

ENAE
International Business School



**PANAMERICAN
UNIVERSITY**



Master in **AI for Business and Data Science**

Official US Master's Degree

fuerm
Fundación Universidad Empresa Región de Murcia

Center affiliated with:



**UNIVERSIDAD
DE MURCIA**



**Universidad
Politécnica
de Cartagena**



Master in **AI for Business and Data Science**

Official US Master's Degree

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>>> ABOUT US



ENAE

International Business School of
Business University Foundation of
the Region of Murcia.

Empowering

next-gen business leaders

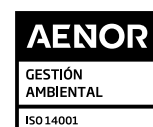
Building

professional development opportunities

International Presence

in institutions from around the
world

Center affiliated with:



FORMING LEADERS SINCE 1988

- | | |
|--------------------------------|--------------------------|
| 01// Continuous training | 04// Professional growth |
| 02// International recognition | 05// Practical tools |
| 03// Entrepreneurship | 06// Networking groups |



**ENAE is ranked
among the best
Business Schools**



Ranking 2025

#6

Master in International Trade
Category: Recent graduates and young professionals

#7

Global Executive MBA
Category: Executive Programmes

#12

International MBA
Category: MBA

#4

Magistrae
Category: Senior Management



Introduction to the Master's Degree

The **Master in AI for Business and Data Science** is designed to develop skills in advanced analytics, machine learning, and AI strategies.

Participants will gain competencies in Python, SQL, deep learning, and key tools, culminating in an applied project.



Data Management



Business Analytics



Big Data



Data Science



Leadership and Management Skills



Artificial Intelligence

Target audience.

> Data analysts

who want to deepen their knowledge in machine learning and artificial intelligence.

> Software engineers

focused on data-driven solutions.

> Business professionals

interested in advanced analytics for strategic decision-making.

