

INTERNATIONAL COURSES



EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Augmented Productivity and Work Transformation in the Digital Age

“The productivity of the future is not about working more, but about thinking, deciding, and transforming better with Artificial Intelligence.”



FORMAT

Blended,
4 modules,
2 live virtual sessions

Didactic material
with avatars



DURACIÓN

4 weeks,
20 hours



CERTIFICACIÓN

University
Certificate



We offer a strategic and practical vision of how Artificial Intelligence, automation, augmentation, and new technologies are redefining productivity, leadership, and work models.

Participants will learn to optimize processes, strengthen digital and applied innovation skills, and use cutting-edge tools to improve personal and organizational performance in dynamic and highly digital environments.

PROGRAM CONTENT



MÓDULO

1

The New Productivity in the 21st Century

Analyzes the transition from traditional productivity to AI-driven productivity models, cognitive automation, and intelligent support systems for decision-making.



MÓDULO

2

Intelligent Time and Work Management

Develops strategies to manage time, attention, and priorities through deep work, personal automation, and high-performance digital ecosystems.



MÓDULO

3

Organizational Productivity and Adaptive Leadership

Explores how to build sustainable organizational cultures, prevent burnout, and lead agile teams in accelerated change environments.



MÓDULO

4

Innovation and the Future of Work

Examines how digital transformation, automation, and new skills are redefining the future of work and productivity.



VALUE PROPOSITION

- ✓ AI-driven productivity
- ✓ Practical automation tools
- ✓ Adaptive leadership strategies
- ✓ Tools for the future of work



PARTICIPANT PROFILE

- ✓ Executives
- ✓ Managers
- ✓ Team Leaders
- ✓ Consultants
- ✓ Knowledge Professionals
- ✓ Entrepreneurs

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Business Administration in the Age of AI

“We train strategic leaders capable of transforming companies in intelligent, dynamic, and competitive environments”



FORMAT

Blended,
4 modules
2 live virtual sessions
Didactic material
with avatars



DURATION

4 weeks,
20 hours



CERTIFICACION

University
Certificate



The program offers comprehensive training in strategy, marketing, finance, and human resources, with a practical approach based on real-world cases.

It is designed to develop strategic thinking, operational efficiency, and data-driven decision-making. It promotes a systemic view of the organization, key to competitive environments.

Its virtual format and 4-week duration make it accessible and flexible for both professionals and students.

PROGRAM CONTENT



MÓDULO

1

Business Strategy and Competitive Advantage

- Analysis of the business environment and strategic diagnosis
- Formulation and implementation of strategies



MÓDULO

2

Strategic Marketing and Consumer Behavior

- Market research and segmentation
- Positioning and marketing strategies



MÓDULO

3

Talent Management and Organizational Leadership

- Talent development and organizational culture
- Leadership, communication, and change management



MÓDULO

4

Financial Management and Business Value Creation

- Financial analysis and decision-making
- Investment evaluation and cost management

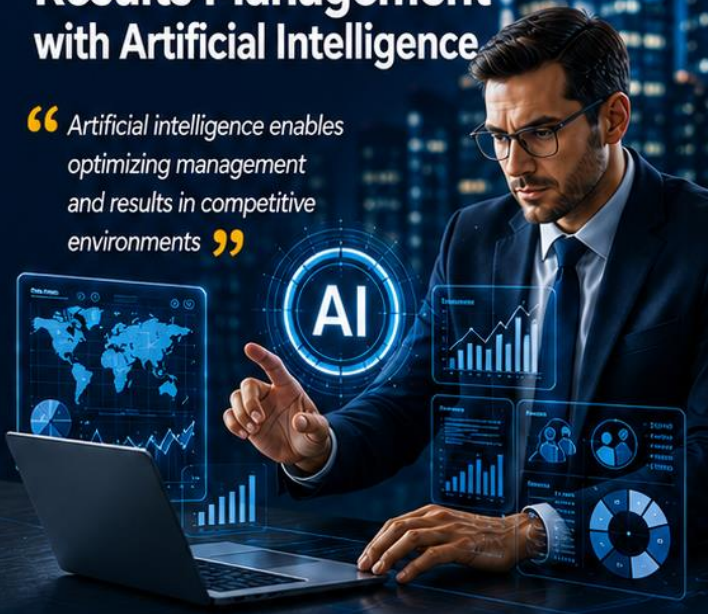
CONTENT	DETAILS
 Value Proposition	Learn to analyze and manage businesses with a strategic vision, using key tools for decision-making, resource optimization, and identifying opportunities in dynamic environments.
 Participant Profile	Designed for students, professionals, and entrepreneurs seeking to strengthen their business management skills and make strategic decisions.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Competitive Environments and Results Management with Artificial Intelligence

“Artificial intelligence enables optimizing management and results in competitive environments”



FORMAT

Blended
4 Modules
2 live virtual sessions
Didactic material
with avatars



DURACIÓN

4 weeks,
20 hours



CERTIFICATION OPTIONS

University
Certificate



Artificial intelligence is transforming the way organizations compete, manage resources, and make strategic decisions.

Through advanced data analytics, intelligent automation, and predictive models, it enables optimizing processes, improving operational efficiency, and strengthening adaptability in increasingly dynamic and demanding environments.

Its integration in modern management drives a culture focused on results, continuous innovation, and sustainable competitive advantage.

PROGRAM CONTENT



MÓDULO

1

Competitive Environments and the Productive Landscape

- Analysis of competitive environments
- Strategic design based on scenarios



MÓDULO

2

Mental Competitiveness Models

- Mental models and decision-making
- Innovation and competitive advantage with AI



MÓDULO

3

Indicators and Measurement

- Design of performance indicators (KPIs)
- Data analytics for results management



MÓDULO

4

Evaluation and Continuous Improvement

- Evaluation of organizational results
- Optimization and evidence-based decision-making

CONTENT



Value
Proposition

Develop leaders who use artificial intelligence to make strategic decisions and improve organizational results.



Participant
Profile

Advanced professionals and students interested in management, strategy, and results improvement through artificial intelligence.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Intelligent Automation for Call Centers and Citizen Service

“Transforming citizen service with speed, accuracy, and empathy”



FORMAT	DURATION	CERTIFICACIÓN
Blended 4 Modules 2 live virtual sessions	4 weeks, 20 hours	University Certificate
Didactic material with avatars		

Provides practical tools to modernize citizen service using AI, automation, and intelligent assistants.

Participants will learn to optimize claims management, improve communication with citizens, and increase operational efficiency in call centers using innovative technologies applied to public service.

PROGRAM CONTENT

- MÓDULO 1**

Artificial Intelligence for Intelligent Citizen Service

 - Use of AI assistants for fast and automated responses
 - Integration of ChatGPT and generative tools in user service
- MÓDULO 2**

AI for Automatic Claims Management and Classification

 - Intelligent classification of claims using AI
 - Automatic prioritization of incidents and efficient case routing
- MÓDULO 3**

AI for Emotional Analysis and Effective Communication

 - Emotion detection and tone analysis in conversations
 - Generation of empathetic responses assisted by Artificial Intelligence
- MÓDULO 4**

Intelligent Automation and Productivity in Call Centers

 - Automation of repetitive tasks and automatic call summaries
 - Intelligent dashboards and real-time analytics for operational supervision

CONTENT	DETAILS
Value Proposition	Train staff in the practical use of Artificial Intelligence to improve citizen service, optimize claims management, and increase operational efficiency in call centers using modern and intelligent tools.
Participant Profile	Designed for civil servants, supervisors, call center operators, and administrative staff involved in citizen service.
Description	Artificial intelligence is transforming the way organizations compete, manage resources, and make strategic decisions. Through advanced data analysis, intelligent automation, and predictive models, it enables optimizing processes, improving operational efficiency, and strengthening adaptability in increasingly dynamic and demanding environments. Its integration in modern management drives a culture focused on results, continuous innovation, and sustainable competitive advantage.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Marketing 7.0: Decision Architecture in the Age of AI

“Integrates artificial intelligence to lead the marketing of the future”



FORMAT

Blended
4 Modules
2 live virtual sessions
Didactic material with avatars

DURATION

4 weeks,
20 hours

CERTIFICACIÓN

University
Certificate

An intensive program designed to understand and apply Marketing 7.0 with artificial intelligence, where differentiation is no longer in execution, but in the ability to design decision systems.

