #1	Specialisation Module #2	Specialisation Module #3	Final Project
Duration	1 month	1 month	1 month	1 month	2 / 4weeks
ECTS	6	6	6	6	6

Professional PG Certificate in Management of Technology

Lead innovation, master strategy, and turn technology into value.

In a business landscape increasingly shaped by rapid technological change, leaders need more than technical awareness; they need strategic fluency. This Professional Postgraduate Certificate is designed for professionals ready to lead innovation, manage uncertainty, and bridge the gap between strategy, entrepreneurship, and emerging technologies. With practical modules, the program empowers you to design, manage and lead technology strategy to create or increase business value, drive transformation.

The World Economic Forum (2023) notes, *“Technology adoption is the single greatest driver of transformation in the next five years, ahead of climate and geopolitical factors.”*

THE OPPORTUNITY

The demand for professionals who can lead the adoption and management of emerging technologies is growing by 32% year-over-year across sectors such as finance, logistics, and healthcare

The global market for technology and digital solutions is projected to reach \$2.57 trillion by 2032, with a compound annual growth rate (CAGR) of 19%

Leadership roles focused on responsible and strategic technology management have increased by 40 to 60% in the last fiscal year

THE JOURNEY

• Business Strategy

• Entrepreneurship and innovation

• Finance and technology

• Smart operations

• Applied Research and Practical Application on a subject related to the Certificates or a Business Project. It has to be previously approved by the programme director and include meaningful research.

30 ECTS

CAREER OUTCOMES

Technology Transformation Manager

Lead and oversee the adoption of emerging technologies within organisations to drive business innovation and operational efficiency.

Innovation and Strategy Consultant

Advise companies on integrating technology with business strategy to develop competitive advantages and new growth opportunities.

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Advise companies on integrating technology with business strategy to develop competitive advantages and new growth opportunities.

Digital Ethics and Compliance Officer

Ensure responsible technology use and governance within organizations, managing risks related to data, privacy, and ethical standards.

Professional PG Certificate on Artificial Intelligence and Machine Learning

Lead with Intelligence: Master AI to Shape What Comes Next.

In an era where artificial intelligence (AI) and machine learning (ML) are reshaping the global economy, executives cannot afford to lag behind. This Professional Postgraduate Certificate is designed for ambitious professionals aged 30 and above who want to reposition themselves at the forefront of technological innovation. Whether you're looking to lead transformation in your current role or pivot into high-demand AI roles, this intensive, university-backed program equips you with practical skills, strategic insight, and a global mindset. Blending academic excellence with real-world relevance, it's an essential investment in staying competitive, future-ready, and employable in the age of intelligent systems.

McKinsey & Company. (2024). The state of AI in 2024: Generative AI's breakout year. <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-in-2024>

THE OPPORTUNITY

Demand for AI professionals is surging, with AI job postings in the U.S. growing by 32% year-over-year as of April 2024, reflecting a sharp acceleration in employer demand across industries like finance, logistics, and healthcare.

The global AI market is projected to reach \$2.57 trillion by 2032, with a compound annual growth rate (CAGR) of 19%, creating sustained opportunities for skilled professionals across tech and non-tech sectors.

AI leadership roles increased by 40% to 60% in FY25 compared to FY24, particularly in mid- to senior-level roles such as AI Strategy Director, Transformation Lead, and AI Ethics Consultant.

THE JOURNEY

• Business Strategy

• Artificial intelligence in Business

• Database Management

• Neural networks & deep learning applied to business

• Applied Research and Practical Application on a subject related to the Certificates or a Business Project. It has to be previously approved by the programme director and include meaningful research.

30 ECTS

CAREER OUTCOMES

AI Project Manager – Lead interdisciplinary teams in designing and deploying AI solutions in corporate or startup settings

Machine Learning Specialist – Develop and optimise algorithms and predictive models across industries such as finance, healthcare, or mobility.

AI Strategy Consultant – Advise organisations on integrating AI into their business models to gain a competitive advantage.

Data Scientist / Analyst – Transform big data into actionable insights using machine learning techniques.

AI Ethics & Governance Officer – Ensure compliance and ethical standards in the business

Professional PG Certificate on Artificial Intelligence in e-Commerce and Retail Marketing

“Redefine Customer Experience: Harness AI to Drive Smarter Retail Growth.”

