

Continuing Education Certificate

Artificial Intelligence Applied to The Enterprise



Duration

16 weeks



Language

English or Spanish



Program

Continuing Education
Certificate



Format

100% online



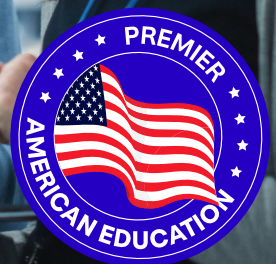
Start Date

January, May, and
September



Support

Personal Advisor



Continuing Education Certificate

Artificial Intelligence Applied to the Enterprise

Drive innovation, efficiency, and strategic decision-making with artificial intelligence and deliver real results for your organization.

Artificial intelligence (AI) is transforming the business landscape by delivering innovative solutions that streamline operations, personalize customer experiences, and enhance decision-making. This program empowers professionals with the practical knowledge and strategic insight needed to apply AI effectively across various business contexts—driving real, measurable impact within their organizations.

Throughout the program, you'll build the skills needed to implement AI solutions that boost productivity, enhance operational efficiency, and strengthen your organization's capacity for innovation and strategic thinking. You'll explore how to leverage generative AI, analyze complex data, and automate critical processes to gain a meaningful competitive edge.

Blending theory with hands-on practice, our teaching approach ensures you not only master advanced AI tools, but also apply them ethically and responsibly in your professional environment. Designed with flexibility in mind, the program fits around your schedule—so you can immediately start putting your new knowledge to work.

This program will enable you to:



Master the fundamentals of AI and its practical applications in business, improving innovation, efficiency, and business outcomes.



Implement AI solutions to automate and optimize processes.



Make decisions based on use of generative AI and data analysis.



Apply AI solutions tailored to specific business areas, including Strategy, Human Resources, Product Development, Marketing, and Finance.



Use AI ethically and responsibly and promote equality and inclusion.



Navigate challenges and the future of AI successfully.

Continuing Education Certificate

Study Plan

Module 1 : What is artificial intelligence?

Definition, evolution, current applications and use cases

Weak and strong AI, recent trends and advancements in AI

Module 2: Generative artificial intelligence

Generative AI models and how they work

Prompts, applications in text, images, audio, and code

Generative AI tools and platforms for business

Module 3: AI for productivity and decision-making

AI for optimizing work, automating tasks, chatbots and virtual assistants

AI in planning, time management, and team coordination

AI in strategic and operational decision-making

Module 4: AI for innovation and product development

AI in product design and development, rapid prototyping, and testing

AI in personalization and user experience

Module 5: AI for Human Resources

AI in talent recruitment and selection

Performance analysis, turnover prediction, and the use of AI to improve organizational climate

Module 6: AI in marketing and content

Generating automated content with AI and optimizing marketing strategies with AI

AI in digital advertising and audience segmentation, chatbots and virtual assistants in customer service

Module 7: AI in finance and risk management

AI in financial forecasting, risk analysis, and automating financial and accounting processes

AI in financial fraud detection

Módulo 8: Challenges and the future of artificial intelligence

Regulations and legal aspects of AI and its impact on employment and society

Emerging trends, the future of AI, and the evolution of the human-machine relationship

100% online learning:

High-quality content: Engaging courses with Proeduca's proven methodology, featuring live classes and comprehensive materials.



Flexible learning: Study anywhere, anytime.



Professional advancement: Programs designed to help you stand out professionally and stay at the forefront of latest industry trends.



Personalized support from a personal advisor who will accompany you throughout the program.



User-friendly platform: Easy access to a wide range of resources and materials on an intuitive online platform.



Exceptional value: Accessible, high-quality education that maximizes your investment and delivers real results.



100% online



Live Classes



Personal Advisor



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Learn more:

admissions@miuniversity.edu
(+1) (786) 706-5695

The MIU experience

A university for the real world

MIU's mission is to provide innovative, accessible, high-quality programs and learning opportunities for students all around the globe.

Our commitment to excellence is the foundation for all of our programs. Each one prepares students to take on today's challenges, successfully applying their academic knowledge to real professional settings.

As part of the Proeduca Group, a global leader in online education, MIU's innovative educational model integrates advanced technology with a personalized high-quality education.

MIU's Continuing Education Division is the bridge leading to the next level of your professional career, equipping you with the competencies, knowledge, and network you need to expand your horizons and opportunities. Through a wide range of educational frameworks, including certificates and specialized high-impact programs, MIU provides learning pathways for those looking to pursue professional development and personal growth with industry-focused training and specialized fields of study.

7000+

Students

30+

Countries



100% online



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(+1) (786) 706-5695