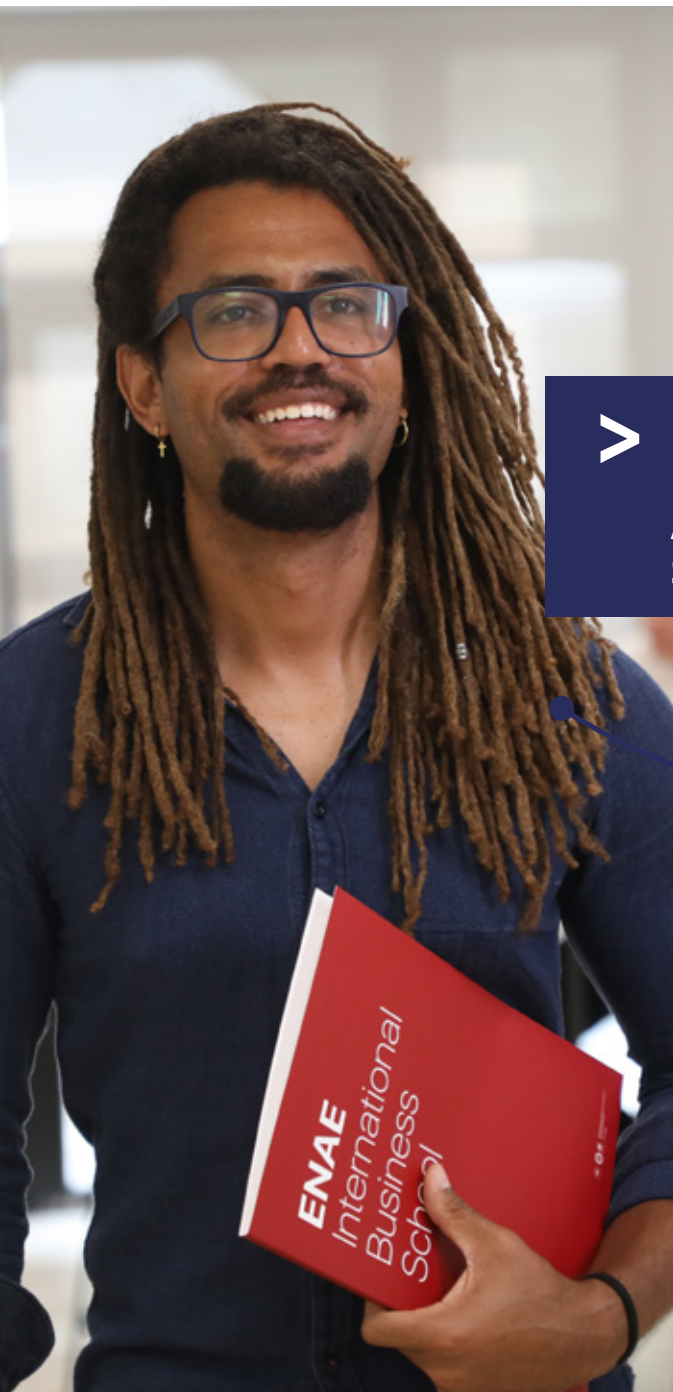




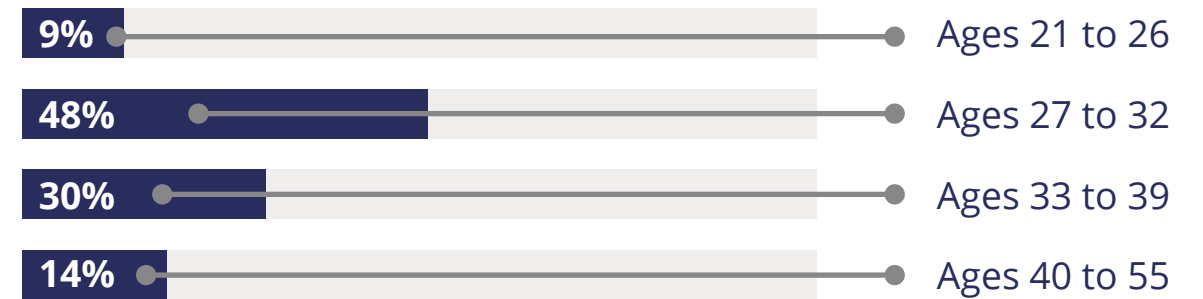
Student profile

ENAE Business School seeks to train the best professionals and provide them with tools to create value in both companies and the society at large.

> Entrepreneurial attitude.
Leadership.
Ability to work as a team.
Sense of professional ethics.