Through a practical and strategic approach, the course prepares participants to position, influence, and lead in intelligent digital ecosystems.

PROGRAM CONTENT



MÓDULO 1

Fundamentals of Intelligent New Marketing

- Evolution of marketing toward 7.0
- Search, response, and generation in intelligent environments



MÓDULO 2

Strategic Positioning in the Age of AI

- SEO, AEO, and GEO as visibility architecture
- Digital ecosystems and integrated experience (phygital)



MÓDULO 3

Influence and Decision Models in Marketing 7.0

- Thinking Marketing and decision architecture
- Cognitive marketing and the attention economy



MÓDULO 4

Leadership, Ethics, and the Future of Marketing

- Augmented consumer and radical authenticity
- Ethics, AI, and leadership in Marketing 7.0

CONTENT	DETAILS
Value Proposition	Learn to integrate artificial intelligence, data, and behavioral understanding to design marketing strategies that connect with people and algorithms at the same time.
Participant Profile	Executives, managers, and professionals seeking to lead digital marketing processes.
Description	An intensive program designed to understand and apply Marketing 7.0 with artificial intelligence, where differentiation is no longer in execution, but in the ability to design decision systems. Through a practical and strategic approach, the course prepares participants to position, influence, and lead in intelligent digital ecosystems.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Digital Transformation with Artificial Intelligence

Rebalancing:

 The mind and the machine

 The product and the platform

 The core and the crowd

DIGITAL TRANSFORMATION

 STRATEGY

 TECHNOLOGY

 DATA

 PEOPLE

 INTELLIGENT AUTOMATION

 ADVANCED ANALYTICS

 CONTINUOUS INNOVATION



FORMAT

Blended
4 Modules
2 live virtual sessions
Didactic material
with avatars



DURATION

4 weeks,
20 hours



CERTIFICATION

University
Certificate



Intensive program designed to understand and lead digital transformation with artificial intelligence, integrating strategy, technology, and new organizational models to make smarter decisions, optimize processes, and generate real competitive advantages.

Through an advanced approach to data, intelligent automation, and organizational models, the program prepares leaders to drive sustainable digital transformation and distributed collaboration.

PROGRAM CONTENT



MODULE

1

Strategic Foundations of Digital Transformation

- Evolution of digital transformation and its organizational impact.
- Digitalization vs. transformation and technological change factors.



MODULE

2

Digital Architecture and Intelligent Automation

- Digital maturity and enterprise systems (ERP).
- Operational automation and cognitive automation with AI.



MODULE

3

Digital Models and Platform Economy

- From products to platforms and digital servitization.
- Data-driven business models and network effects.



MODULE

4

New Digital Organizations and Distributed Collaboration

- Open collaboration, digital communities, and innovation.
- New organizational models: distributed work and decentralized governance.

CONTENT	DETAILS
 Value Proposition	Leads digital transformation with AI and turns it into a real competitive advantage.
 Participant Profile	Targeted at executives, managers, and professionals seeking to lead digital transformation processes.
 Description	Intensive program designed to understand and lead digital transformation with artificial intelligence, integrating strategy, technology, and new organizational models to make smarter decisions, optimize processes, and generate real competitive advantages. Through an advanced approach to data, intelligent automation, and organizational models, the program prepares leaders to drive sustainable digital transformation and distributed collaboration.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Strategic Leadership in the Age of Artificial Intelligence

“Transform your leadership
for a world driven
by artificial intelligence”



ENHANCED
LEADERSHIP



AI-POWERED
TEAMS



INTELLIGENT
DECISIONS



FORMAT

Blended
4 Modules
2 live virtual sessions
Didactic material
with avatars



DURACIÓN

4 weeks,
20 hours



CERTIFICACIÓN

University
Certificate



Artificial intelligence is radically transforming the way organizations operate, compete, and create value.

In this new scenario, leaders are required to manage people much more, require strategic vision, adaptability, and the ability to integrate human intelligence and artificial intelligence to make better decisions.

PROGRAM CONTENT



MODULE

1

Understanding the Age of Artificial Intelligence

- The new era of intelligence: AI, disruption, and civilizational change.
- The impact of AI on organizations, industries, and business models.



MODULE

2

Strategic Leadership in Intelligent Environments

- The new role of the leader in the age of AI.
- Strategic thinking and decision-making enhanced by AI.



MODULE

3

Organizational Transformation and Augmented Teams

- Augmented organizations: redesign of processes, work, and productivity.
- Leading human-AI teams and managing the cultural change.



MODULE

4

Future, Innovation, and Competitive Advantage

- Strategic innovation and value creation in the AI economy.
- The future of leadership: ethics, governance, and sustainability in the intelligent era.

CONTENT	DETAILS
 Value Proposition	Prepare yourself to lead intelligent transformation.
 Participant Profile	Designed for leaders and professionals seeking to lead with AI in the age of artificial intelligence.
 Description	Artificial intelligence is radically transforming the way organizations operate, compete, and create value. In this new scenario, leaders are required to manage people much more, require strategic vision, adaptability, and the ability to integrate human intelligence and artificial intelligence to make better decisions.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Strategic Finance in the Age of Artificial Intelligence

“ Turn financial data
into strategic decisions
with AI ”



FORMAT

Blended
4 Modules
2 live virtual sessions
Didactic material
with avatars



DURATION

4 weeks,
20 hours



CERTIFICACIÓN

University
Certificate



Artificial intelligence is revolutionizing the financial function, transforming the way organizations analyze data, manage risks, and make strategic decisions.

This diploma prepares professionals and leaders to integrate finance, advanced analytics, and artificial intelligence, strengthen their ability to anticipate scenarios, optimize resources, and generate real competitive advantage in dynamic and data-driven environments.

PROGRAM CONTENT



MODULE

1

Fundamentals of Strategic Finance in the Digital Age

- The new strategic role of finance in organizations
- Data-driven transformation powered by artificial intelligence



MODULE

2

Financial Analysis and Intelligent Decision-Making

- Advanced financial analysis and generation of strategic insights
- Forecasting, scenarios, and AI-enhanced decision-making



MODULE

3

Risk, Investment, and Resource Optimization

- Financial risk management and predictive modeling
- Investment, cost, and profitability optimization with AI



MODULE

4

The Future of Finance and Innovation

- Financial automation, fintech, and intelligent systems
- The future of finance: innovation, governance, and competitive advantage

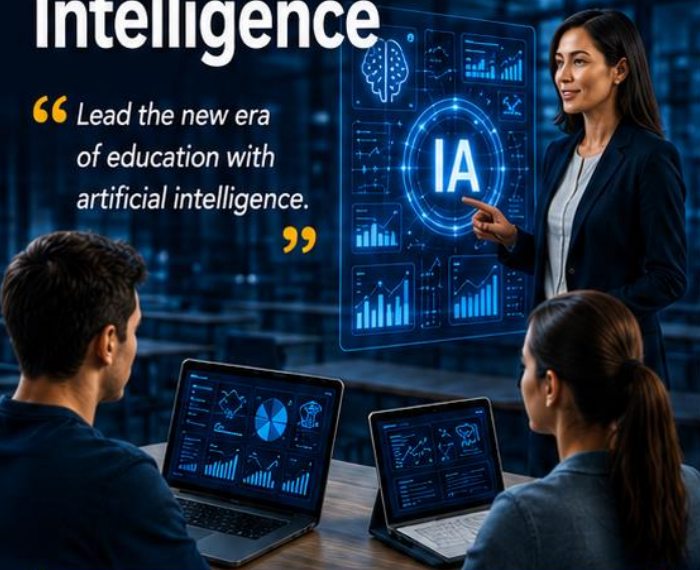
CONTENT		DETAILS
	Value Proposition	Integrates finance, strategy, and artificial intelligence to make better decisions.
	Participant Profile	Aimed at professionals who seek to lead financial decisions with a strategic vision and artificial intelligence.
	Description	Artificial intelligence is revolutionizing the financial function, transforming the way organizations analyze data, manage risks, and make strategic decisions. This diploma prepares professionals and leaders to integrate finance, advanced analytics, and artificial intelligence, strengthen their ability to anticipate scenarios, optimize resources, and generate real competitive advantage in dynamic and data-driven environments.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Pedagogical Practice with Artificial Intelligence

“Lead the new era of education with artificial intelligence.”



