STEINBEIS UNIVERSITY
Schools of Next Practices

Up To 30%
Scholarship Available

Steinbeis University - Schools of Next Practices

M. Sc.
Business Management
Data Analytics & AI
(On Campus)

Terms & Conditions Apply*

Master Data, AI & Strategy for Business Transformation

This program prepares professionals to lead in a data-first economy. Learn to turn massive data into meaningful insights, build AI-driven solutions, and lead business transformation with cutting-edge tools. Perfect for those ready to merge business leadership with data science.

15%
job growth in data-related roles by 2025 (WEF)

AI
AI and analytics are top drivers of business strategy

Real-time
decision-making depends on smart data use

Digital
leaders drive sustainable and scalable growth

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Program Overview

Degree
Master of Science

University
Steinbeis University – Schools of Next Practices

Location
Berlin, Germany

Credit
120 ECTS

Language
English

Study Type
Full-Time

Duration
24 Months

Intake
Jan – Apr – Jul – Oct

Key Modules Overview

Year 1 & 2 (Business Core + Data & AI Track):

- Digital Technology – Advanced
- Digital Infrastructure & Software Development
- Digital Economics – Business & Society
- Data Strategy & Governance
- Data Exploration & Analytics
- AI for Data-Driven Business Models
- Big Data Management & High-Performance Computing
- Transfer Project & Master Thesis

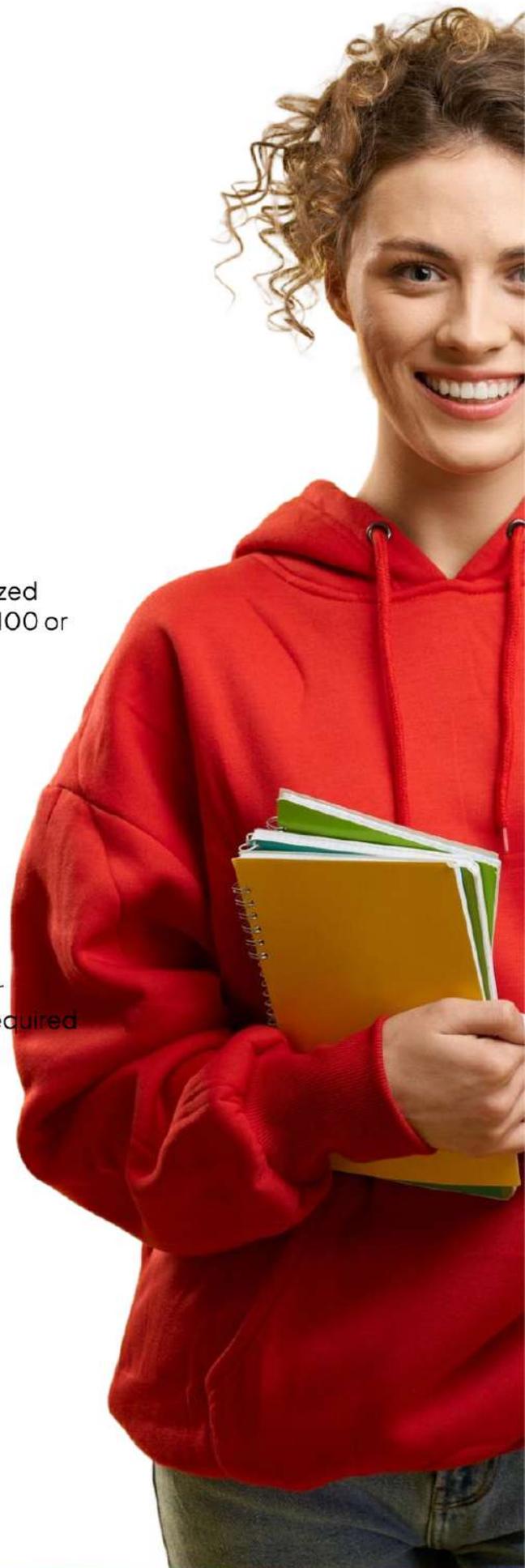*Our curriculum allows for not only theory learning but also real world application.*

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Why choose this program?

