

Master of Science in Business Administration – Major in AI Business Leadership

Programme content Autumn-Start | 4 semester

1 st semester	Digital Customer Management 6 Credits	Organisational Transformation & Change 6 Credits	Strategic Network & Ecosystem Management 6 Credits	Qualitative Research Methods 3 Credits	Quantitative Research Methods 3 Credits	Research Theory & Ethics 3 Credits
2 nd semester	Applied Research Project & Colloquium 9 Credits	AI Business Lab: Legal, Ethics & Governance* 6 Credits	AI Technologies for Managers 6 Credits	Fundamentals of Data Science 3 Credits		
3 rd semester	Evolution of AI & Business Innovation 6 Credits	AI, Humans & Organisations 6 Credits	AI & Finance: Field Studies (study week) 6 Credits	Preliminary Study for the Master's Thesis 3 Credits		
4 th semester	Leadership & Management Simulation 6 Credits	Master's Thesis 12 Credits				

Credits = ECTS credits (1 credit = 30 hrs of student work)

* or an elective module from a different Major:
 – Entrepreneurial Management
 – Digital Transformation in Society & the Economy
 – People Management and Digital Transformation
 – Sustainability Management in Tourism & Events