

Doctor of Business Administration (DBA) with a Concentration in Artificial Intelligence

Program Overview:

The **Doctor of Business Administration (DBA) in Artificial Intelligence** is an academic program designed to develop leaders in the strategic use of AI in business. Through a rigorous, research-driven approach, participants build advanced skills to lead digital transformation within their organizations.

This program provides a deep dive into data science and artificial intelligence, from core principles to real-world applications. Students gain a strong foundation in key concepts and algorithms, along with hands-on skills in data analytics and business intelligence.

The goal is to prepare graduates to become **agents of change**, equipped to make well-informed strategic decisions and develop innovative solutions using AI tools. This DBA is not only an intellectual challenge—it also empowers leaders to tackle complex business problems and seize opportunities in an ever-evolving environment.

Program Objective

The Doctorate in Business Administration with a Concentration in Artificial Intelligence is designed to prepare participants to be pioneers in integrating artificial intelligence into the business world. The program builds the skills needed to make well-informed strategic decisions, conduct innovative research, and apply AI-driven solutions to real-world challenges—always within an ethical and sustainable framework.

This doctorate is a transformative experience that immerses students in the future of business. Participants will explore data science and artificial intelligence, building a strong command of core concepts and practical skills in data analysis.

Upon completing the program, graduates will be prepared to make well-informed decisions and develop innovative solutions using advanced AI tools. This DBA develops leaders who can tackle complex challenges and seize opportunities in a constantly evolving technology landscape.

Program Description

The **Doctorate in Business Administration with a Concentration in Artificial Intelligence** combines a strong theoretical foundation in management with expertise in data science and intelligence

Artificial intelligence, designed for professionals who want to lead digital transformation. Throughout the program, students will apply AI algorithms and technologies across a range of business settings, building both technical and leadership skills. You'll learn to craft effective strategies, lead teams in the digital era, master key AI concepts and practices, understand global business perspectives, address digital security and ethics, apply advanced research methods, develop and defend a doctoral dissertation, and drive innovation and strategic development. Upon completing this doctorate, you'll become an expert in integrating AI into business strategy, ready to lead in an environment focused on innovation and digital growth.

	Nombre del curso	Código	Créditos
1º Período Académico	Doctoral Program Orientation Seminar	BUS7011	0
	Introduction to Data Science and A.I.	BIA7031	3
	Data Analytics and Business Intelligence Techniques	BIA7032	3
2º Período Académico	Research Methodology I	BUS7021	3
	Commercial Management with Artificial Intelligence	BIA7042	3
3º Período Académico	Research Methodology II	BUS7031	3
	Financial Management with Artificial Intelligence	BIA7043	3
4º Período Académico	Financial Statement Analysis	BUS7012	3
	Managerial Economics	BUS7013	3
5º Período Académico	Doctoral Research Seminar I	BUS7051	6
6º Período Académico	Leadership, Ethics, and Corporate Governance	BUS7032	3
	Management Finance and Control	BUS7052	3
7º Período Académico	Doctoral Research Seminar II	BUS7061	6
8º Período Académico	Global Business Strategic Management	BUS7062	3
	Managing, Organizing, and Negotiating for Value	BUS7072	3
9º Período Académico	Doctoral Research Seminar III	BUS7071	6
10º Período Académico	Dissertation	BUS7082	6
11º Período Académico	Continuing Dissertation Services (for those that need extra time to complete dissertation)	BUS7090	1



BUS7011 - Doctoral Program Orientation Seminar: An introductory course that familiarizes students with the academic and doctoral research process.

BIA7031 - Introduction to Data Science and A.I.: A multidisciplinary overview of core AI and data science concepts, with an emphasis on machine learning.

BIA7032 - Data Analytics and Business Intelligence Techniques Builds practical skills in data collection, analysis, and visualization for real-world business applications.

BUS7021 - Research Methodology I: Qualitative research design, exploring theoretical perspectives and ethical practices.

BIA7042 - Commercial Management with Artificial Intelligence: Applying AI to market segmentation and tailoring commercial strategies.

BUS7031 - Research Methodology II : Focuses on quantitative designs, statistical testing, and the use of specialized software.

BIA7043 - Financial Management with Artificial Intelligence: Applying AI to accounting and risk management through hands-on case studies.

BUS7012 - Financial Statement Analysis: In-depth review of financial statements, taking environmental and social factors into account.

BUS7013 - Managerial Economics: Comprehensive analysis to solve organizational challenges through economic research.

BUS7051 - Doctoral Research Seminar I: Critical reading to develop dissertation proposals.

BUS7032 - Leadership, Ethics, and Corporate Governance: Examining ethical leadership in the context of sustainable business.

BUS7052 - Management Finance and Control: Advanced study of financial planning, generation, and control using modern techniques.

BUS7061 - Doctoral Research Seminar II: Progress in methodologies and literature review to support dissertation development.

BUS7062 - Global Business Strategic Management: Integration of classic models to identify sustainable competitive advantages.

BUS7072 - Managing, Organizing, and Negotiating for Value: Advanced strategies for global negotiation and creating innovative value.

BUS7071 - Doctoral Research Seminar III: Support in developing and defending the dissertation research design.

BUS7082 - Dissertation: Capstone project that brings together advanced skills and adds original insight to the field of management.

This program provides strong preparation for tomorrow's business leaders, equipping them with the tools they need to take on the challenges of today's environment.

BUS7090 - Continuing Dissertation Services (for those who need extra time to complete their dissertation): Additional time for students who need an extended deadline to finish their dissertation.