



Master's Degree + Certificated in applied AI for professionals



VALUE PROPOSITION & FORMAT



100% Practical, business-focused approach:

Designed to enhance your employability and position you as a future-ready professional.



Hybrid format:

7 hours in person / 10 hours online

Spanish / English: certificate delivered according to the language of the master's programme.



17 hours to become an enhanced professional.



ChatGPT



Gemini



Copilot



Claude

*Licences not included



BLOCK 1

AI FUNDAMENTALS

OBJECTIVE:
Technical proficiency.

1. The anatomy of contemporary AI
2. Abstraction and prompt engineering
3. The augmented learner

ON CAMPUS



BLOCK 2

AI GOVERNANCE FOR EXECUTIVES

OBJECTIVE:
To enable students to design a framework for the control and safe implementation of AI within an organisation:

1. The organisational response framework
2. Practical application – the case study method

ON CAMPUS



BLOCK 3

AGENT ARCHITECTURE & DEVELOPMENT

OBJECTIVE:
Creation of agents:

1. Ecosystem and taxonomy of tools
2. Logical design and RAG
3. Workshop on building and defence

ONLINE

***AI is not an option. That's why we've included it in your Master's**