- Designed for the future of work: AI + analytics + business

- Learn in Berlin's vibrant digital ecosystem

- Blend business leadership with disruptive thinking

- Hands-on projects + access to top marketing tools & trends

Admission Requirements

What are the requirements to enroll?

Educational Background
A bachelor's degree or equivalent

Language requirements
English proficiency demonstrated through standardized tests: IELTS: 6.0 or PTE: 56 or TOEFL: 80 or Duolingo: 100 or Cambridge Advanced or Proficiency

WORK EXPERIENCE
None required

DOCUMENTS
An updated CV, An official copy of your university certificate, An academic transcript

Specialized or Additional Requirements
Depending on the student's area of study during your Bachelor, Pre-Master preparation modules may be required
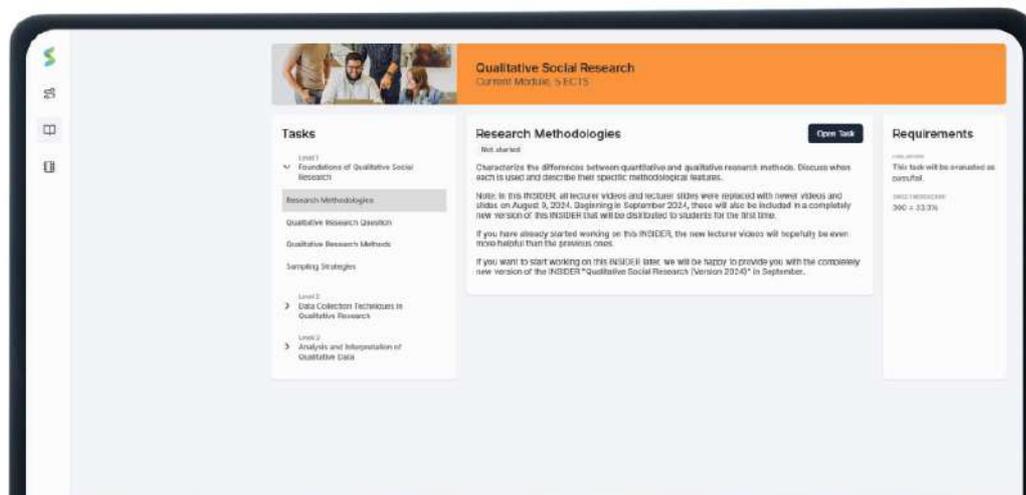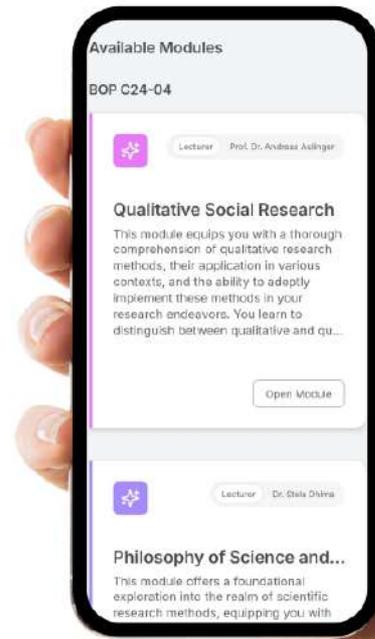
The Insider Platform

Your gateway to smarter, flexible, and efficient learning.

The INSIDER Platform, developed by S-Next's CEO, Prof. Dr. Mario Vaupel, provides an efficient way for students to access modules, materials, and assignments. It also simplifies grading and evaluation for lecturers, enabling students to learn and progress from anywhere.

To enhance the experience, we launched a mobile and web app in February 2024, making it easier to access course modules via PC, tablet, or smartphone. The interface is intuitive and designed to guide students through their learning path with ease.