FORMAT

Blended
4 Modules
2 live virtual sessions
Didactic material
with avatars



DURATION

4 weeks,
20 hours



CERTIFICACIÓN

University
Certificate



This international course is designed for university faculty who wish to integrate artificial intelligence into their teaching practices in a strategic and effective way.

Participants will learn to innovate in the classroom, personalize learning experiences and strengthen assessment through intelligent tools.

The program promotes ethical, critical and transformative use of AI to enhance higher education and the role of the teacher of the future.

PROGRAM CONTENT



MODULE

1

Fundamentals of Artificial Intelligence for Higher Education

- Fundamentals and evolution of artificial intelligence
- AI as the new infrastructure of knowledge



MODULE

2

Instructional Design and AI-Enhanced Assessment

- Design of AI-powered learning experiences
- Intelligent assessment and critical thinking development



MODULE

3

Curriculum, Research and Academic Innovation

- Intelligent curriculum management
- AI in research and academic production



MODULE

4

Governance and the Future of Education

- Ethics, governance and responsible use of AI
- Transformation of the teaching role and strategic implementation

CONTENT	DETAILS
 Value Proposition	Transform your teaching with artificial intelligence and lead the education of the future.
 Participant Profile	Aimed at faculty and academic leaders who seek to innovate their educational practice with artificial intelligence.
 Description	This international course is designed for university faculty who wish to integrate artificial intelligence into their teaching practices in a strategic and effective way.

INTERNATIONAL COURSE

EDUCATIONAL TRANSFORMATION WITH ARTIFICIAL INTELLIGENCE

LEADERSHIP, INNOVATION AND MANAGEMENT FOR SCHOOLS, UNIVERSITIES AND MINISTRIES OF EDUCATION

“ Transform schools, universities and education systems through the strategic use of artificial intelligence. ”




PERSONALIZED
LEARNING


EDUCATIONAL
ANALYTICS


INTELLIGENT
AUTOMATION


DATA-DRIVEN
DECISIONS


FORMAT
Blended
4 Units
2 live virtual sessions
Learning materials
with avatars


DURATION
4 weeks,
20 hours


CERTIFICATION
University
Certificate



Artificial intelligence is redefining education. This international course provides leaders and education teams with the tools to transform institutions, strengthen learning and make data-driven decisions.

It drives innovation, operational efficiency and the quality of education in schools, universities and ministries of education.

Organized by:

E5-GROUP

LEADING EDUCATIONAL TRANSFORMATION
WITH ARTIFICIAL INTELLIGENCE

PROGRAM CONTENT



MÓDULO

1

Leadership and Strategy for Smart Education

- Unit 1. Artificial Intelligence and the Future of Education
- Unit 2. Leadership for Educational Transformation



MÓDULO

2

Governance and Institutional Management

- Unit 3. AI Governance, Ethics and Policies
- Unit 4. Intelligent Management and Decision Making



MÓDULO

3

Innovation in Teaching and Learning

- Unit 5. Artificial Intelligence for Teachers
- Unit 6. Personalized Learning and New Experiences



MÓDULO

4

Transformation of the Educational Ecosystem

- Unit 7. Innovation and Change Management
- Unit 8. Designing the AI Strategic Plan

CONTENTS



**VALUE
PROPOSITION**

Develop the capabilities to design, implement and lead educational transformation through artificial intelligence and a strategic vision.



**PARTICIPANT
PROFILE**

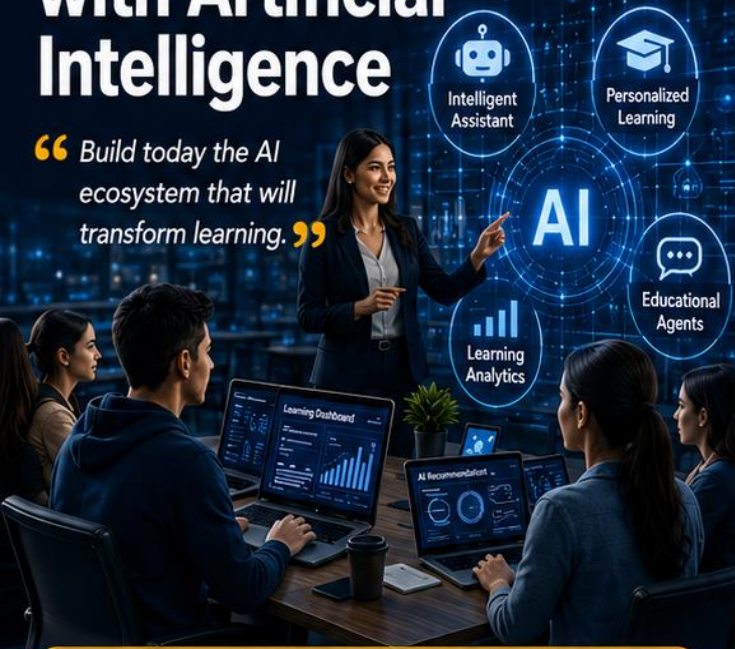
Education leaders, academic authorities, directors, coordinators, teachers, and professionals responsible for digital transformation in educational institutions.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

AI Ecosystems for Learning with Artificial Intelligence

“Build today the AI ecosystem that will transform learning.”



FORMAT

Blended
4 Modules
2 live virtual sessions
Didactic material
with avatars



DURATION

4 weeks,
20 hours



CERTIFICATION

University
Certificate



Artificial intelligence is evolving from isolated tools toward integrated ecosystems that enhance teaching, support and personalize learning experiences.

This program prepares teachers, leaders and innovation teams to design intelligent architectures and platforms connected with AI.

Learn how to build more adaptive, automated and student-centered educational ecosystems to enhance the teaching-learning process.

PROGRAM CONTENT



MODULE

1

Fundamentals of Intelligent Learning Ecosystems

- AI as the infrastructure of future learning
- Intelligent architectures and connected educational ecosystems



MODULE

2

AI Agents and Tools in Education

- Design and implementation of AI educational agents
- Intelligent tools for learning assistance and personalization



MODULE

3

Integration, Automation and Analytics

- Integration of LMS platforms and AI systems
- Automation of processes and advanced learning analytics



MODULE

4

Governance and the Future of the Educational Ecosystem

- Ethics, security and governance of AI ecosystems
- Strategic design of sustainable and innovative ecosystems

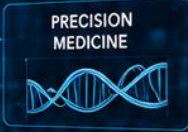
CONTENT		DETAILS
	Value Proposition	Design AI ecosystems that transform teaching and enhance the potential of learning.
	Participant Profile	Aimed at teachers, leaders and professionals seeking to design intelligent educational ecosystems powered by artificial intelligence.
	Description	This international course prepares teachers, leaders and innovation teams to design intelligent architectures and platforms connected with AI.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Intelligent Automation for Health and Medical Sciences

“Drive the medicine
of the future with
Artificial Intelligence
applied to health”



FORMAT

Blended
4 Modules
2 live virtual sessions
Didactic material
with avatars



DURATION

4 weeks,
20 hours



CERTIFICATION

University
Certificate



Specialization program that integrates artificial intelligence with clinical practice, enabling understanding, evaluating and implementing data-based solutions in real medical settings.

Develops competencies to optimize diagnostics, treatment and healthcare management through advanced models, predictive analytics and decision support systems.

Prepare to lead the transformation of healthcare systems with ethics, innovation and cutting-edge technology.

PROGRAM CONTENT



MODULE

1

1. Fundamentals and Technologies of AI in Health

- Fundamentals of Artificial Intelligence and Data Science in Medicine.
- Advanced Models: Machine Learning, Deep Learning and Clinical NLP.



MODULE

2

2. Clinical and Biomedical Applications

- AI in Diagnostics, Medical Imaging and Clinical Decision Support.
- Precision Medicine, Genomics and Drug Development.



MODULE

3

3. Implementation in Health Systems

- Design and Integration of Solutions in Hospital Environments.
- Digital Transformation, IoMT and Intelligent Health Management.



MODULE

4

4. Governance, Ethics and the Future of AI in Health

- Ethics, Regulation, Bias and Security in Medical AI.
- Impact Assessment, Clinical Validation and the Future of Medicine.

CONTENT		DETAILS
	Value Proposition	Leverage AI to transform clinical decisions and lead real innovation in health care.
	Participant Profile	Health professionals, managers and researchers interested in applying artificial intelligence in clinical practice, decision-making and innovative healthcare management.

