

Customized UNEM DBA Program: 7 Core Courses (Sequential List)

(All key features & advantages extracted from the UNEM leaflet are integrated into each course)

1. AI Current Trends, Ethics and More

Focus: Latest AI development trends, commercial applications, AI ethics, data privacy, algorithm governance and corporate social responsibility across business, insurance, real estate and sales industries.

Learning content: In-depth case analysis of AI-driven enterprise transformation, risk identification and compliance rules for AI deployment.

UNEM Advantages Integrated: Delivers highly practical curriculum which outperforms many world-famous universities; provides experience sharing from distinguished alumni and industry practitioners; creates a positive and encouraging learning atmosphere to boost learners' confidence.

Learning outcomes: Grasp mainstream AI development trends, master AI ethical and compliance standards, and evaluate potential risks of AI application in diverse business scenarios.

2. AI Intelligent agent Design and Setup for Business Solutions

Focus: Theoretical knowledge and hands-on operation of AI intelligent agents customized to solve real-world business problems.

Learning content: Design logic, configuration, debugging and deployment of intelligent agents for market analysis, customer management and corporate decision-making.

UNEM Advantages Integrated: Adopts course materials developed by top-tier universities including Harvard University, University of London, University of Sydney etc.; features flexible study schedule allowing anytime enrollment and learning without interfering with full-time work.

Learning outcomes: Independently build business-oriented AI intelligent agents, and leverage relevant tools to optimize corporate workflows and operational efficiency.

3. Management Teaching Practicum

Focus: Combine advanced management theories with practical teaching and professional communication training.

Learning content: Simulated management teaching, case sharing, peer discussion and academic expression practice.

UNEM Advantages Integrated: Systematic teaching to refine academic thinking and communication skills; sincere one-on-one guidance from professors; active and motivating learning environment; opportunity to serve as a university course representative; access to platforms to expand personal business and interpersonal networks.

Learning outcomes: Consolidate professional management expertise, and greatly improve academic presentation and on-site communication capabilities.

4. Doctoral Written Comprehensive Exam

Focus: Comprehensive academic assessment to examine the overall proficiency of DBA candidates.

Exam coverage: Core business administration knowledge, AI business application theories, academic norms and key content from all preceding courses.

UNEM Advantages Integrated: Complies with the university's rigorous international academic standards and supports its high graduation rate; obtains extra academic support from the alumni association; guaranteed academic quality as an officially accredited higher education institution listed in IAU/UNESCO directories.

Purpose: Validate students' solid theoretical foundation and academic literacy to support follow-up doctoral research.

5. Dissertation Seminar

Focus: Professional guidance on doctoral dissertation planning and standardized academic writing.

Learning content: Research topic selection, research framework design, literature review, research methodology study and thesis outline revision.

UNEM Advantages Integrated: Professional tutoring by experienced professors; interactive group discussion in an encouraging learning atmosphere; follows unified academic criteria of internationally recognized universities recorded in the International Handbook of Universities.

Learning outcomes: Confirm feasible research topics, master formal dissertation writing specifications and complete a complete research framework.

6. Directed Research

Focus: In-depth independent academic research under supervisor's guidance based on finalized dissertation topics, mainly covering AI-business integration, corporate digital transformation and business innovation.

Learning content: Targeted data collection, research result analysis and systematic content sorting.

UNEM Advantages Integrated: Fully flexible research timeline suitable for working professionals; continuous sincere academic assistance from supervisors throughout the whole process; access to alumni resources to further expand business networks; backed by the university's non-profit operation model and worldwide academic recognition.

Learning outcomes: Conduct high-quality independent academic research and steadily push forward dissertation development.

7. Dissertation Oral Defense

Focus: Final graduation assessment for the DBA program.

Process: Present the full doctoral dissertation, elaborate research background, methodologies, core findings and innovations, and respond to questions raised by the defense committee.

UNEM Advantages Integrated: Defense conducted by professors with top-tier professional competence; follows strict assessment procedures of internationally accredited universities; the awarded DBA degree is recognized by the Costa Rican government, IAU/UNESCO and numerous commercial organizations.

Outcome: Qualified candidates will be granted the official, internationally recognized DBA degree from UNEM.

Cross-Program General UNEM Highlights

1. Full international accreditation and inclusion in the IAU/UNESCO World List of Universities and Other Institutions of Higher Education
2. Tuition fees are 20%-30% more affordable than equivalent programs in UK and US universities
3. Chinese learning option is available for all courses and assessments
4. Academic standards are equivalent to those of European and American mainstream universities