CMI Higher Education

STEAM

SCIENCE | TECHNOLOGY | ENGINEERING | ARTS | MATHEMATICS

Conocimiento para crecer. | Tecnología para transformar. | Personas para un mundo mejor.

STEAM · SUSTAINABILITY · AI
INNOVATION · INDUSTRY 6.0



Expert in

AI APPLIED TO BUSINESS IN INDUSTRY 6.0

LIVE ONLINE

FORMAT 20 CREDITS I 3 MONTHS

EXPERT DIPLOMA
CMI BUSINESS SCHOOL

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Certified B Corporation

ISO 9001

ISO 21000

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“There’s nothing artificial about AI. It’s inspired by people, it’s created by people, and—most importantly—it impacts people.”
— Fei-Fei Li, Stanford professor and Co-Director of the Stanford Institute for Human-Centered AI

WHY

CMI BUSINESS SCHOOL?

CMI Higher Education is an international institute of professional higher education in business and technology, offering excellent education focused on STEAM, sustainability, artificial intelligence, innovation and Industry 6.0 for a better world. Leading with purpose, innovating with responsibility.

CMI Business School received the award for the most innovative academic programmes in Spain at
The International CSR Excellence Awards 2022.

At CMI we work to lead, promote and carry out scientific and technological research covering the entire development and implementation process, from exploring the frontiers of knowledge to the end of the life cycle of all products and services, taking into account the needs of a sustainable, circular economy.

CMI Business School offers the highest quality standards in its services to society. All its activities are based on continuous improvement processes, supported by modern, advanced technology and management systems.

Our integrated educational quality management system is ISO 9001 certified and audited by the Catholic University of Ávila.

Research and Development

Guidance and support with research

Tailored tutoring and follow-up

Madrid and Valencia campuses

100% online classes

Virtual campus

Employment and Networking
Job opportunities, internships and Alumni Club

Scholarships and grants

For new and former students





OUR PHILOSOPHY

Our purpose is to help create a new and better world through research, development and innovation and the holistic education of the individual, putting science, technology and Artificial Intelligence at the service of the challenges of our time.

Research

At CMI we work on research and innovation to generate cutting-edge scientific and technological knowledge in collaboration with industry stakeholders and through our scientific journal, Conscious Management Journal.

Social Responsibility Education

To offer training products and services for excellence in the conscious management of organisations, developing people's talent to the full.

Consultancy

Our goal is to provide advanced consultancy services to leaders and organisations seeking excellence in the service of society.



MISSION

To train professionals in business and organisational management, leadership, innovation, science and new technologies through cutting-edge STEAM programmes of excellence, boosting their careers and achieving sustainable growth with a triple benefit: economic, social and environmental.

VISION

To become a world-leading STEAM school of business and technology, driving the sustainable growth of organisations with a positive impact on society and the environment.

VALUES

C - Conscious of our role as agents of change in driving the growth of responsible professionals and organisations.
M - Methodical in our teaching processes, so that we deliver innovative, excellent programmes to the full satisfaction of every student.
I - Integrity and ethics in how we work, internally and externally, with students, colleagues and partners, building trust and respect inside and outside the classroom.
B - Beneficial to society and the environment, with the firm purpose of helping to create a better world through quality education.
S - Sustainable through our contribution to the community, developing professionals and organisations with a positive impact for the generations of today and tomorrow.

CMI Higher Education
CONSCIOUS MANAGEMENT INSTITUTE

EXPERIENCE
CMI BUSINESS SCHOOL

Studying at CMI means training at an institute whose mission is to make the world a better place, both socially and environmentally, through high-quality academic activity focused on STEAM, sustainability, AI, innovation and Industry 6.0. As a certified B Corp social enterprise, we nurture talent with a scholarship programme awarded by the Gala Foundation and zero-cost financing.

At CMI we work tirelessly because, like our students, partners and so many others, our goal is to leave a better world as a legacy for future generations.



CMI Business School

Excellence as an international business and technology school.

Faculty

Notable faculty of expert professionals and researchers: 75% hold a PhD or are PhD candidates.

Experiential Learning

Sound theory is combined with case studies to build knowledge from experience.

International Programme

Lessons take a global business perspective.

Virtual Campus

Easy communication and monitoring of the academic programme.

Limited places

Group sizes are kept small.