EXECUTIVE EDUCATION

UNIVERSITY DIPLOMA IN

Applied Artificial Intelligence for Hospitals and Health Systems

“Because an intelligent hospital is not only more efficient: it is also more human.”



AI



FORMAT

100% online
4 Modules
2 live virtual sessions
Didactic material with avatars



DURATION

4 weeks,
20 hours



CERTIFICATION

University
Certificate



Artificial intelligence transforms medical care by optimizing processes, personalizing treatments and making data-driven decisions with real impact.

Learn to design and implement AI solutions that improve diagnostics, clinical pathways and hospital management with ethics and security.

Lead innovation in hospitals and health systems to build more efficient, human and sustainable organizations.

PROGRAM CONTENT



MODULE

1

1. Fundamentals and Technologies of AI in Health

- Introduction to AI in Health: critical and strategic vision
- Processing of Medical Data and Predictive Algorithms
- Ethics, Bias and Privacy in Health AI
- Basic AI Tools in Health: from technical to clinical



MODULE

2

2. AI for Patient Care and Clinical Management

- Patient-centered AI: shared decisions and personalized care
- AI for diagnosis, triage and clinical risk management
- Clinical and document automation: AI in the hospital workflow
- AI in clinical planning and organizational management



MODULE

3

3. Design of AI Solutions for the Health Ecosystem

- Identification of institutional needs and AI-related problems
- Development of AI solutions: from the idea to the functional model
- Evaluation, risks and validation of proposed solutions
- Strategic presentation of AI solutions in healthcare institutions



MODULE

4

4. Evaluation, Leadership and the Future of AI in Health

- Evaluation of the impact of AI in health systems
- Leadership, ethics and transformative AI applied to hospitals
- Future of AI in health: scenarios and prospects
- Final Integrated Project and defense

CONTENT



Value
Proposition

Leverage AI to transform clinical decisions and lead innovation in health with real impact.



Participant
Profile

Health professionals, managers and researchers interested in applying artificial intelligence in clinical practice, decision-making and innovative healthcare management.



Description

Dominate AI to transform clinical decisions and lead the innovation in health with real impact.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Strategic Leadership in Health in the Era of Artificial Intelligence

“Leads the transformation of the health system with intelligence, ethics and a vision of the future.”

-  INTELLIGENT HEALTH
-  DATA-DRIVEN DECISIONS
-  HUMAN-AUGMENTED LEADERSHIP
-  ETHICS, PRIVACY AND TRUST





FORMAT
Blended
4 Modules
2 live virtual sessions
Didactic material with avatars



DURATION
4 weeks,
20 hours



CERTIFICATION
University
Certificate



Artificial intelligence is transforming global health. Leaders who understand and manage this change will be key to building more efficient, equitable and people-centered health systems.

In this new scenario, leadership requires strategic vision, digital literacy in health, data management, ethics and the ability to integrate technology with a human purpose.

This course prepares leaders to understand and lead this transformation, building more efficient, equitable and people-centered health systems.

PROGRAM CONTENT



MODULE 1

Health 4.0: Trends, Challenges and Opportunities

- Global overview of digital health and AI.
- Impact of AI on care, diagnosis, prevention and health management.



MODULE 2

Data-Driven Strategic Leadership and Intelligence

- Clinical and managerial decision-making with advanced analytics.
- Value indicators, health outcomes and continuous improvement.



MODULE 3

Health System Transformation and Health Organizations

- Patient-centered care models and value-based.
- Organizational change management and innovation culture.



MODULE 4

Ethics, Governance and Sustainability in Health with AI

- Algorithmic ethics, data privacy and information security.
- Responsible governance and sustainability of AI solutions in health.

CONTENT	DETAILS
 Value Proposition	Get ready to lead intelligent, resilient and people-centered health systems.
 Participant Profile	Aimed at leaders and professionals in health, managers, physicians, administrators and policy makers in health.
 Description	Artificial intelligence is transforming global health. Leaders who understand and manage this change will be key to building more efficient, equitable and people-centered health systems.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Operations Management

“Discover how AI improves operational efficiency, optimizes resources and transforms your organization.”



- AI IN OPERATIONS
- PROCESS AUTOMATION
- PERFORMANCE MONITORING
- PREDICTIVE ANALYTICS
- RESOURCE OPTIMIZATION



FORMAT
Online
2 live virtual sessions
Didactic material with avatars

DURATION
1 month, 20 hours

CERTIFICATION
University Certificate



This course empowers professionals to leverage AI to improve operations, reduce costs and achieve organizational excellence.

You will learn to automate workflows, monitor performance, apply predictive analytics and provide support for operational decision-making.

AI enables organizations to operate faster, smarter and with greater impact.

PROGRAM CONTENT



MODULE 1

Fundamentals of AI in Operations

Covers the fundamentals of artificial intelligence and its applications in operations management, exploring benefits, opportunities and ethical considerations.



MODULE 2

Workflows Automation and Process Optimization

Learn how AI automates workflows, removes bottlenecks and optimizes processes to improve efficiency and operational performance.



MODULE 3

Performance Monitoring and Predictive Analytics

Discover how AI enables real-time monitoring, predictive analytics and forecasting to anticipate problems and improve decision-making.



MODULE 4

Decision Support in Operations and Future Readiness

Explore how AI supports operational decision-making, resource allocation and continuous improvement for more agile organizations prepared for the future.

CONTENT		DETAILS
	Value Proposition	We equip operations professionals with AI tools and strategies to improve efficiency, optimize resources and drive operational excellence.
	Participant Profile	Aimed at operations managers, process improvement leaders, supply chain professionals and analysts seeking to leverage AI in operations management.
	Description	This course empowers professionals to improve operations using AI, reduce costs and achieve organizational excellence.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Supply Chain and Logistics

“Discover how AI optimizes inventory, transportation and supply chain to drive efficiency and resilience.”



DEMAND
FORECASTING



ROUTE
OPTIMIZATION



WAREHOUSE
INTELLIGENCE



RISK
MITIGATION



FORMAT

Online
2 live virtual
sessions



DURATION

1 month,
20 hours



CERTIFICATION

University
Certificate



This course empowers professionals to leverage AI to optimize supply chains, reduce costs, mitigate risks and deliver superior operational performance.

You will learn to forecast demand, optimize routes, manage smart inventories and build supply chain resilience.

AI enables organizations to make faster, more accurate, data-driven decisions, ensuring agility and a competitive advantage.

PROGRAM CONTENT



MODULE

1

Fundamentals of AI in Supply Chain and Logistics

Covers the fundamentals of artificial intelligence and its applications in supply chain and logistics, exploring benefits, opportunities and ethical considerations.



MODULE

2

Demand Forecasting and Supply Chain Planning with AI

Learn how AI improves demand forecasting, inventory planning and supply chain planning to better align supply with demand and reduce uncertainty.



MODULE

3

Transportation and Warehouse Intelligence

Discover how AI optimizes routes, schedules and warehouse operations to improve efficiency, reduce delays and increase asset utilization.



MODULE

4

Risk Mitigation and Supply Chain Resilience

Explore how AI identifies risks, strengthens resilience and supports proactive decision-making to ensure continuity and improve performance.

CONTENT	DETAILS
 Value Proposition	We equip supply chain and logistics professionals with AI tools and strategies to optimize operations, reduce costs and build more resilient and efficient supply chains.
 Participant Profile	Aimed at operations managers, logistics leaders, supply chain planners, data analysts and professionals seeking to leverage AI in supply chain and logistics.
 Description	This course empowers supply chain and logistics professionals to optimize operations using AI, reduce risks and deliver superior operational performance.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Human Resources Management

“ Discover how AI transforms recruitment, workforce planning and talent development to drive productivity and organizational growth. ”



FORMAT

Online
2 live virtual sessions



DURATION

1 month,
20 hours



CERTIFICATION

University
Certificate



This course empowers HR professionals to leverage AI to attract top talent, develop employees, improve performance and build a future-ready workforce.

You will learn to apply recruitment analytics, workforce planning, performance management and employee engagement with intelligent solutions.

AI enables organizations to make smarter, data-driven decisions to increase productivity and build organizational capacity.

PROGRAM CONTENT



MODULE

1

Fundamentals of AI in Human Resources

Covers the fundamentals of artificial intelligence and its applications in HR, exploring benefits, opportunities and ethical considerations.