In the rapidly evolving landscape of e-commerce and retail, artificial intelligence (AI) stands as a transformative force, reshaping how businesses engage with customers and optimise operations. This Professional Postgraduate Certificate is meticulously designed for mid to senior-level professionals aiming to harness AI’s potential in the retail sector. Participants will delve into AI-driven strategies for personalised marketing, inventory management, and customer experience enhancement, equipping themselves with the skills to lead digital transformation in their organisations. *McKinsey & Company. (2024). The state of AI in 2024: Generative AI’s breakout year. <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai-in-2024>*

THE OPPORTUNITY

The global AI in retail market is projected to grow from USD 31.12 billion in 2024 to USD 164.74 billion by 2030, reflecting a compound annual growth rate (CAGR) of 32.0%. This signals a massive demand for AI-literate professionals in retail and e-commerce

The AI-enabled e-commerce market, specifically, is expected to reach \$22.60 billion by 2032, up from \$8.65 billion in 2025, growing at a CAGR of 14.60%. This expansion is driven by advancements in customer personalization, dynamic pricing, and automation.

AI-driven personalisation now accounts for over 35% of Amazon’s revenue, showcasing how machine learning is reshaping consumer experiences and brand loyalty across online platforms.

THE JOURNEY

• Business Strategy

• The e-commerce landscape

• Retail Media and AI

• AI in e-commerce

• Applied Research and Practical Application on a subject related to the Certificates or a Business Project. It has to be previously approved by the programme director and include meaningful research.

30 ECTS

CAREER OUTCOMES

E-Commerce AI Strategist
Leads AI initiatives to improve online customer experiences, optimise pricing algorithms, and drive personalised marketing campaigns. This role is increasingly in demand as retailers embrace digital transformation to stay competitive.

Retail Data Analyst
Uses AI and machine learning tools to analyze customer data, predict trends, and optimize product assortments. Companies rely on data analysts to turn vast consumer data into actionable insights.

Customer Experience Manager (AI-focused)
Implements AI-powered personalization engines, chatbots, and recommendation systems to enhance customer satisfaction and loyalty in retail settings. This role blends tech and customer insights.

Supply Chain Optimisation Specialist
Applies AI to forecast demand, manage inventory, and optimize logistics in retail supply chains—helping businesses reduce costs and improve delivery speed.

Professional PG Certificate on CRM and Marketing Cloud

“Turn Data into Loyalty: Master CRM and Cloud Tools to Lead Customer-Centric Growth.”

In today’s hyper-connected digital economy, mastering Customer Relationship Management (CRM) and Marketing Cloud technologies is essential for businesses aiming to build meaningful, data-driven relationships with their customers. This program equips executives and marketing professionals with the expertise to design, deploy, and optimize cloud-based CRM strategies that enhance customer engagement, improve loyalty, and drive revenue growth. Whether you are transforming your company’s marketing capabilities or refreshing your own skills for a tech-driven marketplace, this certificate offers hands-on experience with leading *platforms, cutting-edge marketing automation, and advanced data analytics.*

Salesforce Research. (2023). *State of CRM 2023: Trends and Insights.* <https://www.salesforce.com/research/state-of-crm/>

THE OPPORTUNITY

The global CRM market size is expected to grow from USD 58.82 billion in 2023 to USD 134.53 billion by 2030, at a CAGR of 12.1%. This rapid expansion is driven by increasing demand for integrated cloud-based solutions that streamline marketing, sales, and customer service functions.

Marketing automation platforms, a core part of the marketing cloud ecosystem, are forecasted to grow at a CAGR of 13.6% from 2023 to 2030, reaching \$9.8 billion. This highlights a rising need for skilled professionals who can leverage these tools to maximize marketing ROI.

Over 72% of marketers report that CRM and marketing automation have significantly improved customer retention, underlining the importance of these technologies for business success and customer lifecycle management.

THE JOURNEY

• Business Strategy

• The CRM landscape

• Cloud-Based Marketing

• CRM and Marketing Cloud in Practice

• Applied Research and Practical Application on a subject related to the Certificates or a Business Project. It has to be previously approved by the programme director and include meaningful research.

30 ECTS

CAREER OUTCOMES

CRM Manager

Leads the strategy and execution of CRM initiatives using cloud platforms to boost customer loyalty and revenue.

Marketing Automation Specialist

Designs and manages automated marketing workflows and campaigns that increase customer engagement and optimise marketing spend.

Customer Data Analyst

Transforms CRM and marketing data into actionable insights to support personalised marketing and sales strategies.

Digital Campaign Manager

Coordinate digital marketing campaigns leveraging CRM and cloud technologies to enhance brand presence and conversion rates.