> Age



> Gender



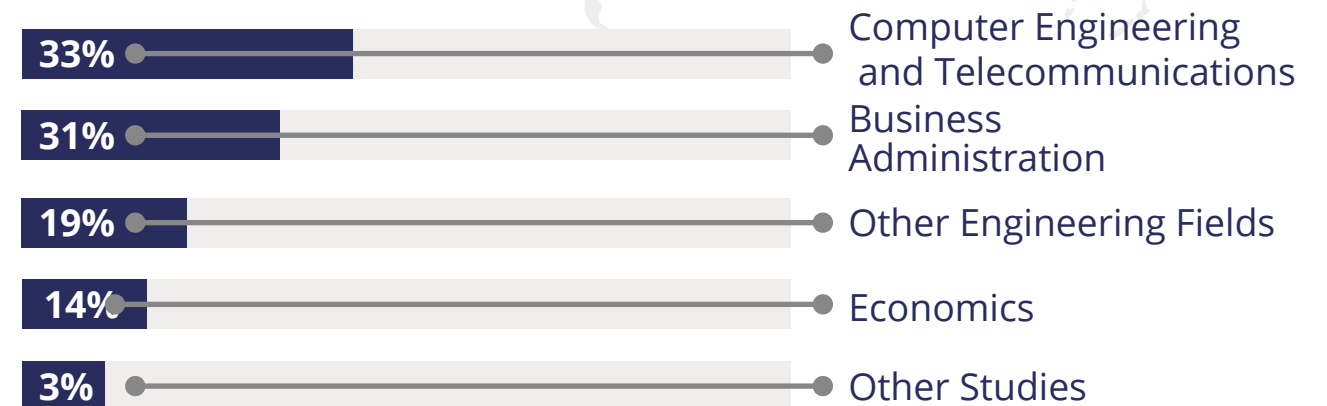
> Nationalities

- Spain
- Colombia
- Costa Rica
- Honduras

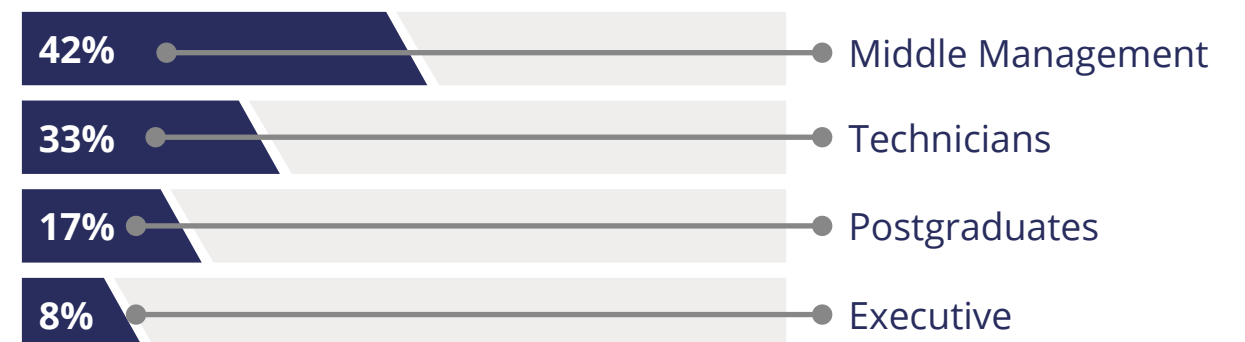
- Italy
- Panama



> Titulaciones



> Categoría



Our Vision

In today's knowledge and information society, the demand for professionals with this skill set is growing rapidly. Companies are increasingly seeking high-level professionals with expertise in data analysis who can add value by streamlining processes and delivering agile, effective, and high-quality solutions.



This master's program is designed for professionals who want to strengthen and expand their knowledge and skills in business intelligence to take on leadership and strategic roles. It is also ideal for those looking to transition into the dynamic and emerging field of data science.

Your journey has just begun. Unlock it with our training.





Objectives

The **Master in AI for Business and Data Science** is designed to train future leaders in data-driven decision-making, integrating advanced technologies and innovative strategies that positively impact business environments. This program provides comprehensive training to tackle the challenges of an increasingly data-driven world.

DEVELOP ADVANCED TECHNICAL SKILLS

Gain expertise in key tools and languages such as Python, SQL, and analytical platforms.

DEEP LEARNING

Train in machine learning and deep learning to create innovative predictive models.

BIG DATA

Manage large volumes of data using modern techniques.

Artificial Intelligence

Integrate AI into business strategies to optimize processes and generate value.

01 //

DATA ANALYSIS

Train students in the use of tools such as Python, SQL, and advanced analytics platforms to transform data into actionable insights.

02 //

DEEP LEARNING

Develop skills to design, train, and optimize predictive and deep learning models that solve complex problems.

03 //

ARTIFICIAL INTELLIGENCE

Integrate AI strategies into business decision-making to improve processes, reduce costs, and create new business opportunities.

04 //

BIG DATA

Teach advanced techniques for collecting, organizing, and analyzing large datasets, maximizing their value.

