



MASTER'S IN ARTIFICIAL INTELLIGENCE AND STRATEGIC DECISION-MAKING

Lead business transformation in an AI-driven world, without needing to be a programmer

PROGRAM DESCRIPTION



Lead the technological frontier with our Master's in Artificial Intelligence and Strategic Decision-Making, a U.S. standard program designed to integrate AI into the core of corporate profitability. Here, you will learn to use AI as the primary engine for strategic decision-making, process optimization, and competitive value creation.

Through a 100% asynchronous and bilingual methodology, you will master machine learning, data analytics, and strategic modeling to solve problems in real-time. Manage data ethics and design disruptive solutions through critical thinking. Earn a U.S. degree with international validity and become an AI-driven strategist.

WHY CHOOSE THIS MASTER'S AT DRU?

1.



AI APPLIED TO BUSINESS

100% business focus on solving real-world problems through algorithms and automation.

2.



GOVERNANCE AND ETHICS PILLAR

Lead AI implementation under global ethical and data governance standards.

3.



ADVANCED DATA ANALYTICS

Turn large volumes of information into strategic assets for your organization.

4.



TECH-FORWARD ECOSYSTEM

Access to cutting-edge tools and agile digital implementation methodologies.

APPLIED INTELLIGENCE SKILLS YOU WILL LEARN



AI Strategy Applied to Business

Identify automation opportunities and apply AI to solve real-world problems without programming.



Data-Driven Decision Making

Master data analytics to transform complex metrics into profitable decisions.



Systems Thinking and Resilience

Solve challenges in uncertain environments with innovative, high-value solutions.



Machine Learning Architecture

Understand and oversee machine learning and decision modeling to optimize efficiency.



AI Governance and Ethics

Lead the responsible implementation of emerging technologies, complying with ethical and data standards.



Leadership in Digital Transformation

Design and lead organizational change processes, driving the adoption of digital technologies.

GRADUATE PROFILE

Upon completion, you will be a strategic leader capable of:



Implementing Artificial Intelligence solutions to optimize corporate profitability.



Leading AI projects from strategic conception to technical execution.



Managing data ethics and security in complex business environments.



PROGRAM DETAILS



- **Official Degree:** Master of Science in Artificial Intelligence and Strategic Decision Making.
- **Duration:** 2 years.
- **Format:** 100% Online - Asynchronous (Full Flexibility).
- **Language:** Bilingual (Spanish or English) + Free English courses with ICPNA.

MALLA CURRICULAR

FIRST YEAR

DIGITAL BUSINESS STRATEGY	ORGANIZATIONAL TRANSFORMATION	LEADERSHIP AND CHANGE MANAGEMENT
DIGITAL INNOVATION AND ENTREPRENEURSHIP	DATA-DRIVEN DECISION MAKING	DIGITAL MARKETING AND COMMUNICATIONS

SECOND YEAR

AI AND BUSINESS APPLICATIONS	AI ETHICS AND GOVERNANCE	BUSINESS STRATEGY AND INNOVATION
DATA ANALYTICS AND BUSINESS INTELLIGENCE	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	CAPSTONE: FINAL PROJECT

CONTACT INFORMATION

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