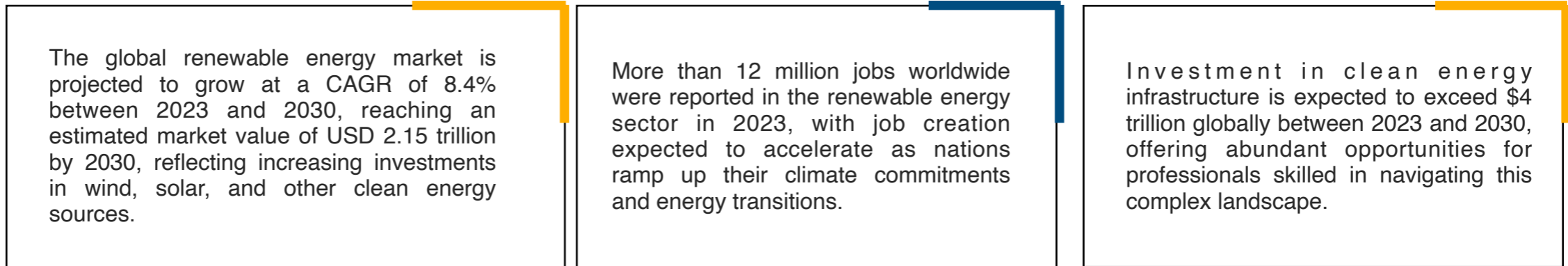
Professional PG Certificate on Sustainable Energy Transition

“Power the Future: Lead the Shift to Clean, Smart, and Sustainable Energy.”

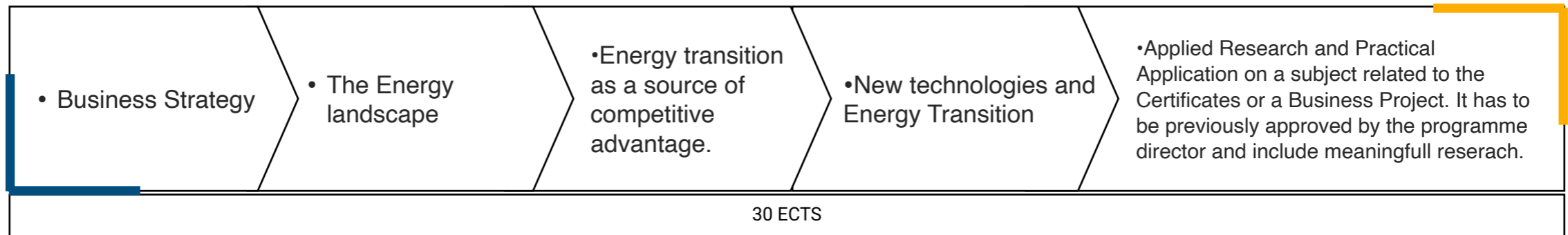
As the world accelerates towards a low-carbon future, understanding the dynamics of sustainable energy transition is essential for executives leading change across industries. This program offers an immersive exploration of renewable energy technologies, policy frameworks, and market mechanisms driving the shift from fossil fuels to sustainable alternatives. Designed for professionals aiming to spearhead transformation, it combines cutting-edge scientific insights with practical tools to design, implement, and manage energy projects that align with global climate goals. Equip yourself with the expertise to influence corporate strategy, policy development, and investment decisions that shape a cleaner, greener future.

International Renewable Energy Agency (IRENA). (2023). World Energy Transitions Outlook 2023. <https://www.irena.org/publications/2023/Mar/World-Energy-Transitions-Outlook-2023>