Methodology

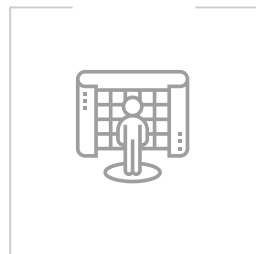
- > **Internship**
program
- > **Experience-based learning**
ENAE active methodology
- > **Bussines**
plan

01 //



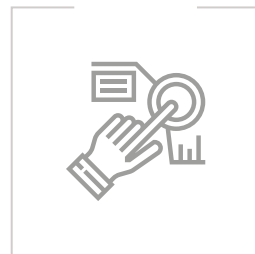
RELATIONSHIP
BETWEEN THEORY
AND PRACTICE

02 //



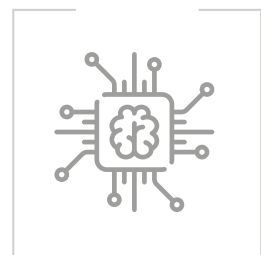
CASE STUDIES

03 //



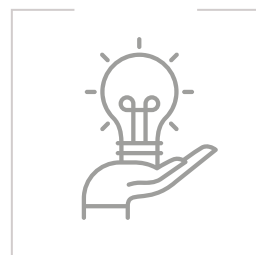
VIRTUAL CAMPUS
STUDENT POINTS
OF VIEW

04 //



NEW
TECHNOLOGIES

05 //



MASTER'S
THESIS

Learning
Training
Networking
Experience
Real cases
Tutoring assistance

Accreditation

Master's programs in the United States are granted by educational institutions that are licensed to operate as universities. In the case of Panamerican University, this license is issued and regulated by the Florida Commission for Independent Education (FCIE), which is part of the Florida Department of Education.

Academic degrees from the United States are recognized by Commonwealth member countries and are transferable in most countries around the world.



Design your Future

360 Learning

Through our new training model, students may select the training modality that best suits their needs: either 100% online or a combination of in-person and online classes, without losing the opportunity to interact with their teachers and classmates in real time.

The essence of in-person training is maintained through a live platform that facilitates online classes. This new training model is complemented by a Virtual Campus in which the student has access to all learning resources, class recordings, as well as additional content such as webinars and online resources.

By combining the best of both worlds, which include in-person training and online training, this model provides students with greater flexibility, custom training, and the development of digital skills.

Choose your modality:



01 //

Online learning

Enjoy live online classes as if you were present in the classroom or access class recordings on-the-go.

02 //

Blended learning with stay

The blended-with-stay option merges the best of face-to-face and online training, offering a 3-week in-person residency program at the ENAE Business School.

03 //

Oncampus learning

In this flexible modality, face-to-face training is combined with live virtual classes and online activities.

Academic Program

Master in AI for Business and Data Science

FOUNDATIONS FOR DATA SCIENCE

This course provides the theoretical and methodological foundations of data science, including statistics, linear algebra, and data structures.

PYTHON FOUNDATIONS

An introductory course on the Python programming language applied to data analysis and task automation.

DATA ANALYSIS AND VISUALIZATION

Explores exploratory data analysis and visualization methods using Tableau and modern libraries such as pandas, seaborn, and matplotlib.

ARTIFICIAL INTELLIGENCE AND BUSINESS

Examines practical applications of artificial intelligence in business functions such as marketing, finance, operations, and human resources.

MACHINE LEARNING

Introduces the main supervised and unsupervised learning algorithms, including regression, classification, and clustering.

BUSINESS ANALYTICS AND INTELLIGENCE SYSTEMS

Analyzes tools and systems for transforming data into strategic decisions. Includes business intelligence tools like Power BI, dashboards, and reporting tools.

DEEP LEARNING

Introduction to deep neural networks, including architectures such as CNNs, RNNs, and transformers.

OPEN AI

Examines OpenAI tools such as GPT and Codex and their use in automation, content generation, and cognitive assistance.

DATA SCIENCE AND ARTIFICIAL INTELLIGENCE FOR DECISION MAKING AND AUTOMATION

Application of AI and data science tools to automate business processes and improve decision-making.

ARTIFICIAL INTELLIGENCE AND ORGANIZATIONS

Explores the organizational impact of AI adoption, including culture, processes, leadership, and change management.

AI STRATEGY AND FORESIGHT FOR BUSINESS

Develops strategic capabilities to anticipate AI trends and formulate sustainable and ethical technology adoption plans.

