

COURSE INFORMATION

EUPeace Alliance University	Comillas Pontifical University / Universidad Pontificia Comillas
Course Title	Introduction to generative AI Introducción a la IA generativa
Department and/or Faculty	Office for the Support of Teaching Innovation Oficina de Apoyo a la Innovación Docente
Course Code	<i>Pending</i>
Course Type	Course Modality
☐ Curricular ☒ Non-curricular	☒ Online ☐ Synchronous ☒ Asynchronous ☐ Both (A/S)ynchronous
	☐ In-person ☐ Lecture ☐ Laboratory
Date	September 2025- September 2026
Language(s) of Instruction	Spanish
Course Coordinator	Office for the Support of Teaching Innovation innovaciondocente@comillas.edu
Course Instructor	

TARGET AUDIENCE

Suitable as Pre-Service Teacher Training Course

☐ Pre-primary ☐ Primary ☐ Secondary Lower ☐ Secondary Upper ☒ Tertiary

Suitable as In-Service Professional Development Course

☐ Pre-primary ☐ Primary ☐ Secondary Lower ☐ Secondary Upper ☒ Tertiary

Suitable for non-student body

☒ Administrative staff ☐ Other

TYPE – WORKLOAD – RECOGNITION

Number of hours	2 hours
☒ ECTS Credits	0.2
☒ Certificate	"Diploma of Course Completion"/Micro-credentials

COURSE DESCRIPTION (EN/L1 [if taught in L1])

Content

Key concepts of AI and machine learning. Supervised machine learning (e.g., customer churn prediction). Unsupervised machine learning (e.g., customer clustering for marketing). Reinforcement machine learning. Portfolio management for financial management. Learn to create a CV or find interesting literature with Generative AI.

Conceptos claves de la IA y machine learning. Aprendizaje automático supervisado (e.g., predicción del abandono de clientes). Aprendizaje automático no supervisado (e.g., clustering de clientes para marketing). Aprendizaje automático por refuerzo. Portfolio management para gestión financiera. Aprende a hacer un CV o encontrar bibliografía con IA Generativa

Competences & Learning Objectives

Select the most appropriate AI technique for each problem involving data prediction, being able to convert data into information, and then converting this information into knowledge that aids decision-making. Learn the fundamentals of the main predictive machine learning techniques.

Seleccionar la técnica de IA más adecuada para cada problema que involucre la predicción de datos, poder convertir los datos en información y ésta en conocimiento que ayude a la toma de decisiones.

Conocer los fundamentos de las principales técnicas de machine learning predictivo.

Competences & Learning Objectives

Generative AI; predictive machine learning techniques.

IA generativa; técnicas de machine learning predictivo

LINK to Course Details

Pending