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School

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POSTGRADUATE PROGRAMS AND MASTER DEGREE PROGRAMS

BUSINESS AND INFORMATION MANAGEMENT AREA

Executive Master's Degree Program

Artificial Intelligence for Business

Artificial intelligence (AI) is transforming the business sector, driving innovation, and enabling more informed and strategic decision--making. The Executive Master's in Artificial Intelligence for Business is designed to equip leaders and managers with the practical skills to apply AI in optimizing operations, creating new business models, and generating competitive advantage.

This program is aligned with emerging AI trends, covering topics ranging from machine learning and predictive analytics to AI ethics and regulation. The curriculum combines a strong practical component, including case studies and applied project development, ensuring that students acquire the essential skills to lead digital transformation within their organizations.

Goals

The course aims to train specialists who are able to:

- Understand the practical use of AI tools and methods, such as machine learning, computer vision, and natural language processing (NLP), in business contexts;
- Interpret the results of statistical modeling and AI algorithms to support strategic data-driven decision-making;
- Identify opportunities for applying AI solutions in products, services, and business processes, leveraging accessible and available technologies on the market;
- Develop strategies to transform business models through AI, using practical case studies and exploring technologies like machine learning, computer vision, and NLP;
- Integrate AI-based solutions into existing business systems, overcoming adoption barriers through change management strategies.
- Identify requirements and specify AI-based solutions to improve business processes and develop new value propositions using existing tools.

Study Plan

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

- Artificial Intelligence - Enabled Business Model Innovation module;
- Artificial Intelligence Governance, Ethics & Regulations;
- Augmenting with Artificial Intelligence Vision and Language;
- Foundations of Data-Driven Decision-Making;
- Introduction to Artificial Intelligence and Machine Learning;
- Leading Enterprise Artificial Intelligence Innovation;
- New Horizons;
- Organizational Adoption of Artificial Intelligence.

Program Coordinator

Roberto Henriques

Program Length

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

Partnership

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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/MAI4B