CAPSTONE PROJECT

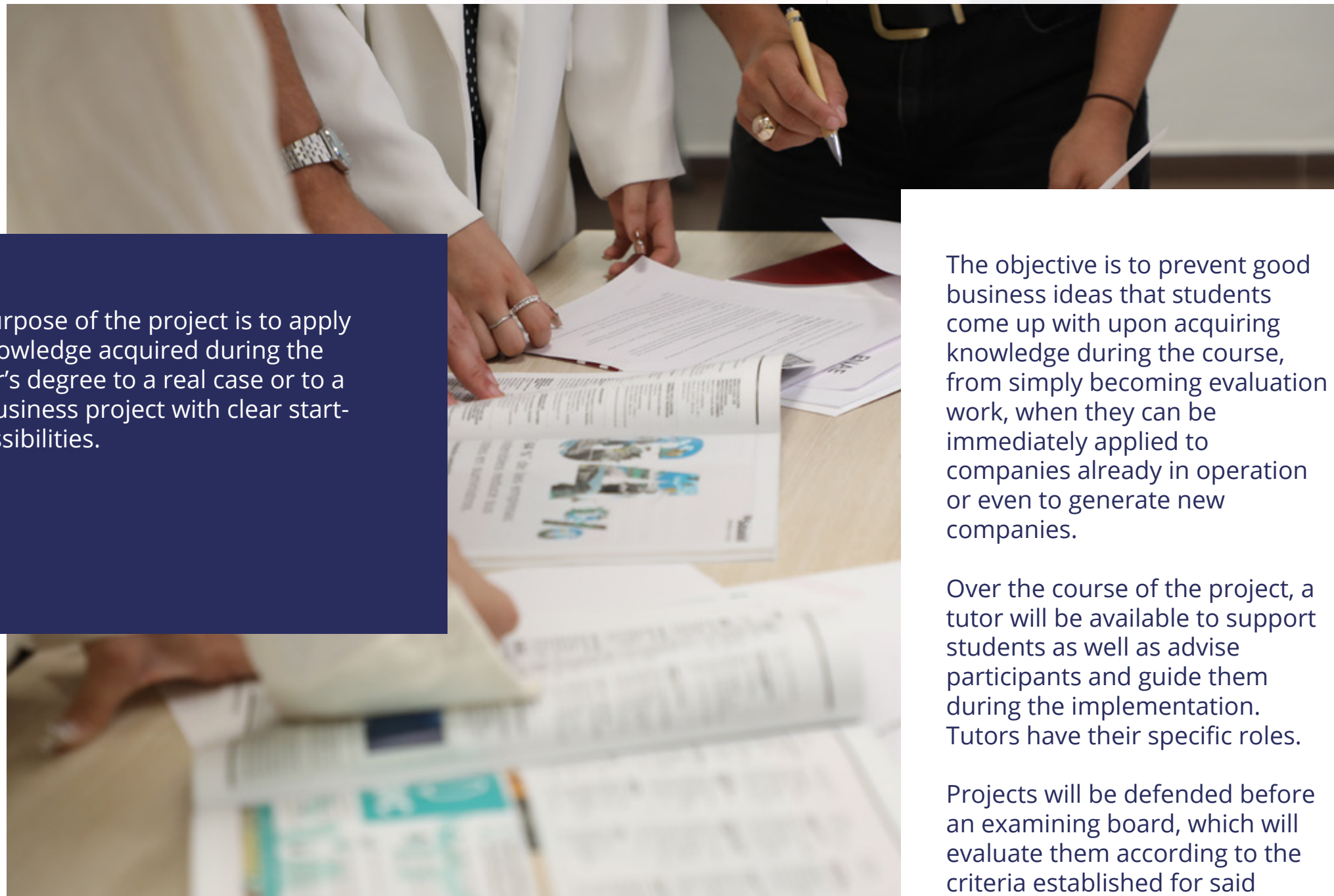
An integrative project where students apply the knowledge acquired to a high-impact practical case.