MODULE

2

Recruitment Analytics and Workforce Planning

Learn how AI improves talent acquisition, predicts staffing needs and supports workforce planning based on data.



MODULE

3

Performance Management and Talent Development

Discover how AI supports performance management, identifies high-potential talent, personalizes learning and drives employee growth.



MODULE

4

Employee Engagement and HR Optimization

Explore how AI improves engagement, automates HR processes and provides insights that boost productivity and organizational capability.

CONTENT		DETAILS
	Value Proposition	We equip HR professionals with AI tools and strategies to attract talent, optimize HR processes, develop employees and drive sustainable organizational success.
	Participant Profile	Aimed at HR managers, talent acquisition specialists, learning and development leaders, HR analysts and professionals seeking to leverage AI in HR practices and strategies.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Applied Sciences

“ Discover how AI accelerates discovery, modeling and innovation across scientific and engineering disciplines. ”



- DATA ANALYSIS
- MODELING AND SIMULATION
- PREDICTION
- OPTIMIZATION
- RESEARCH TOOLS



MODALITY
Online
2 live sessions

DURATION
1 month
20 hours

CERTIFICATION
University
certificate

This course empowers professionals to use AI and accelerate scientific discovery, solve complex problems and drive innovation in applied sciences.

You will learn to analyze data, simulate, predict, optimize and integrate intelligent research tools to advance scientific exploration and engineering.

AI enables researchers to make more accurate decisions, improve productivity and move faster in generating knowledge and innovation.

PROGRAM CONTENT



MODULE
1

Foundations of AI in Applied Sciences

Covers the fundamentals of artificial intelligence and its applications in scientific research, exploring benefits, opportunities and ethical considerations.



MODULE
2

Data Analysis and Modeling with AI

Learn how AI analyzes complex data, builds models and extracts information to support hypothesis generation and scientific exploration.



MODULE
3

Simulation, Prediction and Optimization

Discover how AI enables simulations, predicts outcomes and optimizes processes to solve real-world scientific and engineering challenges.



MODULE
4

Intelligent Research and Innovation Tools

Explore advanced AI tools that accelerate discovery, automate research workflows and promote innovation across all scientific disciplines.

CONTENTS		DETAILS
	Value Proposition	We empower scientists and researchers with AI tools to accelerate discovery, improve accuracy and foster innovation in applied sciences.
	Participant Profile	Designed for researchers, scientists, engineers, professionals and decision-makers in applied sciences, graduate students and professionals seeking to leverage AI in research and scientific innovation.
	Description	This international course combines fundamental concepts, real-world use cases and hands-on practice to implement AI solutions that drive scientific discovery and engineering excellence.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Research and Scientific Discovery

“ Discover how AI accelerates research, improves accuracy and fosters groundbreaking discoveries across all scientific disciplines. ”

AI RESEARCH LAB

 LITERATURE ANALYSIS

 HYPOTHESIS GENERATION

 PREDICTIVE MODELING

 RESEARCH AUTOMATION

 SCIENTIFIC DISCOVERY







FORMAT

Online
2 live virtual sessions



DURATION

1 month,
20 hours



CERTIFICATION

University
Certificate



This course empowers researchers and scientists to leverage AI and accelerate research, improve accuracy and generate innovative scientific discoveries.

You will learn to analyze literature, generate hypothesis, model predictions, automate research and foster discoveries across all scientific disciplines.

AI enables researchers to make more informed, data-driven decisions and achieve faster scientific advancements with greater impact.

PROGRAM CONTENT



MÓDULO 1

Fundamentals of AI in Scientific Research

Covers the fundamentals of artificial intelligence and its applications in research, exploring benefits, opportunities and ethical considerations.



MÓDULO 2

Literature Analysis and Hypothesis Generation with AI

Learn how AI analyzes scientific literature, identifies patterns and supports researchers in generating new hypotheses and research questions.



MÓDULO 3

Predictive Modeling and Experiment Optimization

Discover how AI builds predictive models, simulates experiments and optimizes variables to improve accuracy and efficiency in scientific research.



MÓDULO 4

Research Automation and Scientific Discovery

Explore advanced AI tools that automate research tasks, accelerate discovery and foster scientific productivity across all disciplines.

CONTENT		DETAILS
	Value Proposition	We equip researchers and scientists with AI tools and strategies to accelerate research, improve accuracy and achieve innovative scientific discoveries.
	Participant Profile	Designed for researchers, data scientists, engineers, applied science professionals, postgraduate students and leaders seeking to leverage AI in research and scientific discovery.
	Description	This international course combines fundamental concepts, use cases and hands-on practice to implement AI solutions that accelerate scientific discovery and drive excellence in research and engineering.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Innovation Management

“Discover how AI drives innovation, product development and strategic experimentation to build a future of continuous innovation.”



IDEA
GENERATION



TREND
ANALYSIS



OPPORTUNITY
DISCOVERY



INTELLIGENT
EXPERIMENTATION



STRATEGIC
EXECUTION



DELIVERY FORMAT

Online
2 live virtual sessions



DURATION

1 month
20 hours



CERTIFICATION

University
certificate



This course empowers professionals to leverage AI and accelerate innovation, develop high-impact products and build a culture of continuous innovation.

You will learn to generate ideas, analyze trends, discover opportunities, validate concepts and execute AI-driven innovation strategies.

AI strengthens organizational capability to make better decisions, deliver higher value and drive strategic innovation with greater impact.

PROGRAM CONTENT



MODULE

1

Foundations of AI in Innovation

Covers the fundamentals of artificial intelligence and its applications in innovation, exploring benefits, opportunities and ethical considerations.



MODULE

2

Idea Generation and Trend Analysis

Learn how AI tools generate ideas, analyze the market and technological trends, and discover emerging opportunities to inspire innovation.



MODULE

3

Opportunity Discovery and Concept Development

Discover how AI identifies high-value opportunities, validates concept viability and supports idea development with greater potential for success.



MODULE

4

Innovation Pipelines and Strategic Execution

Explore how AI optimizes experimentation, prioritizes initiatives and supports data-driven decision-making to achieve success in strategic innovation.

CONTENTS	DETAILS
 Value Proposition	We equip innovation professionals with tools and AI strategies to accelerate ideation, develop high-impact solutions and build a culture of continuous innovation.
 Participant Profile	Designed for innovation managers, product managers, product developers, R&D leaders, entrepreneurs, strategists and anyone responsible for driving innovation and growth in their organizations.
 Description	This international course combines core concepts, real-world cases and hands-on practice to implement AI solutions that drive scientific discovery and excellence in innovation management.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Cybersecurity and Risk Management

“ Discover how AI helps detect threats, prevent fraud and strengthen digital resilience in real time. ”



THREAT
INTELLIGENCE



ANOMALY
DETECTION



FRAUD
PREVENTION



RISK
ANALYSIS



AI-POWERED
SECURITY
OPERATIONS



DIGITAL
RESILIENCE

THREAT DETECTED



FORMAT

Online
2 live virtual sessions



DURATION

1 month
20 hours



CERTIFICATION

University
certificate



This course empowers professionals to leverage AI in cybersecurity, manage risks, prevent fraud and build more resilient organizations in increasingly complex digital environments.

You will learn to detect threats, identify anomalies, prevent fraud and perform risk analysis to protect assets, users and systems in real time.

AI strengthens digital resilience, optimizes security operations and enables better decisions with more informed data to address today's and tomorrow's challenges.

PROGRAM CONTENT



MODULE

1

Foundations of AI in Cybersecurity

Covers the fundamentals of artificial intelligence and its applications in cybersecurity, risk management and digital resilience, exploring benefits, opportunities and ethical considerations.



MODULE

2

Threat Intelligence and Anomaly Detection

Learn how AI analyzes data, detects anomalies and identifies emerging threats across networks, users and systems in real time.



MODULE

3

Fraud Prevention and Risk Analysis

Discover how AI helps prevent fraud, identify vulnerabilities and perform risk analysis to protect organizations and reduce exposure.



MODULE

4

AI-Powered Security Operations and Resilience

Explore how AI automates incident management, strengthens organizational resilience and improves security in increasingly complex digital environments.

CONTENTS		DETAILS
	Value Proposition	We equip cybersecurity professionals with tools and AI strategies to detect threats, prevent fraud, manage risks and strengthen digital resilience.
	Participant Profile	Designed for security analysts, risk managers, CISO's, IT professionals, compliance officers and anyone responsible for protecting assets, users and systems in digital environments.
	Description	This international course combines core concepts, real-world applications and best practices to use AI solutions that drive cybersecurity and excellence in risk management.

