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**Information
Management
School**

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POSTGRADUATE PROGRAMS AND MASTER DEGREE PROGRAMS

BUSINESS AND INFORMATION MANAGEMENT AREA

Postgraduate Program

Artificial Intelligence for Business Transformation

Pós-graduação
Digital Enterprise Management
#2 Portugal
#11 Europa Ocidental
EDUNIVERSAL
Best Masters Ranking 2024

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, this updated version features an advanced curriculum tailored to the demands of today's market. Recognized by Eduniversal as one of the top courses in Western Europe for innovation and project management, this program further prepares professionals for the challenges of the digital era.

Goals

The program aims to train specialists capable of:

- Leading business transformation processes aligned with organizational strategy, driving change in processes, structures, and human resources;
- Selecting and implementing the most suitable technological solutions to maximize organizational profitability and productivity;
- Exploring market 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.

Program Length

Two semesters, in a total of 60 ECTS.

Study Plan

To earn the postgraduate diploma, students must complete 60 ECTS, of which 51 are in mandatory course units:

- AI Business Case;
- AI Digital Systems;
- Big Data Analytics for Business;
- Business AI Architecture;
- Business Transformation Capstone Project;
- Change Management;
- Enterprise 5.0;
- Future of Work;
- Human-Machine Collaboration;
- Modelling Technology Adoption;
- Strategy and Methodologies for Transformation.

The remaining 9 ECTS correspond to electives chosen by the students from a wide range of course units available on the program's webpage.

Program Coordinators

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Partnership

Google   SAP®   IDC