

Master of Business Administration (MBA) with a Concentration in Artificial Intelligence

Master of Business Administration (MBA)

To respond to the growing demand in today's business world for highly trained graduate-level professionals across a wide range of specializations, Broward International University offers multiple concentrations within its MBA program, allowing students to choose from different sets of elective courses to customize their plan of study and meet their specific career goals.

The available academic concentrations have been selected based on current workforce demand and are designed to prepare students to take on specialized responsibilities within those areas. The MBA program consists of 24 semester credits of foundational business coursework (core courses), plus 12 semester credits of specialized courses that uniquely define the selected concentration. Please note that concentrations are not listed on the diploma awarded, but they will appear clearly on the student's academic transcript. Below is a description of the standard MBA and the MBA concentrations currently available.

Program Objective

The objective of the Master of Business Administration (MBA) program, under the administrative oversight of the School of Business, is to provide a well-balanced blend of rigorous theoretical preparation in core business areas and practical instruction drawn from our faculty's real-world business experience, to support an understanding of the challenges companies face in a globalized environment. This blend equips students with the essential business skills needed to lead and manage organizations successfully.

Program Description

The MBA program is a graduate-level business academic program designed to serve students with a strong academic background and professional experience. The MBA is designed for working professionals seeking a comprehensive business education through a core curriculum focused on building a set of conceptual and practical skills across essential business areas, including Accounting, Finance, Marketing, Leadership, and Management.

MBA with a Concentration in Data Science and Artificial Intelligence

The Master of Business Administration (MBA) with a specialization in Data Science and Artificial Intelligence is an advanced academic program designed to prepare professionals

in the business world with the skills and knowledge needed to lead in the information age. Participants will explore the foundations of data science and artificial intelligence—both discriminative and generative—building a strong understanding of the key concepts, algorithms, and technologies that power these fields. In addition, the program focuses on developing practical skills through the application of advanced techniques in data analytics and business intelligence. The convergence of business and financial management with artificial intelligence will also be covered in a comprehensive way, giving students a distinctive perspective on how emerging technologies can strategically transform business practices.

The Master's program's primary goal is to prepare participants to become change agents in a data-driven, technologically advanced business environment. Through a deep understanding of the fundamentals of data science and artificial intelligence, graduates will be ready to make informed strategic decisions and develop innovative solutions in a highly digital business context, using state-of-the-art artificial intelligence tools. In addition, the program aims to build targeted skills in data analytics and business intelligence, as well as the effective integration of artificial intelligence into business and financial management. Upon completing the program, participants will be prepared to tackle complex business challenges and seize emerging opportunities, working through relevant case studies, in a business world increasingly shaped by technology.

Course Methodology

Our learning approach is flexible and adapts to every learning style. It's fully online and delivered through a blend of live sessions and asynchronous group and individual activities, strongly grounded in case studies. All live sessions are recorded and made available for students to replay (even if they weren't able to attend), giving the system a high level of flexibility.

Our faculty—all PhD-prepared and deeply connected to industry—approach theory through case studies from real companies and institutions, where the concepts learned are put into practice. The combination of asynchronous discussion forums and live chats enables not only the development of a problem-solving mindset, but also the translation of situated learning into the volatile, uncertain, complex, and ambiguous environments characteristic of the Fourth Industrial Revolution that we are experiencing as a society.

These spaces for dialogue and exchange create an active-learning approach and a strong synergy with fellow students that leads to the development of soft skills in building a network (networking) of invaluable contacts, strengthening our professional profile with a community of peers holding a master's degree with whom we have built a trusted professional relationship. As a result, our master's students build their learning through real-world cases, with solid, contextualized theoretical approaches in an online environment

flexible, building soft skills and connecting with a network of professionals who will support you throughout your entire career.