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Public Sector Management

Discover how artificial intelligence can improve public services, policy design, and institutional modernization.

The course covers digital governance, citizen services, decision support, policy design, and operational modernization.

Participants will learn how AI strengthens transparency, agility, and public value.



PUBLIC SECTOR
MANAGEMENT



FORMAT

Online
2 live virtual sessions



DURATION

1 month
20 hours



CERTIFICATION

University
certificate



This course empowers public sector professionals to leverage AI to improve services, modernize operations and create greater value for citizens.



You will learn to apply AI in digital governance, citizen services, policy analysis, and decision support based on evidence.



AI helps improve operational efficiency, inclusion, service quality and institutional accountability.



It strengthens transparency, institutional agility and the impact of public policies on people's lives.

PROGRAM CONTENT



MODULE

1

Foundations of AI in the Public Sector

Covers the fundamentals of artificial intelligence and its applications in public sector management, exploring benefits, opportunities and ethical considerations.



MODULE

2

Digital Governance and Citizen Services

Learn how AI improves digital governance, automates citizen services and enhances accessibility, inclusion and quality of public service.



MODULE

3

Decision Support and Public Policy Design

Discover how AI supports decision-making, policy design, impact evaluation and evidence-based strategies for better public outcomes.



MODULE

4

Operational Modernization and Institutional Efficiency

Explore how AI optimizes public operations, reduces costs, strengthens transparency, accountability and improves institutional performance.

CONTENTS	DETAILS
 Value Proposition	We equip public sector professionals with AI tools and strategies to improve services, design better policies, modernize operations and generate greater public value.
 Participant Profile	Designed for public officials, policy analysts, program managers, leaders and anyone responsible for improving public sector performance through AI.
 Description	Designed for public officials, analysts, program managers, leaders and anyone responsible for improving public sector performance through AI.



AI Strategies



Real-World
Applications



Better Policies
and Decisions



Actionable
Ideas



High-Impact
Results

EXECUTIVE EDUCATION

INTERNATIONAL COURSE IN

Artificial Intelligence in Legal Practice

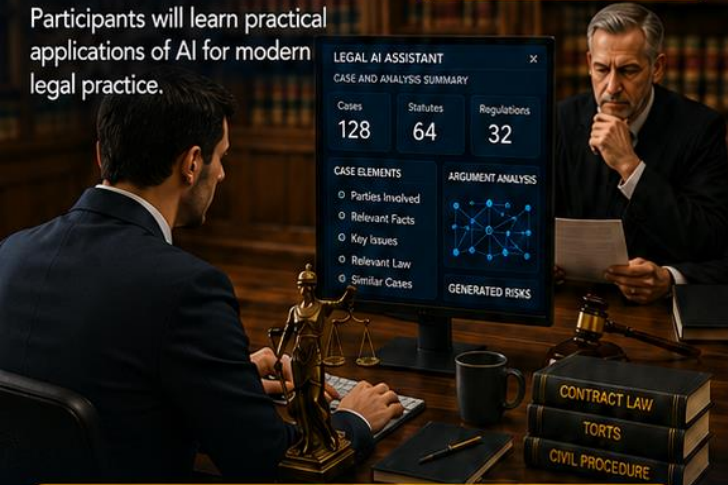
Discover how artificial intelligence is transforming legal research, case analysis and document review.

The course covers legal analytics, automation, compliance and intelligent workflow.

Participants will learn practical applications of AI for modern legal practice.



- AI-POWERED LEGAL RESEARCH
- CASE LAW AND PRECEDENT ANALYSIS
- COMPLIANCE AND RISK MANAGEMENT
- INTELLIGENT LEGAL WORKFLOWS
- LEGAL AI ETHICS AND GOVERNANCE



FORMAT
Online
2 live virtual sessions

DURATION
1 month
20 hours

CERTIFICATION
University
certificate



This course empowers legal professionals to leverage AI to enhance research, automate tasks, ensure compliance and deliver greater value to clients.

You will learn to accelerate legal research, analyze cases, review documents, ensure compliance and reduce risks in legal operations.

AI improves accuracy, efficiency, decision-making, allows offering smarter legal solutions to clients.

It strengthens legal practice, improves productivity and delivers higher-value outcomes for clients.

PROGRAM CONTENT



MODULE 1

Foundations of AI in Legal Practice

Covers the fundamentals of artificial intelligence and its applications in legal practice, exploring benefits, opportunities and ethical considerations.



MODULE 2

AI-Powered Legal Research and Case Analysis

Learn how AI tools accelerate legal research, analyze applicable law, identify precedents and support lawyers in building strong arguments.



MODULE 3

Legal Analytics, Automation and Compliance

Discover how AI improves legal analytics, automates document review, ensures regulatory compliance and reduces risks in legal operations.



MODULE 4

Intelligent Legal Workflows and Practical Applications

Explore how AI integrates into legal workflows, improves productivity and delivers practical solutions for modern legal practice.

CONTENTS		DETAILS
	Value Proposition	We equip legal professionals with tools and AI strategies to enhance research, automate tasks, ensure compliance and deliver greater value in legal practice.
	Participant Profile	Designed for lawyers, legal consultants, compliance officers, legal managers and professionals seeking to leverage AI to improve efficiency, reduce risks and deliver better outcomes for clients.
	Description	This international course combines core legal AI concepts, hands-on applications and best practices to help legal professionals improve efficiency, reduce risks and deliver higher-value results for clients.

EXECUTIVE EDUCATION



INTERNATIONAL COURSE IN

Strategic Campaign Building with Artificial Intelligence

“ AI is transforming politics. Learn to build a strategically competitive campaign in the new electoral era. ”



4 TRAINING MODULES

1



Building Political Leadership

- Identity, image and positioning of the candidate
- Political narrative and electoral message

2



Communication and Electoral Persuasion

- Political communication and media
- Social networks, discourse and emotional connection

3



Organization and Campaign Mobilization

- Territorial strategy and campaign structure
- Voter segmentation and political mobilization

4



Electoral Competence and Campaign Closing

- Debates, crisis and attack management
- Final strategy, mobilization and election day



FORMAT

Hybrid
4 Modules
2 live virtual sessions
Didactic material with avatars



DURACIÓN

4 weeks
20 hours



CERTIFICACIÓN

University
certificate



Designed for candidates, emerging leaders and campaign teams who want to compete in a political environment increasingly influenced by **digital communication and data**.



Learn to build a solid candidacy, develop strategic messages and strengthen your public presence using **artificial intelligence** tools.



Integrates political strategy, communication and advanced analytics to improve positioning, persuasion and **electoral competitiveness**.

CONTENTS



Value
Proposition



Participant
Profile

DETAILS

A practical course that integrates political strategy and artificial intelligence to train more competitive, visible and better prepared candidates for modern campaigns.

Candidates, precandidates, political leaders, advisors and campaign teams who want to strengthen their strategic, communication and digital capacities in electoral contexts of today.



AI Strategies



Data-Driven
Decisions



Communication
that Connects



More Effective
Campaigns



Leadership that
Delivers Results

EXECUTIVE EDUCATION



INTERNATIONAL COURSE IN

Intelligent Governance and Political Strategy

“The real victory begins after the election: governing with strategy, leadership and political intelligence.”



FORMAT

Hybrid
4 Modules
2 live virtual sessions
Didactic material
with avatars



DURATION

4 weeks
20 hours



CERTIFICACIÓN

University
certificate



Designed for elected officials, political leaders and government teams who want to strengthen their strategic capacities in the **management stage**.



Learn to build **governance**, manage power and strengthen **institutional communication** in complex scenarios.



Integrates **leadership**, **political strategy** and **artificial intelligence** to improve decision-making and sustainability of government.

4 TRAINING MODULES

1



Building Political Leadership

- Identity, image and positioning of the candidate
- Political narrative and electoral message

2



Governance Strategy and Decision-Making

- Strategic planning and management priorities
- Political management, negotiation and conflict management

3



Communication and Political Sustainability

- Government communication and legitimacy building
- Public opinion, crisis and narrative control

4



Projection and Political Continuity

- Building political capital and institutional leadership
- Continuity strategy, succession and political legacy

CONTENDDS



Value
Proposition

A practical course that integrates political strategy, governance and artificial intelligence to train more competitive, visible and better prepared candidates for political campaigns after the election.



