

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

Programme content Autumn-Start | 4 semester

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

* 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