PARTNER ORGANISATIONS

MAPFRE

BANRESERVAS
El banco de todos los dominicanos

REPSOL

NH HOTELES

HEINZ
EST. 1869

ACCIÓN CONTRA EL HAMBRE

esa

Sabadell

Metro

cabify

Cruz Roja Española

AWARDS

PREMIOS EXCELENCIA EDUCATIVA

PREMIOS EXCELENCIA EDUCATIVA

CUM LAUDE

SPAIN UNIVERSITIES AND COLLEGES - 2022

CorporateLiveWire GLOBAL AWARDS

Most Innovative Education Provider

Ranking másteres EL MUNDO

EUROPEAN EXCELLENCE EDUCATION 2023

Financial Magazine

Actualidad Económica & Centros de Formación

Top 6 I 2023

PREMIOS SFS

CERTIFICATIONS

Empresa B Certificada

Esta empresa cumple con altos estándares de impacto social y ambiental.

ISO 9001 BUREAU VERITAS Certification

CERTIFIED UNE-ISO 21001 BUREAU VERITAS

CERTIFIED CHOOSE WeImpactIndex® ESPAÑA 2023

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CMI Higher Education
CONSCIOUS MANAGEMENT INSTITUTE

Expert in

AI APPLIED TO BUSINESS IN INDUSTRY 6.0

The Expert in AI applied to Business in Industry 6.0, a new addition to CMI's portfolio, equips professionals to understand and harness the potential of artificial intelligence in the business world.

The programme offers a practical overview of the main AI technologies and how they are applied in areas such as marketing, operations, finance, customer service and decision-making, while also addressing the ethical implications and responsible use of AI.

It is an Industry 6.0 programme: it brings together artificial intelligence, sustainability and people, with a dedicated module on AI for CSR and sustainable development.

Designed for executives, professionals and graduates from any sector who wish to bring AI into their organisation, with no prior technical background required, it is delivered entirely online with live classes and carries 20 ECTS with the CMI Higher Education seal of quality.



WHO IS IT FOR?



The Expert in AI applied to Business in Industry 6.0 is aimed at professionals, executives, technical staff, entrepreneurs and students from any discipline who wish to understand the potential of artificial intelligence and apply it to improve processes and decision-making in their organisation. No prior programming knowledge is required: the approach is practical and business-oriented.

COURSE OBJECTIVES



• Understand what artificial intelligence is and why it has become a competitive advantage for organisations.
• Identify and prioritise high-impact AI use cases across different areas of the business.
• Master generative AI tools, prompt engineering and intelligent process automation.
• Design, implement and lead AI projects, measuring their return on investment (ROI) and impact.
• Apply AI in line with ethical, privacy and regulatory compliance standards, in accordance with the European regulatory framework (EU AI Act).
• Apply AI to CSR and sustainable development (ESG, SDGs, circular economy) within the Industry 6.0 framework.

FORMAT AND FEES



Online

Duration: 3 months · 20 ECTS · Online with live classes on Saturdays from 9 am to 1 pm, with recorded sessions · Starts every quarter · Language: Spanish
Total price: €1,100 (incl. €200 enrolment fee and €80 diploma fee)
Price with 50% scholarship: €690
Interest-free financing: enrolment fee + 3 instalments of €163
Scholarships and terms
Half-price scholarships (up to 50%) for academic excellence or country of origin. Additional 10% discounts for pre-enrolment, single payment, group enrolment and Alumni Club members. Includes tuition, enrolment, diploma, materials and Alumni Club membership.
The enrolment fee secures your place after admission and is deducted from the price; the 3 instalments are paid within the first 5 days of each month.
Payment methods: card (including international cards), Bizum and direct debit for instalments, with online payment via the Enrolment Portal.

GRADUATE PROFILE



Graduates of the Expert in AI applied to Business in Industry 6.0 are professionals able to identify opportunities to apply artificial intelligence in their organisation and to lead its integration into business processes.

They understand the fundamentals of data analytics, machine learning and generative artificial intelligence, and know how to use market tools to automate tasks, create content, analyse information and support decision-making.

They can assess the feasibility, cost and return of artificial intelligence projects and manage their ethical, legal and data-protection implications, applying the principles of responsible use and human oversight.

In short, graduates are ready to drive innovation and digitalisation initiatives in their area of work, acting as a bridge between the business and technical profiles in companies and organisations in any sector.