Participant
Profile

Elected officials, public servants, political leaders, advisors and government teams who want to strengthen their strategic, communicational and digital capacities in complex political scenarios.



Data-Driven
Strategic Decisions



Solid Governance
and Alliances



Effective and
Legitimate Communication



Risk Management
and Conflict Handling



Sustainable Leadership
and High Impact

I N T E R N A T I O N A L

DIPLOMAS



EXECUTIVE EDUCATION

DIPLOMA IN

Artificial Intelligence Science Applied



*Executive education strengthens
your leadership and strategic vision.*



SOLVE INSTITUTIONAL CHALLENGES WITH AI

Apply artificial intelligence to address real challenges in your organization.



TRAIN AGENTS WITH YOUR OWN DATA

Develop conversational AI agents trained with your organization's information.



INTEGRATE AI WITH EXISTING SYSTEMS

Connect AI agents with platforms and institutional systems securely.



MEASURE IMPACT WITH CLEAR INDICATORS

Evaluate results, optimize processes and make data-driven decisions.



STRENGTHEN TEAM COMPETENCIES

Empower technical and non-technical teams to ensure effective adoption and continuous improvement.



MODALITY
Online AI



DURATION
3 months



CERTIFICATION
University
Certificate



Design, implement and maintain AI agents that solve concrete institutional problems.



Apply AI ethically and responsibly, adapted to your organizational context.



Integrate artificial intelligence to optimize processes and improve decision-making.



Lead digital transformation with AI to generate measurable impact and sustainable results.

PROGRAM CONTENT



MODULE

1

Understanding the Phenomenon of Artificial Intelligence

This first module is the gateway to the world of artificial intelligence. You will explore its evolution from the early ideas of Turing to today's most advanced models. We will review its conceptual foundations, internal structure and historical evolution, gaining a critical and well-founded perspective to understand its real impact on society and the future.



MODULE

2

Exploring Key Areas of Artificial Intelligence

In this module, you will explore key areas such as machine learning, computer vision, natural language processing, content generation and recommendation systems. You will understand how these areas work, the problems they solve and how they are applied across different sectors.



MODULE

3

Building and Implementing AI Agents

Learn to design, train and implement conversational AI agents tailored to your organization. You will integrate them with internal systems, processes and platforms to deliver practical and secure solutions.



MODULE

4

Measuring Impact and Ensuring Continuous Improvement

Evaluate the impact of AI using clear indicators, optimize processes and promote a culture of continuous improvement. Strengthen your team's competencies to ensure sustainable results over time.

ASPECT	DETAILS
 Value Proposition	Practical and strategic training to design, implement and manage AI agents that solve real organizational challenges, optimize processes, improve decision-making and generate measurable impact.
 Participant Profile	Professionals, public and private sector officials, technical teams, analysts, developers and managers interested in applying AI to institutional operations. No prior programming experience is required.
 Description	The diploma combines fundamental concepts, organizational diagnosis, agent development, integration with existing systems, team training and impact evaluation. Includes real cases, labs, pilot projects and simulations.

EXECUTIVE EDUCATION

DIPLOMA IN

Political Strategies and Digital Marketing with Artificial Intelligence



Executive education strengthens your leadership and strategic vision.



AI-POWERED VOTER ANALYTICS
Understand citizen behavior through data and artificial intelligence.



INTELLIGENT AUDIENCE SEGMENTATION
Identify and connect with key audiences using algorithms and advanced analytics.



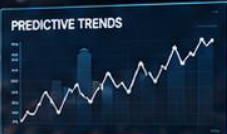
OPTIMIZED POLITICAL MESSAGING
Design effective messages with support from natural language processing.



CAMPAIGN AUTOMATION AND STRATEGIC MANAGEMENT
Use AI to automate tasks, monitor campaigns and make data-driven decisions.



ETHICS, TRANSPARENCY AND RESPONSIBILITY
Apply AI ethically and responsibly, aligned with democratic values.



MODALITY
Online AI



DURATION
3 months



CERTIFICATION
University Certificate



Develop data-driven political strategies using predictive analytics and artificial intelligence.



Learn to segment audiences, design messages and manage campaigns in digital environments.



Understand the ethical, social and democratic impact of AI in political communication.



Strengthen your ability to lead more effective, transparent and citizen-centered campaigns.

PROGRAM CONTENT



MODULE

1

Understanding the Phenomenon of Artificial Intelligence

Explore the evolution, foundations and structure of AI from its origins to today's most advanced models. Gain a critical and well-founded perspective on its impact on society and the future of work.



MODULE

2

Exploring Key Areas of Artificial Intelligence

Analyze core areas such as machine learning, computer vision, natural language processing, content generation and recommendation systems. Identify real-world applications, benefits and limitations of each area.



MODULE

3

Building and Implementing AI Strategies

Learn to apply AI tools for audience segmentation, message design, social media management, automation and predictive analytics to support strategic decision-making in campaigns.



MODULE

4

Ethics, Impact and Evaluation of Campaigns with AI

Evaluate the impact of AI on public opinion, democracy and electoral processes. Promote ethical and responsible use of technology to achieve sustainable and legitimate results.

ASPECT	DETAILS
Value Proposition	Specialized training that integrates political strategy, digital marketing and artificial intelligence to design more effective, data-driven campaigns that generate measurable impact and democratic value.
Participant Profile	Candidates, political advisors, campaign teams, communicators, consultants, journalists, public officials, data analysts and professionals interested in applying AI strategically in the political field.
Description	The diploma combines theory and practical application of AI in political strategy, digital marketing, data analysis, automation and campaign evaluation, with a focus on ethics, transparency and real-world impact.

EXECUTIVE EDUCATION

DIPLOMA IN

Artificial Intelligence
Applied to Education
and Pedagogical
Innovation



Executive education strengthens your leadership and strategic vision.



INNOVATE EDUCATION WITH AI
Transform teaching and learning through intelligent tools and data-driven strategies.



SMART LEARNING ANALYTICS
Use AI to analyze data, personalize learning and improve student outcomes.



INTELLIGENT CURRICULAR DESIGN
Design adaptive, relevant and effective curricula supported by AI.



AI FOR ASSESSMENT AND FEEDBACK
Automate evaluation, provide timely feedback and enhance learning.



ETHICS AND RESPONSIBLE INNOVATION
Apply AI with an ethical, inclusive and human-centered approach.



MODALITY
Online AI



DURATION
3 months



CERTIFICATION
University Certificate



Understand AI fundamentals and their impact on teaching, learning and educational management.



Apply AI tools to personalize learning, design innovative experiences and improve institutional decision-making.



Strengthen pedagogical innovation using data, automation and intelligent technologies.



Promote ethical, inclusive and responsible use of AI in education.



Develop practical projects that address real educational challenges.

PROGRAM CONTENT



MODULE

1

Understanding the Phenomenon of Artificial Intelligence

This first module is the gateway to the world of artificial intelligence. You will explore its evolution from the early ideas of Turing to today's most advanced models. We will review its conceptual foundations, internal structure and historical evolution, gaining a critical and well-founded perspective on its real impact on society and the future.



MODULE

2

Exploring Key Areas of Artificial Intelligence

In this module, you will explore key areas such as machine learning, computer vision, natural language processing, content generation and recommendation systems. You will understand how these areas work, the problems they solve and how they are applied across different sectors.



MODULE

3

Building and Implementing AI Strategies

Learn to apply AI tools for audience segmentation, message design, social media management, automation and predictive analytics to support strategic decision-making in campaigns.



MODULE

4

Ethics, Impact and Evaluation of Campaigns with AI

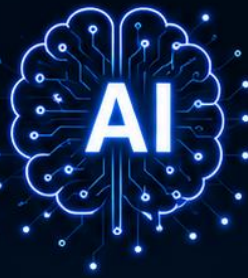
Evaluate the impact of AI on public opinion, democracy and electoral processes. Promote ethical and responsible use of technology to achieve sustainable and legitimate results.

ASPECT	DETAILS
 Value Proposition	Specialized training that integrates educational management, pedagogy and artificial intelligence to design innovative solutions, improve learning and strengthen decision-making based on data and ethics.
 Participant Profile	Educators, academic leaders, school administrators, curriculum designers, researchers, consultants and professionals from the education sector interested in applying AI to innovate and transform teaching and learning.
 Description	The diploma combines theoretical foundations and practical application of AI in education. Includes data analysis, pedagogical innovation, automation and impact evaluation through real cases, labs, pilot projects and simulations.