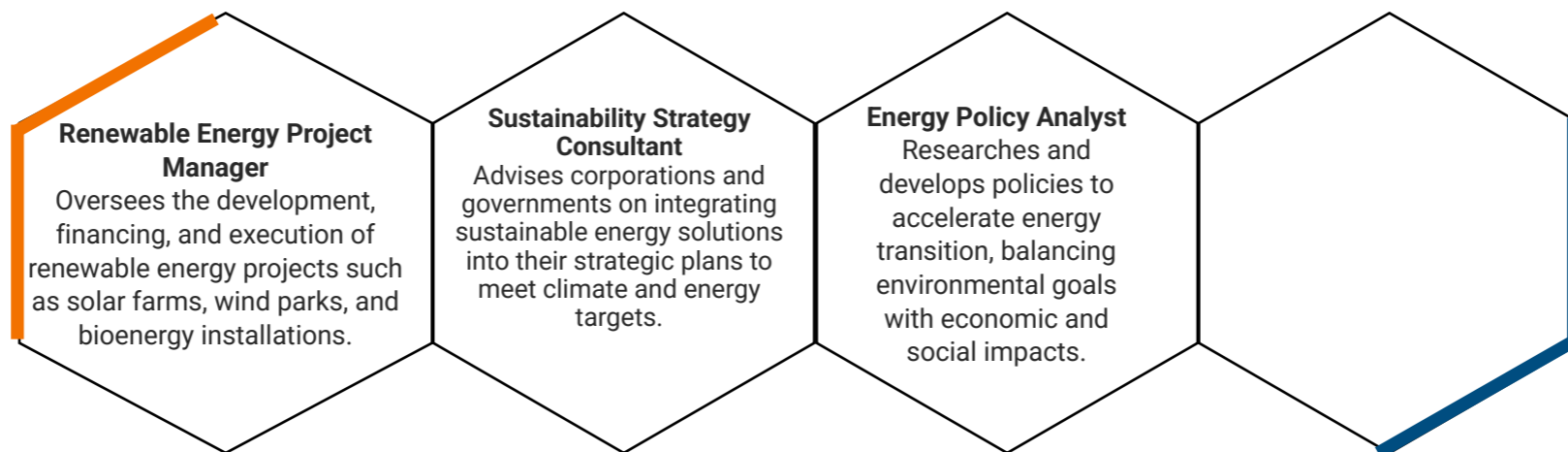
THE OPPORTUNITY



THE JOURNEY



CAREER OUTCOMES



Professional PG Certificate on Digital Healthcare

Transform Care: Drive Innovation at the Intersection of Health and Technology.

Digital healthcare is revolutionizing how we deliver, access, and manage health services. This executive program is tailored for professionals seeking to lead and innovate in a sector where AI, telemedicine, wearables, and data analytics are transforming patient care and system efficiency. With a strong focus on health technology adoption, digital ethics, interoperability, and innovation management, participants will gain strategic insight and practical tools to influence policy, operations, and digital health investments. Whether transitioning from traditional healthcare roles or entering from adjacent industries, this program equips leaders to shape the future of health.

World Health Organisation (WHO). (2023). *Global Strategy on Digital Health 2020–2025*. <https://www.who.int/publications/i/item/9789240020924>

THE OPPORTUNITY

The global digital health market was valued at over USD 350 billion in 2023 and is projected to reach USD 900 billion by 2032, growing at a CAGR of 10.2%, driven by the expansion of telehealth, mobile health, and AI-based diagnostics.

AI in healthcare is expected to contribute USD 187 billion in cost savings annually by 2030, as hospitals and systems invest in clinical decision support, predictive analytics, and workflow automation.

The digital skills gap in healthcare is among the most pressing: the World Economic Forum highlights that nearly 50% of all healthcare employees will need digital upskilling by 2027.

THE JOURNEY

• Business Strategy

• Global Health Systems and Practices

• Business Models and Technology in the Health Industry

• Healthcare Business & Technology in Practice

• Applied Research and Practical Application on a subject related to the Certificates or a Business Project. It has to be previously approved by the programme director and include meaningful research.

30 ECTS

CAREER OUTCOMES

Digital Health Product Manager

Drives the development and deployment of digital health solutions like apps, wearable platforms, and remote patient monitoring tools.

Health Data Analyst / AI Healthcare Specialist

Works with patient data, predictive models, and AI tools to support diagnostics, treatment personalisation, and operational efficiency.

Chief Digital Health Officer / Innovation Lead

Leads digital strategy, transformation, and innovation initiatives in hospitals, startups, or government health systems.

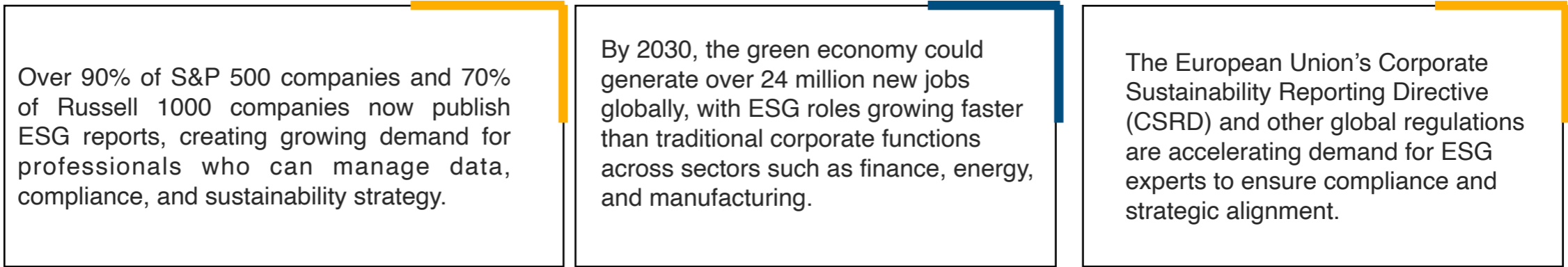
Professional PG Certificate on Environmental, Social and Governance