Master's Thesis

The purpose of the project is to apply the knowledge acquired during the master's degree to a real case or to a new business project with clear start-up possibilities.



The objective is to prevent good business ideas that students come up with upon acquiring knowledge during the course, from simply becoming evaluation work, when they can be immediately applied to companies already in operation or even to generate new companies.

Over the course of the project, a tutor will be available to support students as well as advise participants and guide them during the implementation. Tutors have their specific roles.

Projects will be defended before an examining board, which will evaluate them according to the criteria established for said purpose.

➤ **Improvements**
at existing companies.

➤ **Creation**
of new lines of business.

➤ **Implementation**
in existing companies.

Some of the companies where our Master's students have completed internships this year include:

Capgemini Spain, Fini Golosinas, Hero Spain, New Garden Spain, Telecomunicación de Levante, Álamo Consulting, and World Summit, among others.



Capgemini

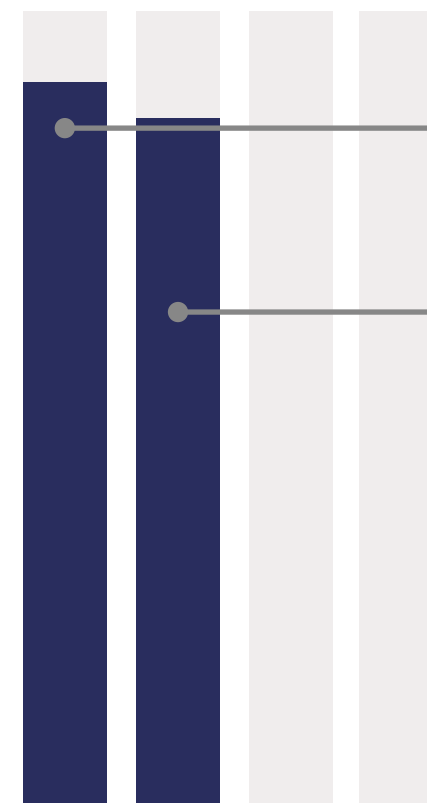


Hero

new garden

ÁlamoConsulting

1000



93%

Our students are employed upon completing the Master's program.

91 %

Our students achieve career advancement upon completing the Master's program.

All our students become part of ENAE Business School's job bank from the moment they enroll and will have lifetime access, even after completing their studies.

Job and internship opportunities managed each year with leading companies.



Alumni Testimonials

HORACIO ANEL MUÑOZ LÓPEZ.

"Business Intelligence is the present and the future."

In Panama, I work in this field, but there's no Master's program like this one available there. That's why I decided to come to Spain and live this amazing experience. Thanks to it, I've had the chance to discover a new culture, learn about Spain's education system, and interact with people, which has allowed me to grow both personally and professionally.

As for the program, I found it very complete — especially the modules on Business Intelligence and Data Mining, which gave me the knowledge I need for my job. These tools allow you to help grow a business through the effective management of information.

This profession is currently one of the most in-demand across all sectors, as it enables better decision-making based on data.

CATHERINE WILSON GONZALES.

"This year has been one of the best of my life."

I chose to study the Master in Artificial Intelligence for Business and Data Science at ENAE because I wanted to complement my career and experience studying abroad. The opportunity to discover a new culture and learn a different educational methodology really appealed to me.

The master's program is very comprehensive and offers a valuable business perspective — especially helpful for someone like me, with a more technical background.

What stood out to me the most was the creation of dashboards, as they help transform a company's culture and way of working by aligning all departments with the overall strategy.

Business Intelligence is a profession that is increasingly in demand, and I highly recommend this master's program because it truly represents the future.

ENAE

Experience

> GRADUATION CEREMONY

A MOMENT TO REMEMBER

We honour students with their diplomas after a year of dedicated work, perseverance, and gaining knowledge.



