

EXECUTIVE MASTER DEGREE PROGRAM

Artificial Intelligence for Business

The Executive Master's in Artificial Intelligence for Business is designed to empower leaders and managers in the practical application of AI to optimize operations, create new business models, and generate competitive advantage.

Artificial Intelligence for Business

Program Overview

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 aligned with emerging AI trends, covering topics 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 essential skills to lead digital transformation within their organizations.

Program goals

The program aims to train specialists capable of:

- Understanding the practical use of AI tools and methods—such as machine learning, computer vision, and natural language processing (NLP)—in business contexts;
- Identifying opportunities to apply AI solutions in products, services, and business processes, taking advantage of accessible and market-available technologies;
- Integrating AI-based solutions into existing business systems, overcoming adoption barriers through change management strategies;
- Interpreting results from statistical modeling and AI algorithms to support strategic, data-driven decision-making;
- Developing strategies to transform business models through AI, using practical cases and exploring technologies such as machine learning, computer vision, and NLP;
- Identifying requirements and specifying AI-based solutions to improve business processes and develop new value propositions using existing tools.



Format
Hybrid



Language
English

Who is it for?

Executives, managers, and mid-level professionals from public and private institutions who aim to apply artificial intelligence to the development of products, services, and business solutions tailored to the real needs of organizations. The program is also designed for professionals with relevant experience who wish to deepen their technical skills in areas such as Management, Economics, Finance, Data Science, Information Management, Information Systems and Technologies, Computer Science, Mathematics, and Statistics. It offers a practical and strategic approach, aligned with the challenges faced by those in leadership, management, or decision-making roles within business environments that value data- and technology-driven innovation.



For more information or to apply, please visit:
www.novaims.unl.pt/MAI4B

Study Plan

The program is structured over two semesters: one dedicated to the curriculum component and the other to the development of the final project, totaling 60 ECTS

The curriculum component consists of 8 course units:

FALL SEMESTER

Course Units	Duration	ECTS
AI Adoption by Organizations	Quarterly	4
Scaling with AI Vision and Language	Quarterly	4
Foundations of Data-Driven Decision Making	Quarterly	4
AI Governance, Ethics, and Regulation	Quarterly	4
Business Model Innovation Powered by AI	Quarterly	4
Introduction to Artificial Intelligence and Machine Learning	Quarterly	4
Leading AI Innovation in Business	Quarterly	3
New Horizons	Quarterly	3

SPRING SEMESTER

Course Units	Duration	ECTS
Final Project Work	Semester	30

Program Coordinator



ROBERTO HENRIQUES

Associate Professor and Deputy Director for Teaching and Pedagogical Affairs at NOVA IMS, he is also Director of the Master's Degree in Data Science and Advanced Analytics. He holds a PhD in Information Management and has a background in Geographic Information Systems and Biophysical Engineering. His research focuses on data analysis, artificial intelligence, and machine learning applied to decision support systems. He has extensive experience in innovation and knowledge transfer projects in areas such as health, marketing, and CRM, with publications in leading international conferences and journals.

Partner Entities



About NOVA IMS

The NOVA Information Management School (NOVA IMS), part of the NOVA University of Lisbon, is the only school in Portugal dedicated exclusively to data science, artificial intelligence, and information management. With over 4,300 students from 100 nationalities, it is internationally recognized for the quality of its teaching, research, and connection to the market. Its programs lead the global rankings – the Master's in Information Management (specialization in Business Intelligence) was distinguished by Eduniversal as the best in the world for the seventh consecutive year – and in 2025 the school obtained the maximum rating of five stars in all dimensions of the QS Stars University Ratings. The faculty includes eight professors among the top 2% of most cited scientists in the world, according to Stanford University. Since its foundation in 1989, NOVA IMS has combined pedagogical innovation, scientific excellence, and connection to society, training professionals and researchers capable of transforming data into useful knowledge and generating real impact in multiple domains of economic and social life.

Contacts

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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



Computing
Accreditation
Commission



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