CAREER PROSPECTS



- AI project manager or coordinator within business areas
- Junior consultant in digital transformation and artificial intelligence
- Business analyst specialising in AI solutions
- Functional liaison between business areas and technical teams (AI business partner)
- Intelligent process automation technician or specialist
- Digital marketing and content specialist using generative AI tools
- Innovation and digitalisation officer in companies across all sectors
- Support role in AI governance, responsible use and regulatory compliance
- Professionals and middle managers integrating AI into their current role (operations, finance, customer service)
- AI analyst for sustainability and sustainable development (ESG/SDGs), within the Industry 6.0 framework

STUDY **PLAN**

Module 1. Fundamentals of Artificial Intelligence and its Strategic Value · 3 ECTS

Core concepts of AI, data analytics and machine learning, and their role as a source of competitive advantage for organisations.

Module 2. Generative AI and Prompt Engineering · 3 ECTS

Hands-on use of generative AI tools to create content, analyse information and support professional tasks.

Module 3. Intelligent Process Automation · 3 ECTS

Identifying tasks suitable for automation and applying AI-powered automation tools to business processes.

STUDY **PLAN**

Module 4. AI Use Cases by Business Area · 3 ECTS

AI applications in marketing, operations, finance, customer service and decision-making.

Module 5. Designing, Managing and Measuring AI Projects · 3 ECTS

Feasibility, costs and return on investment (ROI), project planning and implementation, and coordination with technical profiles.

Module 6. Industry 6.0: The Conscious Enterprise with AI · 3 ECTS

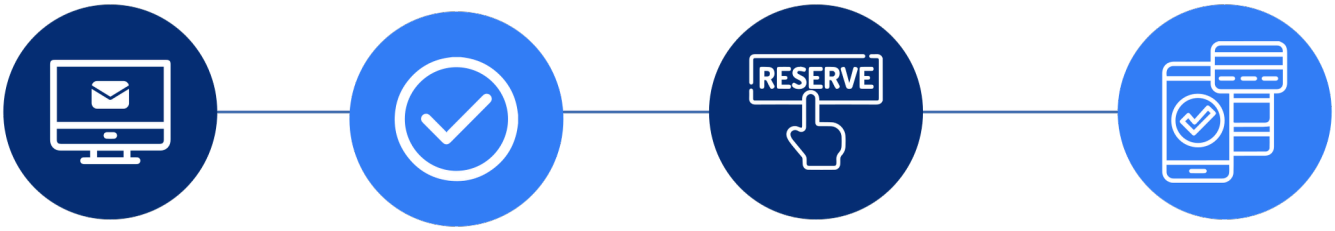
Human-machine collaboration, resilience, CSR and Sustainable Development; AI applied to ESG measurement, the SDGs, the circular economy and energy efficiency.

Module 7. Ethics, Privacy and the Regulatory Framework for AI · 2 ECTS

Responsible use, human oversight, data protection and the European AI Regulation (EU AI Act).

Programme total: 20 ECTS

APPLICATION **PROCESS**



SUBMISSION OF APPLICATION

CONFIRMATION OF ADMISSION

PLACE SECURED BY PAYING THE ENROLMENT FEE

PROGRAMME PAYMENT (INSTALMENTS OR SINGLE PAYMENT)

Requirements

Upload your documents to the admissions portal: cmi.es/matriculate

-Copy of passport or ID card
-Curriculum vitae

My CMI · your personal area

NEW

One single gateway for your whole time at CMI: Virtual Campus, Virtual Library, digital student card, payments and instalments, internships, final project, Job Board, events and student services. After graduating, you stay in with the Alumni Club.
All student services: cmi.es/en/student-services

cmi.es/en/my-cmi

Enrolment

Candidates will be notified of the outcome of the admission process by email.

Once admitted, candidates complete their registration by paying the enrolment fee, which secures their place; the remainder is paid in interest-free instalments or as a single discounted payment.

Enrolment is open all year round, subject to the availability of places.



ALUMNI CLUB
CMI FAMILY

Once CMI, always CMI Family. You belong from day one, free of charge.

• Your city club (Madrid, Valencia, Santo Domingo, Lima and more) and community directory.

• Mentoring by alumni, for alumni.

• 10% off all programmes to keep learning.

• Job Board for 1 year after graduation, with alumni-only vacancies.

• CMI Ambassadors: contribute to the CMI community and earn a reward for every enrolment you recommend.

1st Alumni Club Gathering · 22 July 2027 · Madrid · cmi.es/en/alumni



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Questions? Ask VAL, CMI's AI guidance assistant, at cmi.es

www.cmi.es

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