



UNIVERSIDAD
SANTANDER®
Mi Universidad. Mi Espacio. Mi Tiempo®



DIPLOMA

in Artificial Intelligence applied to International Business, Entrepreneurship, Marketing, Sales and Finance

JULY 2024
Monday 15th to Friday 19th

www.unisant.edu.mx
www.bfmsny.com/



Capacity is the reflection of wills added to a project with ideals.

So, as long as we keep dreaming, nothing stops us, especially when we have a team that understands the lines of dreams and ideals that turn into realities.

**Enrique Javier
Navarro Flores**

President of Santander University"



Olivier Chazoule

**President of The Business, Humanities, Science and Ethics University, USA.
Finance, Artificial Intelligence, Fintech, Management, Marketing.**

A word from our Director

As Albert Einstein once said : “You have to learn the rules of the game. And then you have to play better than anyone else.” Our approach to teaching reflects a particular truth in Einstein’s statement, as we make it our mission that every BFMS.NY student may have the best tools to compete and achieve excellence.

Throughout our programs, we make our students aware of the challenges of your time and give you the tools to become a key participant. As Professor of Financial Law and Director of BFMS.NY, I understand that personal motivation, strong professional objectives and the will to succeed, are the key when approaching any international issues.

I am proud to be a part of a team composed of experts from the world of Finance, University Professors in New York, as well as financial actors in the world’s largest banks and financial institutions. Beyond the rich curriculum offered by the BFMS, its location on Manhattan allows students to develop their professional networking horizons in New York City.

The value of our work is measured by the success of our students; we therefore offer to our students the means and knowledge necessary to make them the economic actors of tomorrow.



UNIVERSIDAD
SANTANDER®
Mi Universidad. Mi Espacio. Mi Tiempo®

01 **Date:** Monday 15th
9:00 AM TO 1:00 PM



Course Name:

Artificial Intelligence in Sales & Marketing

Description:

The Artificial Intelligence in Sales & Marketing course explores the current and potential uses of Artificial Intelligence (AI) in marketing and sales, along with potential benefits and concerns. Students will learn about the latest AI technologies and their applications in customer segmentation, targeting, and personalized marketing. The course will cover topics such as predictive analytics, chatbots, recommendation systems, and natural language processing and how these tools can be used effectively to save time and increase results. Students will also learn about the ethical and privacy implications of using AI in marketing and sales.

Business Challenge and Practical Application:

At the end of the first session, the students will form groups of 4 to 5 students.

They will be attributed a large company like Google, Microsoft, Amazon, Tesla, etc. As such they will be given 5 questions related to the content taught the same day. They will have to study after class or in the evening and answer a 2-page memorandum. They should hand it out the following day.

**Course Name:**

**Startup &
Entrepreneurship****Description:**

The goal of the Startup & Entrepreneurship course is to foster the entrepreneurial mindset in students so that they can see and assess opportunities in all types of business, whether it is a startup or an established corporation. First, students will learn about the challenges as well as the opportunities that accompany the creation, management, and funding of a startup. Next, students will learn how to use entrepreneurial thinking in an established corporation in order to identify opportunities for new products, ventures, and acquisitions. Students will gain an entrepreneurial toolset to use in developing business models, revenue plans, and pitch decks with the goal of developing a sustainable and profitable business. Throughout the course, students will apply their knowledge to examine case studies, using their newly acquired toolset to analyze actual business scenarios to enrich their learning.



Course Name:

International Business

Description:

The International Business course provides students with an overview of the global business environment and the key considerations managers need to take into account as they operate across countries and regions. Topics covered include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, and international marketing. Students will learn how to evaluate a business's potential for global expansion, as well as how to research and develop a global marketing strategy in order to capitalize on opportunities as they arise. Finally, the course will cover financial considerations for international business, and how they apply to growth and strategic planning. Students will apply their knowledge in the analysis of case studies and the development of their own global business strategy.



Course Name:

**Artificial Intelligence,
Finance, and Fintech**

Description:

The goal of the Startup & Entrepreneurship course is to foster the entrepreneurial mindset in students so that they can see and assess opportunities in all types of business, whether it is a startup or an established corporation. First, students will learn about the challenges as well as the opportunities that accompany the creation, management, and funding of a startup. Next, students will learn how to use entrepreneurial thinking in an established corporation in order to identify opportunities for new products, ventures, and acquisitions. Students will gain an entrepreneurial toolset to use in developing business models, revenue plans, and pitch decks with the goal of developing a sustainable and profitable business. Throughout the course, students will apply their knowledge to examine case studies, using their newly acquired toolset to analyze actual business scenarios to enrich their learning.



UNIVERSIDAD
SANTANDER®
Mi Universidad. Mi Espacio. Mi Tiempo.®

05 **Date:** Friday 19th
9:00 AM TO 1:00 PM



Course Name:

Marketing and Social Media Marketing

Description:

In the Marketing and Social Media Marketing course, students will learn the basics of traditional and social media marketing as they apply to today's global business environment. In the digital age, marketing and social media marketing are increasingly becoming synonymous and together can make up a robust marketing plan that engages customers and builds brand recognition. In this course, students will learn about different types of marketing and marketing strategies, along with how to effectively evaluate consumer behavior in order to communicate with customers effectively. Topics such as pricing, distribution, and ethics, and social responsibility will be covered.

Companies in Focus and Certification

At the end of the 5th day, there will be a presentation by each group of their company and how they answered the topics of the past 4 days as well as an update related to the 5th day's teaching content.

The last part will be the certificate ceremony reception.

Deliverables

Certificate oficial by SEP of Mexico
Republic and New York State

Participant's class materials

Pertinent formats

Graduation Ceremony

Investment

Investment	cost
Registration until 30th April	\$500 DLS
Second payment until 30th May	\$500 DLS
Third payment until 30th June	\$500 DLS

Total \$1,500 DLS

*The expenses for travel and accommodation
are separate.

During the certificate ceremony reception, participants will have access to a refreshment table specially prepared for them, offering a variety of delicious snacks and refreshments to celebrate this special moment together.



Registration link:
<https://unisant.link/AI-applied>



Information

unisant.mx



@unisant



Universidad Santander



Information

bfmsny.com



@bfmsny_



The Business, Finance and
Management School of New York