



BACHELOR'S IN BUSINESS ADMINISTRATION WITH A SPECIALIZATION IN DIGITAL BUSINESS AND INNOVATION

Lead business evolution in the digital economy with a strategic vision based on U.S. standards.

PROGRAM DESCRIPTION



Master the frontier of modern business with our Bachelor's in Business Administration with a Specialization in Digital Business and Innovation. A 100% online, U.S. standard degree designed to train strategists capable of merging traditional management fundamentals with the disruptive forces of the digital economy.

Through a 100% asynchronous and bilingual methodology, you will learn management along with key tools: Artificial Intelligence, Digital Strategy, and Emerging Technologies, applying theory in virtual environments and simulators. Upon graduation, you will obtain an official U.S. degree with international validity and the ability to drive global growth and competitiveness.

WHY CHOOSE DRU?

1.



CULTURE OF INNOVATION AND DESIGN THINKING

You don't just manage what exists; you create new solutions in contexts of uncertainty.

2.



APPLIED TECHNOLOGICAL LITERACY

Master Artificial Intelligence, simulators, and virtual environments from the first term.

3.



FLEXIBLE METHODOLOGY (DRU FLOW)

Study at your own pace under a model that encourages exploring, connecting, and co-creating.

4.



BILINGUAL PROFILE WITH ICPNA

Included access to the English program up to B1 level, ensuring you can lead in international environments.

STRATEGIC SKILLS YOU WILL LEARN



Disruptive Models

Design innovative solutions to optimize business processes.



Digital Marketing

Lead visibility and positioning strategies in competitive environments.



Decision Making

Identify business opportunities based on market data analysis.



Finance and Emerging Tech

Integration of Blockchain, Crypto-assets, and Digital Payments into financial strategy.



UX & Web Design

Understand user experience to enhance digital products.



Adaptive Leadership

Lead teams in high-uncertainty contexts with resilience and ethics.

GRADUATE PROFILE

Upon completion, you will be a professional capable of:



Implementing comprehensive digital strategies to transform the business core.



Evaluating organizational performance through performance metrics and market data analysis.



Leading change processes with a global, empathetic vision focused on sustainable results.



Mastering the convergence between business and technology, using AI to ensure competitiveness in exponential markets.

PROGRAM DETAILS



- **Official Degree:** Bachelor of Science in Business Administration (BBA) in Digital Business and Innovation.
- **Duration:** 4 years.
- **Format:** 100% Online - Asynchronous (Full Flexibility).
- **Language:** Bilingual (Spanish or English) + Free English courses with ICPNA.

CURRICULUM

FIRST YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
ENGLISH COMPOSITION 1	PSYCHOLOGY	WORLD HISTORY	MATHEMATICS 2	BUSINESS STATISTICS
MATHEMATICS 1	ENVIRONMENTAL SCIENCE	ENGLISH COMPOSITION 2	SOCIOLOGY	PUBLIC SPEAKING
SECOND YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
FINANCIAL MANAGEMENT	ORGANIZATIONAL BEHAVIOR	DIGITAL BUSINESS AND INNOVATION	DIGITAL MARKETING AND COMMUNICATION	INNOVATION AND DESIGN THINKING
MARKETING MANAGEMENT	STRATEGIC MANAGEMENT	DIGITAL BUSINESS STRATEGY	BUSINESS ANALYTICS AND PERFORMANCE MEASUREMENT	DIGITAL ENTREPRENEURSHIP
THIRD YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
AI APPLICATIONS	CYBERSECURITY AND RISK MANAGEMENT	DIGITAL SUPPLY CHAIN MANAGEMENT	DATA MINING, CODING, AND TEXT ANALYTICS	E-COMMERCE AND DIGITAL PAYMENTS
AI FOR BUSINESS INNOVATION	GLOBAL BUSINESS	INTERNATIONAL BUSINESS STRATEGY	BUSINESS PERFORMANCE DATA INNOVATION	BLOCKCHAIN AND CRYPTOCURRENCIES
FOURTH YEAR				
1ST TERM	2ND TERM	3RD TERM	4TH TERM	5TH TERM
DIGITAL BUSINESS IN EMERGING MARKETS	USER EXPERIENCE (UX) DESIGN	INNOVATION AND ENTREPRENEURSHIP IN DIGITAL BUSINESS	INTERNATIONAL BUSINESS, EMERGING MARKETS, AND RISK MANAGEMENT	CAPSTONE: FINAL PROJECT
MARKETING AND COMMUNICATION ON SOCIAL MEDIA	WEB DEVELOPMENT AND DESIGN	GLOBAL ECONOMY AND INVESTMENT MARKET TRENDS	CRYPTOCURRENCY BUSINESS AND INVESTMENT	

CONTACT INFORMATION

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LET'S TALK!

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