Lead with Responsibility: Drive Sustainable Value Through ESG Strategy.”

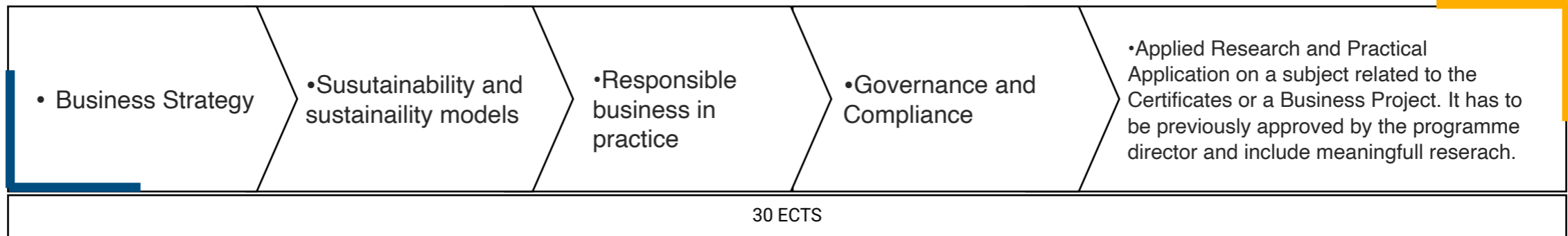
Environmental, Social and Governance (ESG) standards are no longer optional—they are a defining element of modern business success. This postgraduate certificate equips professionals with the knowledge and tools to lead sustainability and governance initiatives across industries. Participants will explore ESG reporting frameworks, regulatory compliance, sustainable finance, stakeholder engagement, and ethical leadership. Designed for professionals who want to stay ahead in a values-driven economy, this program empowers them to influence corporate accountability and long-term impact. Whether you work in finance, operations, strategy or communications, mastering ESG is now a core competitive advantage.

World Economic Forum. (2023). Why ESG is increasingly critical for global leadership. <https://www.weforum.org/agenda/2023/06/esg-investing-business-sustainability-leadership/>