> NETWORKING

PROFESSIONALS & BUSINESS PEOPLE

Exchanging ideas, experiences and knowledge



> SEMINARS AND CONFERENCES

A wide range of topics covered by top-level speakers

Empowering the next
generation of business
leaders

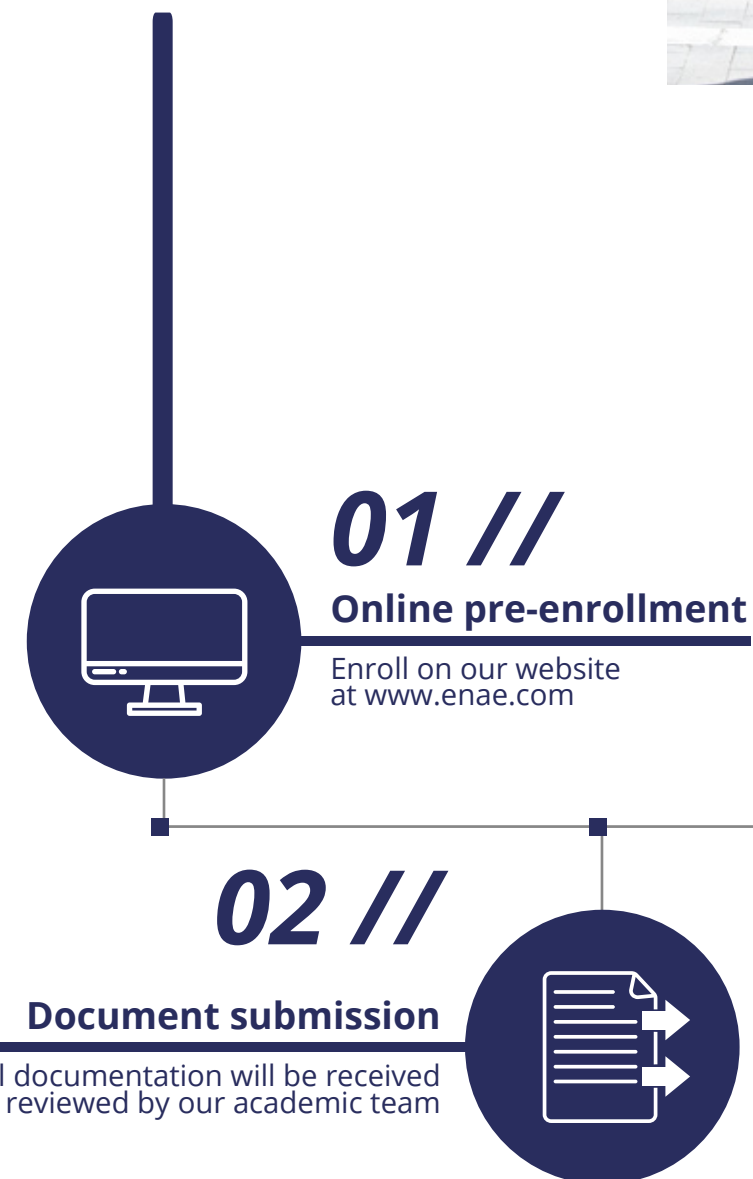




Admission Process

To ensure applicant suitability, all participants must pass an admission process comprising

5 PHASES.



Be motivated to give your best, be eager to learn, have an open-minded attitude, and be ready to forge ahead in an international environment.

