



Universidad
Europea Online



Online & on campus

**Certificate in Smart
Business: Analytics &
Artificial Intelligence |
School of Business**

Hybrid learning methodology

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How does the online & on-campus learning methodology work?



New innovative experiential methodology

Our hybrid methodology gives you the opportunity to combine online and oncampus learning over the course of a week.



Learn in state-of-the-art facilities

And experience a disruptive learning environment at our campus



4 microprojects

that you'll develop alongside top-tier professionals and the best companies in each sector



Enhance your Profile

You'll get your skills certified by the industry's top professionals



Where?

At Universidad Europea's [Campus de Villaviciosa de Odón](#) in Madrid

If you're interested, please contact:

Spain



facultadsociales.online@universidadeuropea.es



[\(+34\) 918 340 192](tel:+34918340192)

Rest of the World



online.internacional@universidadeuropea.es



[\(+34\) 607 937 501](tel:+34607937501)

Our 4 pillars

Enjoy a unique experience

With our online & on-campus methodology, you'll get all the benefits of online training combined with in-person experiences in Madrid.



Proyecto Premium

You'll enjoy an inspiring experience guided by companies and speakers who are leading change in the industry



Recognition

You will be able to incorporate elements derived from face-to-face interaction between instructors, students, and partner companies into your online training



Experience

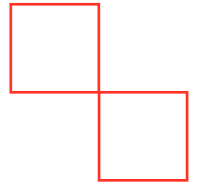
You will learn from a practical and experiential perspective based on real-world business challenges, innovation methodologies, and leading experts



Networking

You'll be able to develop your talent and enhance your networking in the business environment thanks to our partners

“Smart Business” Model



Our learning model aims to combine the flexibility and power of online environments with the hands-on experience, innovation, and networking of on-campus settings.

Our focus on incorporating AI and emerging trends into our educational programs enables our graduates to stay at the forefront of innovation and lead the way toward a smarter, more sustainable business future.

Smart Business includes a one-week on-campus session that will help you engage in hands-on activities:



Dashboard and Data Storytelling

Objective:

To provide the knowledge and skills necessary to create and use a dashboard for data analysis and strategic decision-making.

In collaboration with:

NEORIS



Artificial Intelligence in Business

Objective:

Analyze different types of Artificial Intelligence and their potential for solving problems in the business world.

In collaboration with:

bigml[®]



Design Thinking and Innovation Workshop

Objective:

Gain hands-on experience with the most commonly used methodological approaches in the innovation cycle, with a special focus on developing a challenge based on what was learned in previous sessions.

In collaboration with:

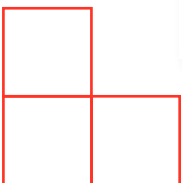


Elevator Pitch Workshop

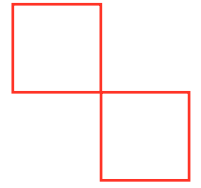
Objective:

To learn about and apply a methodological approach for developing an elevator pitch tailored to the challenges, the introduction of solutions, and understanding the innovation ecosystem.

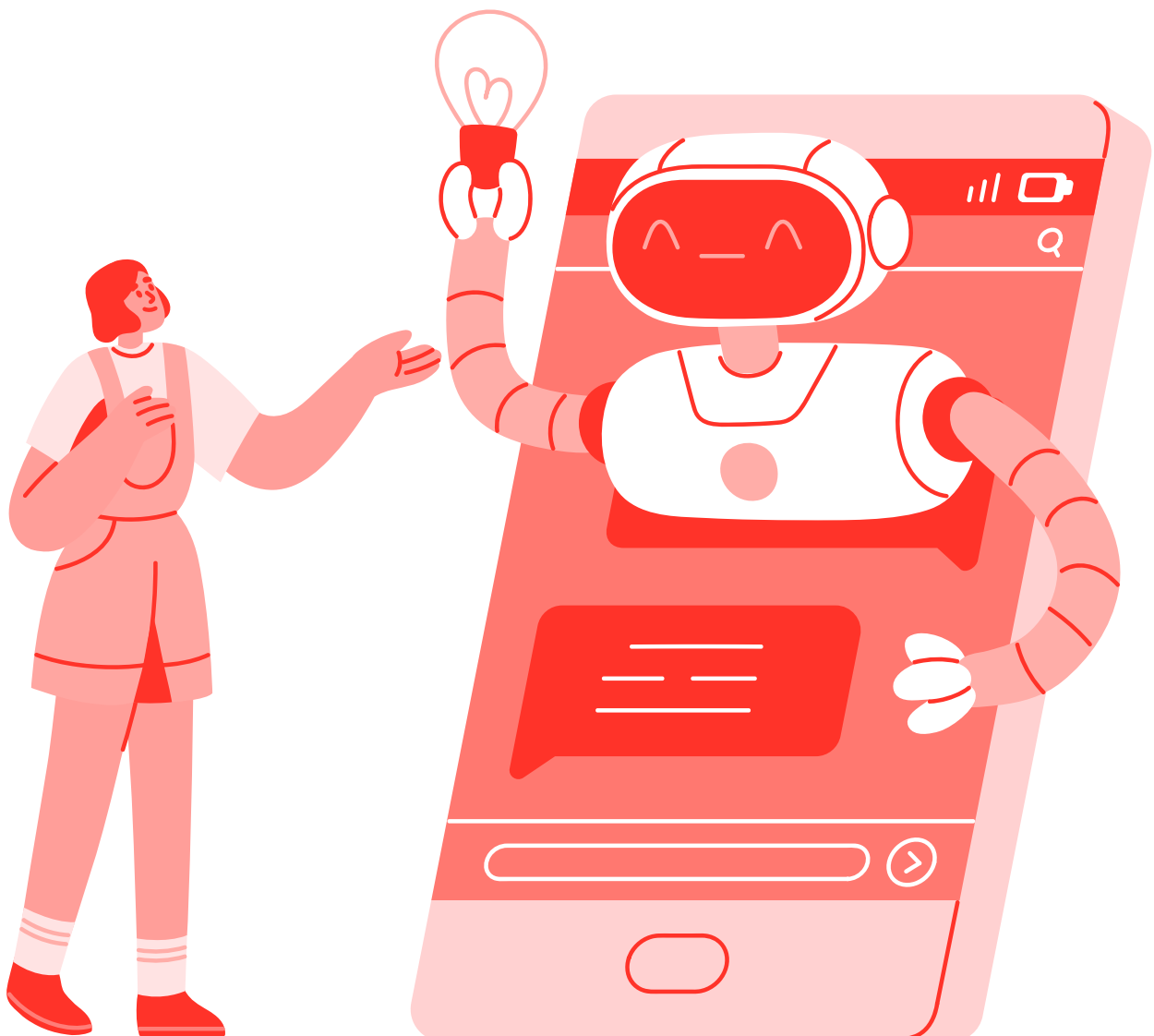
In collaboration with:



Online & on campus is ideal for you if..



- You want to experience online learning with 4 sessions over the course of a week.
- You want to enhance your professional profile by acquiring the competencies in demand in the industry.
- You need the flexibility of distance training but want the benefits of on-campus classes, teamwork, access to facilities, networking...





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