

POSTGRADUATE PROGRAM

Artificial Intelligence for Business Transformation

This postgraduate program prepares leaders to drive digital transformation in their organizations, mastering Artificial Intelligence, Machine Learning, Big Data and Analytics. With a practical and strategic approach, it prepares professionals to innovate, optimize processes, and align technology and business.

Partnership

Google

SAP

IDC

novaims.unl.pt

NOVA IMS was awarded 5 Stars in all categories by QS Stars - a mark of global excellence



Artificial Intelligence for Business Transformation

This Postgraduate Program equips managers and professionals to lead digital transformation by mastering artificial intelligence, machine learning, big data & analytics, IoT, and other disruptive technologies. In a landscape where innovation redefines competitiveness, this course prepares leaders to effectively align technology with strategy. With a practical and strategic approach, the program focuses on developing new business models, optimizing processes, and strengthening organizational strategy.

As an evolution of the former Postgraduate Program in Digital Enterprise Management - ranked as one of the best courses in Artificial Intelligence and Digital Transformation by Eduniversal (2025), this updated program seeks to prepare professionals for the challenges of the digital age through a more advanced curriculum, which is tailored to current market demands. Some of the postgraduate modules are equivalent to courses in the Master's Degree in Information Management, with a specialization in Digital Transformation, allowing students to obtain academic credits that are recognized for possible integration into the Master's Degree.

Goals

The course aims to train specialists capable of:

- Leading business transformation processes aligned with organizational strategy, driving change in processes, structure, and human resources;
- Selecting and implementing the most suitable technological solutions to maximize organizational profitability and productivity;
- Exploring industry best practices and applying artificial intelligence and emerging technologies in real-world business transformation scenarios;
- Applying advanced methodologies and consolidating acquired knowledge through a final capstone project.



Academic Calendar and Timetable

The classes will start in February, ending in December of the same year, and run after working hours (after 6.30 p.m.), 2 to 3 times a week.

Who is it for?

Designed for professionals looking to deepen their expertise in managing business transformation projects, leveraging new digitalization models and artificial intelligence.

Potential students include:

- First and second-line managers from medium and large enterprises;
- System integrators and consultants;
- IT and information systems professionals.

Entry Requirements

To enter this program, applicants must meet the following requirements:

- Hold a bachelor's degree in a compatible field (completed by January);
- Be proficient in English (spoken and written).



For more information or to apply, please visit www.novaims.unl.pt/AI4BT

Study Plan

To be awarded the postgraduate diploma, students must complete 60 ECTS, of which 51 must be in compulsory course units. The remaining 9 ECTS correspond to optional course units.

Mandatory Course Units

⚙️ SPRING SEMESTER

Course Units	ECTS
AI Digital Systems	4,0
Big Data Analytics for Business	4,0
Business AI Architecture	4,0
Enterprise 5.0	4,0
Future of Work	4,0
Strategy and Methodologies for Transformation	7,5

⚙️ FALL SEMESTER

Course Units	ECTS
AI Business Case	4,0
Business Transformation Capstone Project	7,5
Change Management	4,0
Human-Machine Collaboration	4,0
Modelling Technology Adoption	4,0

The course units are coordinated by NOVA IMS, in partnership with:



Optional Course Units

Among the wide range of elective courses offered by NOVA IMS, the following are recommended:

- ⚙️ Architectures for Information Systems
- ⚙️ Business Process Management
- ⚙️ Information Projects Management
- ⚙️ Information Systems Governance
- ⚙️ Knowledge Management
- ⚙️ Information Systems Management
- ⚙️ Leadership and People Management

Coordinators of the Program



Tiago Oliveira



Pedro Ruivo



Jorge Carrola Rodrigues

Faculty Staff

This faculty staff of this program includes internationally renowned academia and reputable experts, to ensure scientific training.

About NOVA IMS

NOVA Information Management School (NOVA IMS) is Portugal's only higher education institution exclusively dedicated to data science, artificial intelligence, and information management. With more than 4,300 students from 100 nationalities, NOVA IMS is internationally recognized for its excellence in teaching, research, and strong ties to the job market.

Our programs consistently rank among the world's best, and in 2025 the school received the highest possible rating: five stars in all categories in the QS Stars University Ratings. The faculty includes 11 professors listed among the world's top 2% most cited scientists (Stanford University). Since its founding in 1989, NOVA IMS has been committed to educating professionals and researchers capable of transforming data into valuable knowledge and creating real impact across diverse areas of economic and social life.

Contacts

For more information about the NOVA IMS' program, please contact our Admissions Office Department:

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EDUNIVERSAL

Best Masters Ranking 2025

#1 IN THE WORLD

MASTER'S PROGRAM

Information Management

Specialization
Business Intelligence

SEVEN TIMES IN A ROW Best. Again.

Nine NOVA IMS programs are among the best in the world. The Master's in Information Management – Business Intelligence is #1 worldwide in its category for the 7th edition in a row.

WORLD	#2	#7		
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

POSGRADUATE PROGRAMS

Information Management and Business Intelligence in Healthcare

Enterprise Data Science & Analytics

Digital Marketing and Analytics

Digital Enterprise Management

*Western Europe

ACCREDITATIONS AND CERTIFICATIONS



CO-FINANCED