EXECUTIVE EDUCATION

DIPLOMA IN

Artificial Intelligence Applied to Health and Medical Sciences



Executive education strengthens your leadership and strategic vision.



AI-ENHANCED CLINICAL DECISIONS

Support more accurate and timely medical decisions using intelligent data analysis.



MEDICAL DATA ANALYTICS

Leverage AI to uncover insights from clinical data, images and patient records.



HEALTHCARE PROCESS OPTIMIZATION

Improve efficiency and quality of care through predictive models and automation.



RESEARCH AND INNOVATION

Accelerate medical research and discovery with AI-driven tools and simulations.



ETHICS AND RESPONSIBLE AI

Apply AI ethically and responsibly, ensuring patient safety, privacy and equity in healthcare.



MODALITY

Online AI



DURATION

3 months



CERTIFICATION

University
Certificate



Understand AI fundamentals and their real impact on healthcare and medical sciences.



Apply AI tools to enhance clinical practice, administration and patient outcomes.



Analyze medical data, medical imaging and records using intelligent algorithms.



Improve healthcare systems through innovation, automation and predictive analytics.



Promote ethical, safe and human-centered use of AI in healthcare.

PROGRAM CONTENT



MODULE

1

Understanding the Phenomenon of Artificial Intelligence

This first module is the gateway to the world of artificial intelligence. You will explore its evolution from the early ideas of Turing to today's most advanced models. We will review its conceptual foundations, internal structure and historical evolution, gaining a critical and well-founded perspective on its real impact on society and the future.



MODULE

2

Exploring Key Areas of Artificial Intelligence

In this module, you will explore key areas such as machine learning, computer vision, natural language processing, content generation and recommendation systems. You will understand how these areas work, the problems they solve and how they are applied across different sectors.



MODULE

3

AI Applications in Healthcare and Medical Sciences

Discover how AI is transforming clinical practice, medical diagnostics, drug discovery, personalized medicine, surgical assistance and patient monitoring. You will analyze real-world use cases and their impact on healthcare systems.



MODULE

4

Ethics, Impact and Future of AI in Healthcare

Evaluate the ethical, legal and social implications of AI in healthcare. Discuss biases, privacy, responsibility and patient safety. Look ahead to the future of AI in medicine and its role in creating more equitable and sustainable healthcare systems.

ASPECT	DETAILS
 Value Proposition	Specialized training that integrates medical science, healthcare management and artificial intelligence to improve clinical decision-making, optimize processes and generate measurable impact in health systems.
 Participant Profile	Physicians, nurses, healthcare professionals, researchers, health administrators, medical technology specialists and professionals from the healthcare sector interested in applying AI to enhance care, research and health management.
 Description	The diploma combines theoretical foundations and practical application of AI in healthcare and medical sciences. Includes data analysis, medical imaging, predictive models, automation and innovation, with a focus on ethics, patient safety and real-world impact.

EXECUTIVE EDUCATION

DIPLOMA IN

Artificial Intelligence Applied to Law

Executive education strengthens your leadership and strategic vision.



AI FOR LEGAL ANALYSIS

Automate document review, legal research and jurisprudence analysis.



SMART LEGAL MANAGEMENT

Optimize processes, case management and evidence organization.



LEGAL COMPLIANCE & RISK

Use AI to detect risks, ensure compliance and strengthen legal governance.



DIGITAL EVIDENCE & CYBERCRIME

Understand digital evidence, cybersecurity and AI's role in crime investigation.



ETHICS, RIGHTS & RESPONSIBILITY

Apply AI ethically, protecting fundamental rights and the rule of law.



MODALITY
Online AI



DURATION
5 months



CERTIFICATION
University Certificate



Understand AI fundamentals and their impact on law, justice and legal practice.



Apply AI tools to analyze legislation, jurisprudence, contracts and legal documents.



Strengthen decision-making with data, analytics and predictive models.



Improve legal management, automate processes and reduce risks with AI.



Promote ethical, responsible and human-centered use of AI in the legal field.

PROGRAM CONTENT



MODULE

1

Understanding the Phenomenon of Artificial Intelligence

This first module is the gateway to the world of artificial intelligence. You will explore its evolution from the early ideas of Turing to today's most advanced models. We will review its conceptual foundations, internal structure and historical evolution, gaining a critical and well-founded perspective on its real impact on society and the future.



MODULE

2

Exploring Key Areas of Artificial Intelligence

In this module, you will explore key areas such as machine learning, computer vision, natural language processing, content generation and recommendation systems. You will understand how these areas work, the problems they solve and how they are applied across different sectors.



MODULE

3

AI Applications in Law and Justice

Learn how AI is transforming legal practice, legislation, litigation, legal research, smart contracts, digital evidence, cybersecurity and public administration.



MODULE

4

Ethics, Rights and the Future of AI in Law

Analyze ethical, legal and social implications of AI in the legal field. Address bias, privacy, accountability and the future of justice in an increasingly digital world.

ASPECT	DETAILS
Value Proposition	Specialized training that integrates law, artificial intelligence and digital transformation to improve legal analysis, optimize processes and support better decision-making with a focus on ethics, rights and justice.
Participant Profile	Lawyers, judges, prosecutors, legal advisors, public officials, legal consultants, auditors, IT specialists and professionals involved in innovation and digital transformation in the legal sector.
Description	The diploma combines conceptual foundations and practical application of AI in law. Includes legal analysis, smart contracts, digital evidence, cybersecurity, case management and ethical and regulatory aspects.

EXECUTIVE EDUCATION

DIPLOMA IN

Digital Business Transformation with Artificial Intelligence

Executive education strengthens your leadership and strategic vision.



AI-DRIVEN STRATEGY

Make smarter strategic decisions based on data, trends and predictive insights.



PROCESS OPTIMIZATION

Automate workflows, reduce costs and improve operational efficiency with intelligent solutions.



BUSINESS MODEL INNOVATION

Redesign business models and create new value propositions supported by AI technologies.



ADVANCED ANALYTICS

Use AI and data analytics to anticipate scenarios, detect opportunities and mitigate risks.



LEADERSHIP & CHANGE MANAGEMENT

Lead digital transformation with emotional intelligence, critical thinking and a people-centered approach.



MODALITY

Online AI



DURATION

5 months



CERTIFICATION

University Certificate



Understand AI fundamentals and their impact on business transformation and innovation.



Apply AI tools to optimize processes and improve organizational performance.



Strengthen strategic decision-making with data-driven insights and predictive analytics.



Promote ethical, sustainable and responsible use of AI in organizations.



Develop practical projects that generate real value to drive business transformation.

PROGRAM CONTENT



MODULE

1

Understanding the Phenomenon of Artificial Intelligence

This first module is the gateway to the world of artificial intelligence. You will explore its evolution from the early ideas of Turing to today's most advanced models. We will review its conceptual foundations, internal structure and historical evolution, gaining a critical and well-founded perspective on its real impact on society and the future.



MODULE

2

Exploring Key Areas of Artificial Intelligence

In this module, you will explore key areas such as machine learning, computer vision, natural language processing, content generation and recommendation systems. You will understand how these areas work, the problems they solve and how they are applied across different sectors.



MODULE

3

AI Applications in Business Transformation

Learn how AI is transforming business strategy, operations, customer experience, marketing, supply chain, finance and HR. You will analyze real-world cases and design innovative solutions that drive measurable impact.



MODULE

4

Leadership, Ethics and the Future of AI in Organizations

Develop leadership skills to manage change, build high-performance teams and foster an AI-driven culture. Examine the ethical, social and regulatory implications of AI, and explore future trends to create sustainable and competitive organizations.

ASPECT	DETAILS
 Value Proposition	Specialized training that integrates business strategy, digital transformation and artificial intelligence to optimize processes, foster innovation and strengthen competitiveness with a focus on ethics and sustainability.
 Participant Profile	Managers, executives, consultants, analysts, engineers and professionals from different areas interested in leading digital transformation initiatives with AI in the private or public sector.
 Description	The diploma combines conceptual foundations and practical application of AI in business. Includes strategy, process optimization, analytics, innovation, change management and ethics, with real cases, tools and projects that generate measurable results.