	Nombre del curso	Código	Créditos
1° Período Académico	Advanced Management Theory and Practice	BUS6032	3
	Managerial Accounting	BUS6012	3
2° Período Académico	Leadership and Organizational Behavior	BUS6021	3
	Managerial Finance	BUS6022	3
3° Período Académico	Introduction to Data Science and Artificial Intelligence (*)	BIA6031	3
	Data Analytics and Business Intelligence Techniques (*)	BIA6032	3
4° Período Académico	AI Applications in Financial Management (*)	BIA6042	3
	Research Methodology	BUS6052	3
5° Período Académico	Information Systems and Technology Manager	BUS6051	3
	AI Applications in Commercial Strategy (*)	BIA6043	3
6° Período Académico	Operations and Project Management	BUS6061	3
	Thesis	BUS6062	3

(*) Courses replacing the set of Concentrations courses related to the standard MBA.

BUS6032 - Advanced Management Theory and Practice: This course builds advanced business management skills, strengthening students' ability to assess organizational situations, make strategic decisions, and apply management principles across a range of settings. It covers the core functions of management and how they connect to value creation, efficiency, and achieving organizational goals. In addition, students put management concepts and tools to work to address real business situations and take on the challenges of a global, digital environment.

BUS6012 - Managerial Accounting: This course explores how accounting information is used for planning, control, and special decision-making. It covers how managers use internal accounting data to oversee both business and non-business organizations. It focuses on what managers need to have timely financial information and reports on company operations to make sound management decisions.

BUS6021 - Leadership and Organizational Behavior: This course focuses on how managers grow into effective leaders. It explores the human side of business. Students will examine teams, individuals, and networks in the context of: the key drivers of group culture, managing the performance of individual direct reports, and building productive relationships with peers and supervisors over whom the manager has no formal authority. In addition, students will observe successful leaders in action as they shape a forward-looking vision, align the organization to pursue it, motivate people to achieve it, and design effective organizations—making the right changes to deliver stronger performance.

BUS6022 - Managerial Finance: This course covers a wide range of financial concepts, including an examination of a company's financial structure, its need for funds to finance asset acquisitions, and the resources available to meet that need. It also analyzes a firm's capital structure, along with alternative financing sources and methods. Special emphasis is placed on capital budgeting, investment, and corporate dividend decisions. The course also examines the structure of the financial system, with an emphasis on the supply and demand for loanable funds and the term structure of interest rates.

BIA6031 - Introduction to Data Science and A.I.: This course provides a multidisciplinary foundation in the core concepts of Artificial Intelligence (A.I.) and Data Science, covering topics such as machine learning, deep learning, natural language processing, and the algorithms behind them. It also examines the ethical and accountability dimensions of A.I., addressing issues such as bias, privacy, security, and blockchain. The curriculum emphasizes hands-on application of prompt engineering principles in A.I. systems. Students are expected to develop a concept map for A.I. solutions in business management, create a comparison table of business analytics software, and propose an ethical code of conduct for a company.

The final project requires presenting an A.I.-driven technology innovation proposal that integrates course concepts. The course includes the use of generative A.I. applications and their browser add-ons and extensions, providing practical exposure to the implementation of A.I. strategies in real-world scenarios. Finally, the course incorporates ethical and legal considerations related to data science and artificial intelligence, including practical guidance on privacy, fairness, and transparency in the use of data and algorithms.

BIA6032 - Data Analytics and Business Intelligence Techniques: This course equips students with the essential hands-on skills to collect, analyze, and visualize data, with a strong focus on uncovering actionable insights within a dataset. Covering Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, and Prescriptive Analytics, the curriculum takes a deeper dive—through real-world business scenarios—into key Data Science and A.I. topics related to extraction, transformation, and data governance of data, through real-world cases,

for sourcing and cleaning training data, including classification algorithms, random forests, logistic regression, correlation, text mining, sentiment analysis, data visualization software, evaluation of predictive models, and the K-Means clustering method.

In addition, the course examines real-world applications of Artificial Intelligence across industries such as finance, healthcare, manufacturing, and services. Practical work ranges from grouping data in spreadsheets using pivot tables and pivot charts, to data visualization and advanced data-mining applications, using state-of-the-art software.

