

New GRADUATE PROGRAM

# MBI

## Master's in Business Intelligence and Digital Transformation

Our program is designed to develop highly skilled individuals who can identify opportunities for improvement in operations and business strategies. We foster strategic decision-making supported by data analysis and actively promote digital transformation. Graduates are equipped to lead infrastructure optimization, technology implementation, and business efficiency enhancement.



Transform your company's digital landscape by strategically integrating technological advancements and implementing innovative change management models that align seamlessly with your organizational goals, ultimately enhancing efficiency and value.



MBI graduates will champion digital transformation initiatives, actively involved in crafting, executing, and evaluating strategies that inspire innovative business approaches.



As an integral element of the CETYS Graduate School of Business, this program represents an **innovative and specialized educational initiative within the field of business education**. It is committed to nurturing top-tier professionals by enhancing their skills, capabilities, and practical experience.

### PROGRAM FORMAT

- ▶ Customized for professionals in the management and business sectors who aspire to launch entrepreneurial ventures or enhance organizational value by identifying business opportunities.
- ▶ Quarterly program
- ▶ 15 Subjects
- ▶ 2 Concentrations

GRADUATE  
SCHOOL OF  
BUSINESS

GSB

CETYS  
UNIVERSIDAD

Quality endorsed by **WASC** | Senior College and  
University Commission



## CAREER PATH

By completing this program, you will possess the knowledge and skills for roles such as:

- Business Intelligence Analyst
- Digital Transformation Executive
- Business Intelligence Architect
- Strategic Management with Business Intelligence
- Digital Financial Management
- Digital Transformation and Innovation Consultant

## EXPLORE FURTHER

- Only program of its kind available in Northwestern Mexico.
- Classes emphasizing 100% practical application.
- Faculty members bring extensive professional experience to the classroom and beyond.

## CURRICULUM

### CORE

- Business Intelligence: an entrepreneurial vision
- Global culture and transculturality
- Big data and digital transformation
- Global and digital economy
- Global, digital and intelligent marketing strategy
- Ethics and information society
- Technological leadership and transformation
- Data mining, analysis and knowledge discovery
- Financial Intelligence
- Decision-making process with business intelligence

### SPECIALIZATION

#### Strategic Management with Business Intelligence

- Project management with business intelligence
- Strategic management with business intelligence
- Global-local leadership

#### Financial Intelligence in a Digital World

- Digital Finance
- Risk analysis in digital finance
- Financial crypto economics

### APPLICATION

- Smart digital entrepreneurship
- Capstone project