05 //

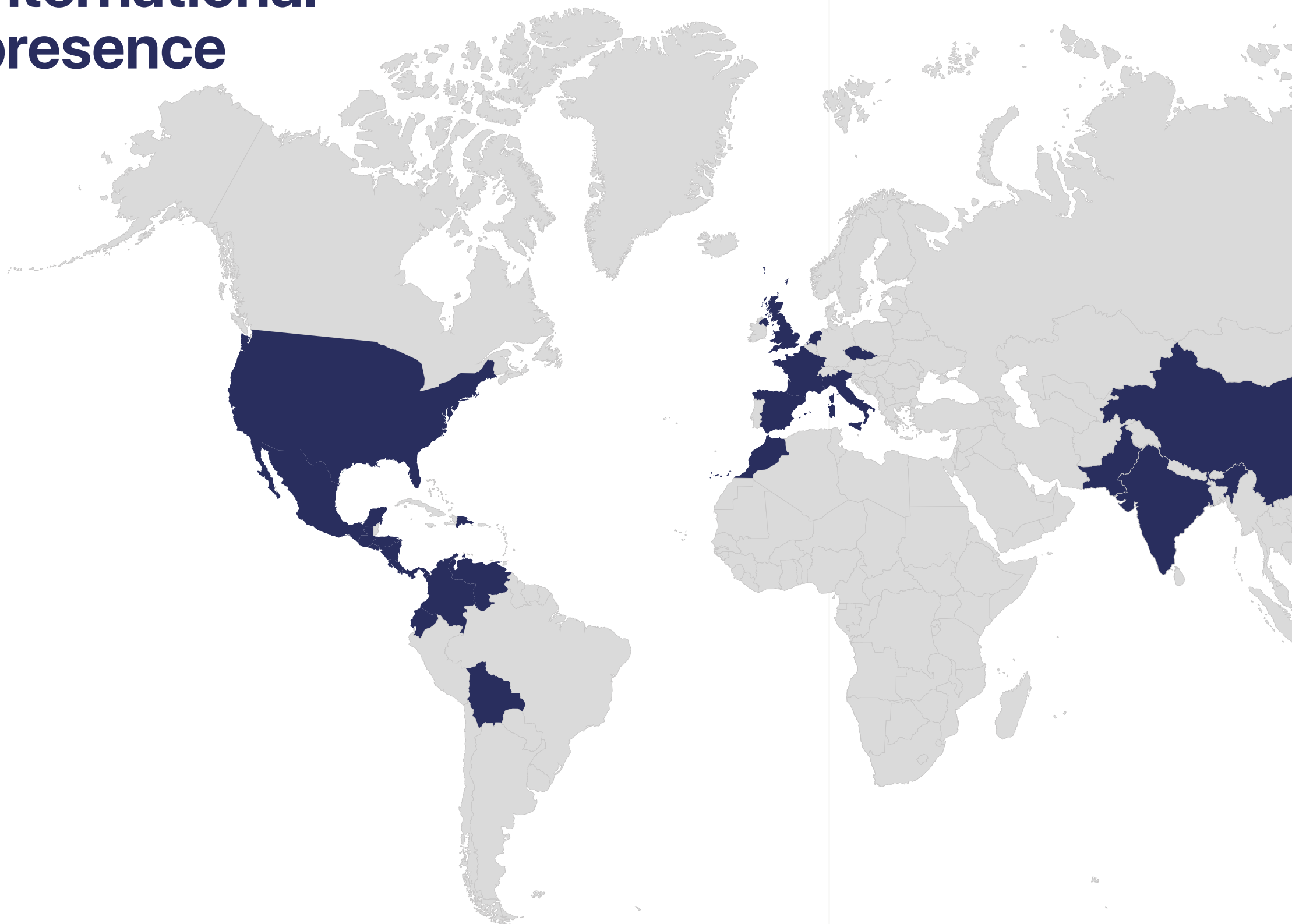
Admission

The Admissions Committee communicates its decision





International presence



- > United States
- > Mexico
- > Guatemala
- > Honduras
- > El Salvador
- > Nicaragua
- > Costa Rica
- > Panama
- > Venezuela
- > Colombia
- > Ecuador
- > Peru
- > Bolivia
- > Dominican Republic
- > United Kingdom
- > Poland
- > Czech Republic
- > Netherlands
- > Italy
- > France
- > Morocco
- > China
- > India
- > Pakistan
- > Spain



ENAE Business School
Fundación Universidad Empresa
de la Región de Murcia
enae.com

Contact
info@enae.es
+34 968 899 899