BIA6042 - AI Applications in Financial Management: This course takes an in-depth look at how Artificial Intelligence (AI) is applied in accounting, risk management, and investment decision-making. In accounting, it examines how AI can be used to automate tasks such as account reconciliation, report preparation, and data analysis. In risk management, the course explores how AI can be leveraged to effectively manage financial, market, and operational risks. In addition, the course covers the use of AI in investment decisions, including asset selection, portfolio management, and risk assessment. Throughout the course, students will work with AI-powered banking and financial tools to gain hands-on experience applying AI concepts to real-world financial scenarios, using relevant business case studies.

BUS6052 - Research Methodology: In this course, students will develop a scientific research project that will serve as the foundation for a Master's thesis. To do so, students must rigorously follow the applicable steps of the scientific method, including the parts of the research process related to conceptualization and ethics, as well as a description of the qualitative, quantitative, or mixed-method approach to be used. Specifically, students will identify and define a problem of interest that calls for a solution and/or answers to related questions formulated to deepen understanding of the issue; they will address the problem and/or related questions by conducting a background review to gather information and become familiar with what is currently known about the problem and/or the proposed questions, including possible answers; and they will establish the parameters that will be used to study and better understand the selected problem and/or the questions posed.

They will develop and design the scientific method to be used to conduct the study. They will plan and present a clear, complete research proposal that includes all of the elements above, along with a detailed description of the procedures to be followed during fieldwork, the population expected to participate and/or the sample to be collected for future analyses, and the method that will be used to evaluate the information obtained. Students must follow the most up-to-date version of APA guidelines when writing their research project. The student must successfully complete this requirement with a grade of B or higher in order to graduate.

BUS6051 - Information Systems and Technology Manager: In this course, students will gain a strong foundation in the essentials of today's information systems (IS). They will explore core IS principles through an engaging overview of the field and the rapidly evolving role of the modern IS professional. The course emphasizes cutting-edge IS topics and real-world examples, while new opening vignettes, cases, and special-interest features clearly highlight how strongly organizations prioritize innovation and speed.

In this course, students develop an understanding of cloud computing, forecasting, and some of the latest developments that shape virtual communities, virtual teams, and workplace structures. It provides the concise overview students need today to be more effective as employees, managers, decision-makers, and organizational leaders in business.

BIA6043 - AI Applications in Commercial Strategy: This course is designed to provide a hands-on look at how artificial intelligence is applied across three core areas of marketing that support commercial management. First, through real-world cases, it explores how AI can be used for market segmentation—focusing on identifying target customer groups, predicting purchase intent, and assessing the effectiveness of marketing campaigns. Second, the course examines how AI enables marketing personalization, including product recommendations, generating tailored content, and tracking customer behavior. Finally, it takes a deeper dive into AI's role in marketing measurement, covering campaign performance evaluation, forecasting marketing outcomes, and optimizing marketing strategies.

The course leverages a variety of AI applications, plug-ins, and browser extensions, giving students practical experience implementing AI-driven marketing strategies through relevant business case studies from major corporations and their integrated AI environments.

BUS6061 - Operations and Project Management: This course equips students with the skills and concepts needed to ensure a company's operations continue to strengthen its competitive position. It also helps them understand the complex processes behind product development and manufacturing, as well as the design and delivery of services.

BUS6062 - Thesis: In this course students are expected to continue and complete their Master's Thesis. For this purpose, students must systematically follow the scientific method described as part of their previously completed and approved research project. During this final phase, the student must carry out the approved procedure to conduct fieldwork, which may be repeated as needed to ensure that the data collected are accurate and reliable at the time they are gathered.

Gather the information obtained through experimentation and/or observation. Carefully document all collected data (observations, measurements, survey information, and other predefined data) based on the variables being evaluated. Analyze the recorded data using the appropriate methodology; interpret the results with a primary focus on proposing a solution to the selected problem and/or answering the related questions that were posed, while remaining open to opportunities to address other aspects of the stated problem that were not previously identified as objectives but emerge from interpreting the data obtained.

Draw conclusions from the experimental results and present recommendations that point to relevant new scientific research. Students must follow the most up-to-date version of the APA guidelines when writing their Master's Thesis, and coordinate a final oral presentation, which must be considered an integral part of a research project. The student must successfully complete this requirement with a grade of B or higher to graduate.