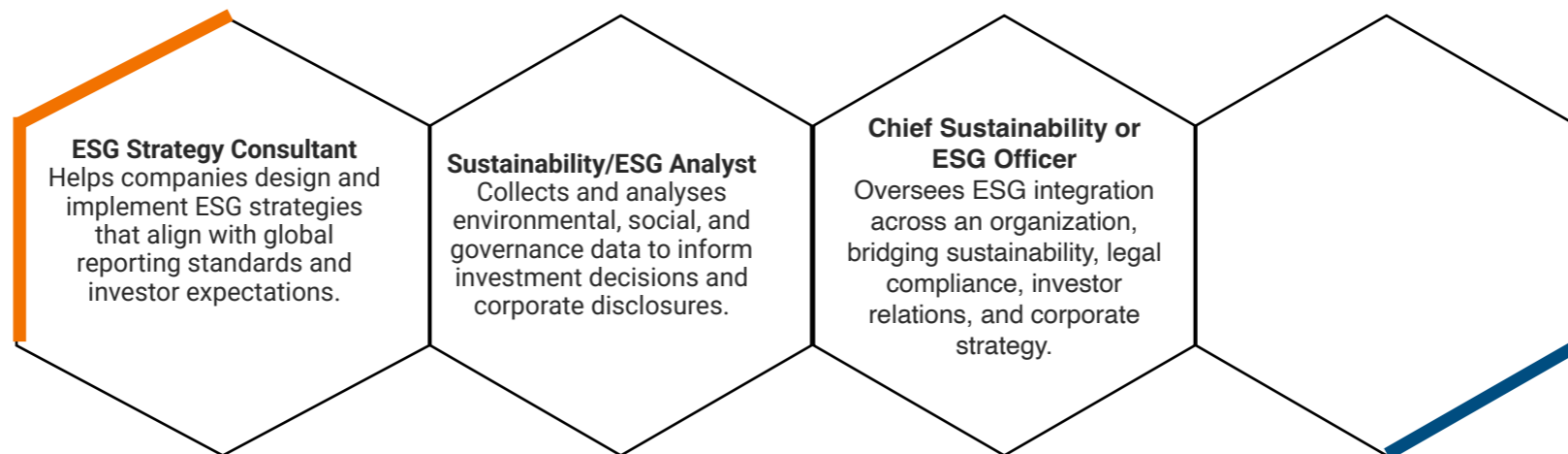
THE OPPORTUNITY



THE JOURNEY



CAREER OUTCOMES



Professional PG Certificate on Business Transformation and Changing Demographics

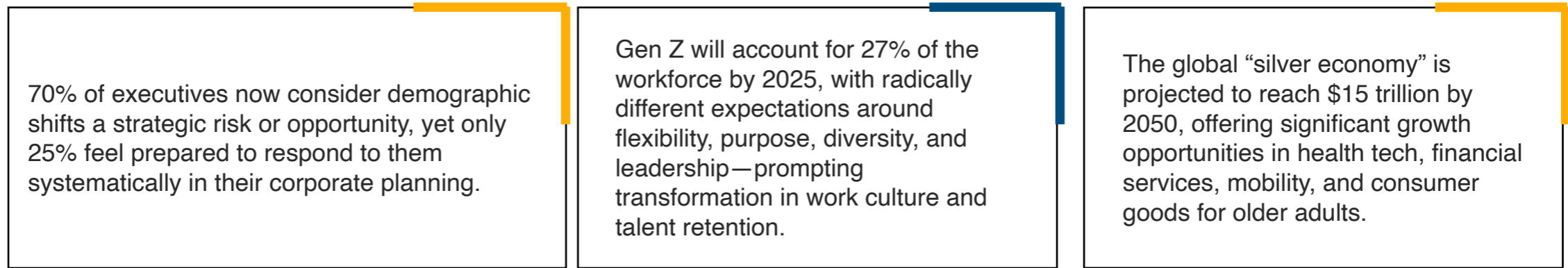
Redesign Strategy for a Changing World: Lead with Insight in the Age of Demographic Disruption



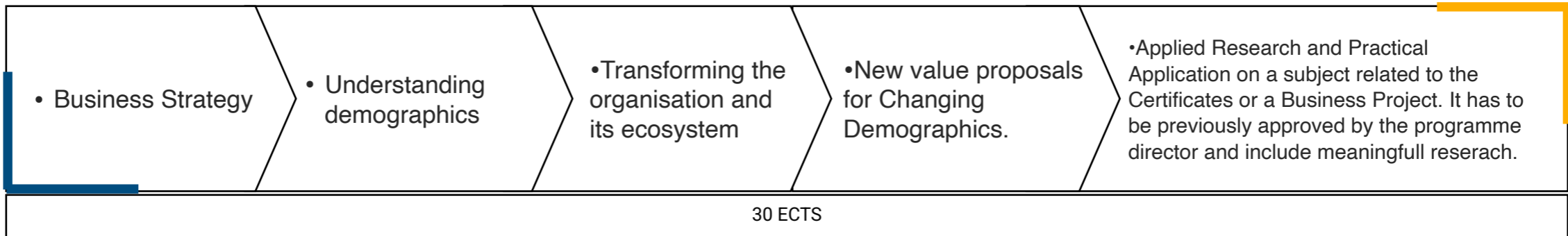
Demographic change is reshaping the foundations of global business. From aging populations and shrinking workforces in advanced economies to youth-driven consumer markets in the Global South, the future of growth, talent, innovation, and strategy will be written through the lens of demographic transformation. This one-of-a-kind postgraduate certificate prepares executives to understand and act on these shifts—from workforce planning and inclusive product design to strategic pivots in healthcare, finance, mobility, and housing. Participants will explore demographic trends, behavioural economics, intergenerational leadership, and market redesign, developing the tools to lead business reinvention in a world where age, diversity, and longevity are strategic variables.

World Economic Forum. (2023). The demographic forces that will shape the future of business. <https://www.weforum.org/agenda/2023/10/demographic-change-business-strategy-leadership/>

THE OPPORTUNITY



THE JOURNEY



CAREER OUTCOMES

