

ACADEMIC YEAR: 2025/2026	DIGITAL BUSINESS AND ARTIFICIAL INTELLIGENCE					
	SUBJECT CODE: 17745	SEMESTER: ANNUAL	TYPE: ELECTIVE			
CREDITS	5 ECTS					
STUDENT WORKLOAD	Contact Hours	Personal and/or Teamwork		Evaluation		
	50	72		3		
TEACHING LANGUAGE	English					
CO/PREREQUISITE	None					
SPECIALISM	ALL					
MODE OF DELIVERY	In-person					
FACULTY	TBC					
COURSE DESCRIPTION	<p>This course offers a comprehensive overview of the challenges and opportunities that digitalization and artificial intelligence (AI) present for modern businesses. Students will acquire advanced knowledge of how these technologies can transform business models. Different streams will be offered to allow students to adapt the subject to their professional aims and ambitions.</p> <ul style="list-style-type: none"> Artificial intelligence and machine learning: The fundamentals of AI and machine learning will be explored, including key algorithms and their applications in the business world. Students will work on practical projects to develop AI models. Data Analysis and Business Analytics: Students will learn to use Power BI for business data analysis and visualization. Techniques for creating interactive reports and dashboards that facilitate decision-making will be taught. ML Operations and Systems Design: Best practices for the implementation and operation of machine learning systems will be addressed. Students will learn about the lifecycle of ML models, from design to deployment and maintenance. Fintech and AI for Financial Applications: AI applications in the financial sector will be explored, including fraud detection, risk management, and investment optimization. Students will work on practical case studies to apply AI techniques in financial contexts. AI for Marketing: The applications of AI in marketing will be analyzed, such as customer segmentation, campaign personalization, and sentiment analysis. Students will learn to use AI tools to improve marketing strategies and increase the effectiveness of campaigns. 					
LEARNING OUTCOMES	KNOWLEDGE	RAK1	Identify the latest management theories and their applicability to a global business environment, taking into account culture, technology, and the environmental setting.			
	SKILLS	RAS1	Develop critical, analytical, systemic and forward-looking skills to effectively address complex business problems.			
		RAS3	Create innovative solutions that integrate sustainability principles into business strategies, assessing environmental impacts and reducing the ecological footprint.			
		RAS7	Incorporate cutting-edge technological solutions in their relevant areas of practice, taking into account relevant ethical considerations.			
		RAS8	Build relationships with different stakeholders to foster long-term collaboration and maximize the positive impact of organizational outcomes.			
	COMPETENCES	RAC2	Lead sustainable organizational change through new technologies, with a creative and strategic approach.			
		RAC6	Promote responsible practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.			
		RAC7	Lead sustainable transformation through new technologies and sustainable business models, demonstrating a long-term commitment to environmental and social responsibility.			

SDGS ADDRESSED	<input checked="" type="checkbox"/> SDG 1 – No Poverty <input checked="" type="checkbox"/> SDG 2 – Zero Hunger <input type="checkbox"/> SDG 3 – Good Health and Well Being <input checked="" type="checkbox"/> SDG 4 – Quality education <input type="checkbox"/> SDG 5 – Gender equality <input type="checkbox"/> SDG 6 – Clean water and sanitation <input type="checkbox"/> SDG 7 – Affordable and clean energy <input checked="" type="checkbox"/> SDG 8 – Decent work and economic growth <input checked="" type="checkbox"/> SDG 9 – Industry, Innovation, Technology and Infrastructure	<input type="checkbox"/> SDG 10 – Reduced inequality <input type="checkbox"/> SDG 11 – Sustainable cities and communities <input checked="" type="checkbox"/> SDG 12 – Responsible consumption and production <input checked="" type="checkbox"/> SDG 13 – Climate action <input type="checkbox"/> SDG 14 – Life below water <input type="checkbox"/> SDG 15 – Life on land <input checked="" type="checkbox"/> SDG 16 – Peace, justice and strong institutions <input checked="" type="checkbox"/> SDG 17 – Partnerships for the goals
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TEACHING METHODS	<input checked="" type="checkbox"/> AF01-Lectures <input type="checkbox"/> AF02-Videos or videoconferences <input type="checkbox"/> AF03-Discussion groups or forums <input type="checkbox"/> AF04-Multimedia production <input checked="" type="checkbox"/> AF05-Reading texts and preparing reports. <input type="checkbox"/> AF06-Analysis of data or processes <input type="checkbox"/> AF07-Search for bibliographic information <input type="checkbox"/> AF08-External visits <input type="checkbox"/> AF09-Internships at centers or companies <input checked="" type="checkbox"/> AF10-Applied activities or exercises <input type="checkbox"/> AF11-Elaboration of glossaries or wikis <input type="checkbox"/> AF12-Roleplay and simulations <input type="checkbox"/> AF13-Workshops or seminars	<input type="checkbox"/> AF14-Practical or laboratory activities <input checked="" type="checkbox"/> AF15- Personal study of contents <input type="checkbox"/> AF16- Development and synthesis <input type="checkbox"/> AF17- Intervention, research or interviews <input checked="" type="checkbox"/> AF18- Practical analysis of cases <input type="checkbox"/> AF19- Online interactive activities <input checked="" type="checkbox"/> AF20- Oral presentations <input checked="" type="checkbox"/> AF21- Exams or tests <input type="checkbox"/> AF22- Correction of exercises and follow-up <input type="checkbox"/> AF23- Portfolios or reflective diaries <input type="checkbox"/> AF24-Tutorials <input type="checkbox"/> AF25-Others
STUDENT ASSESSMENT	SE01 - Class Participation SE02 - Continuous monitoring of work SE04 - Written Examination SE05 - Projects & activities	(20% min - 40% max) (0% min - 20% max) (10% min - 60% max) (10% min –40% max)
GRADING SYSTEM	Please refer to the Academic Regulations for the grading system used in the Programme and further details and for information concerning absences, participation in class, plagiarism, etc.	

17745 SUBJECT RUBRIC

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RUBRICS FOR THIS COURSE DEPEND ON THE CAREER-ORIENTED TRACK SELECTED AND WILL BE DELIVERED AT THE BEGINNING OF THE CLASS.