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Make your mark in data-driven industries like:

Career Prospects

⊞ Data Scientist
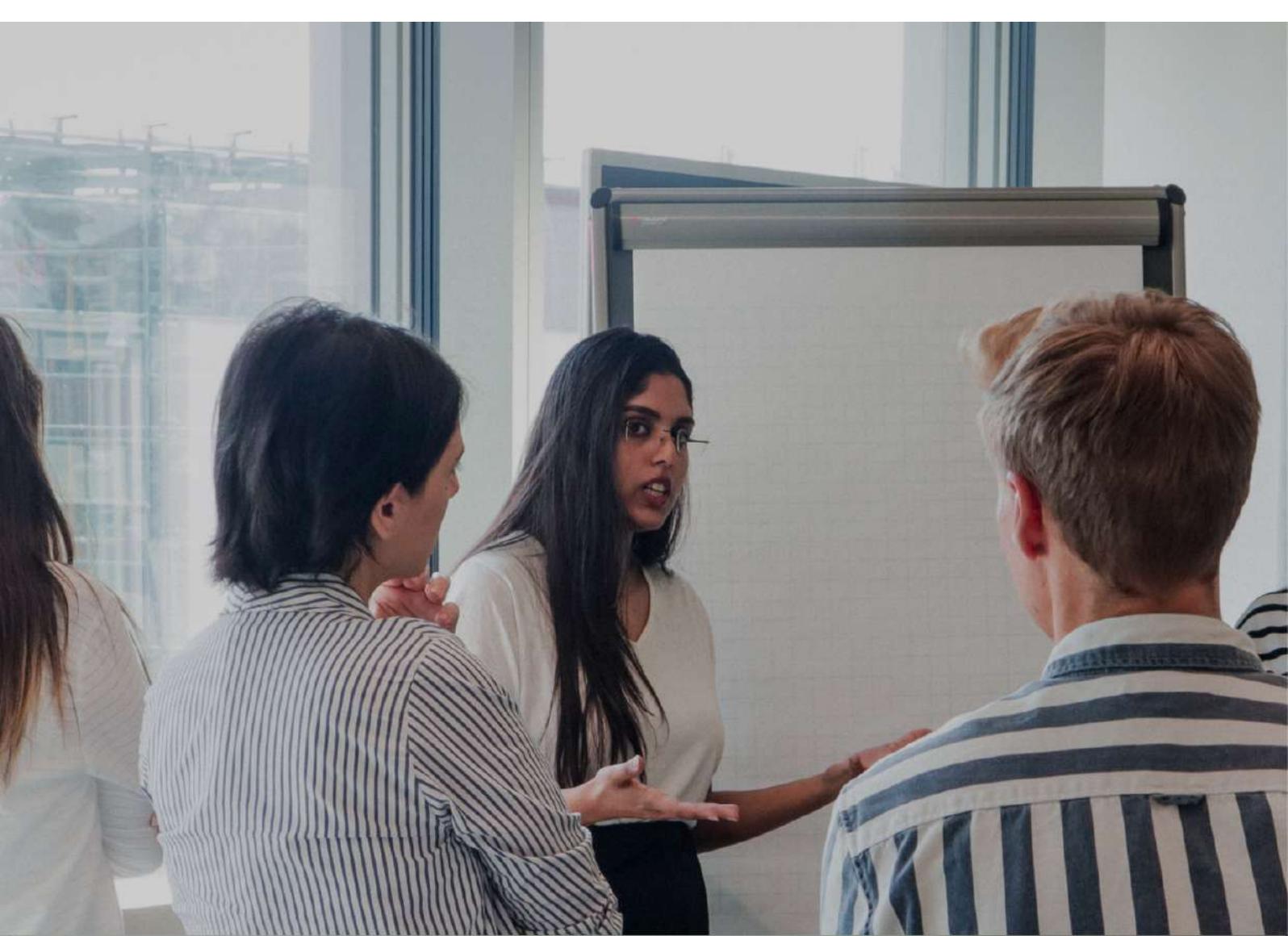
🤖 AI Product Manager

📊 Business Analyst

📊 Data Engineer
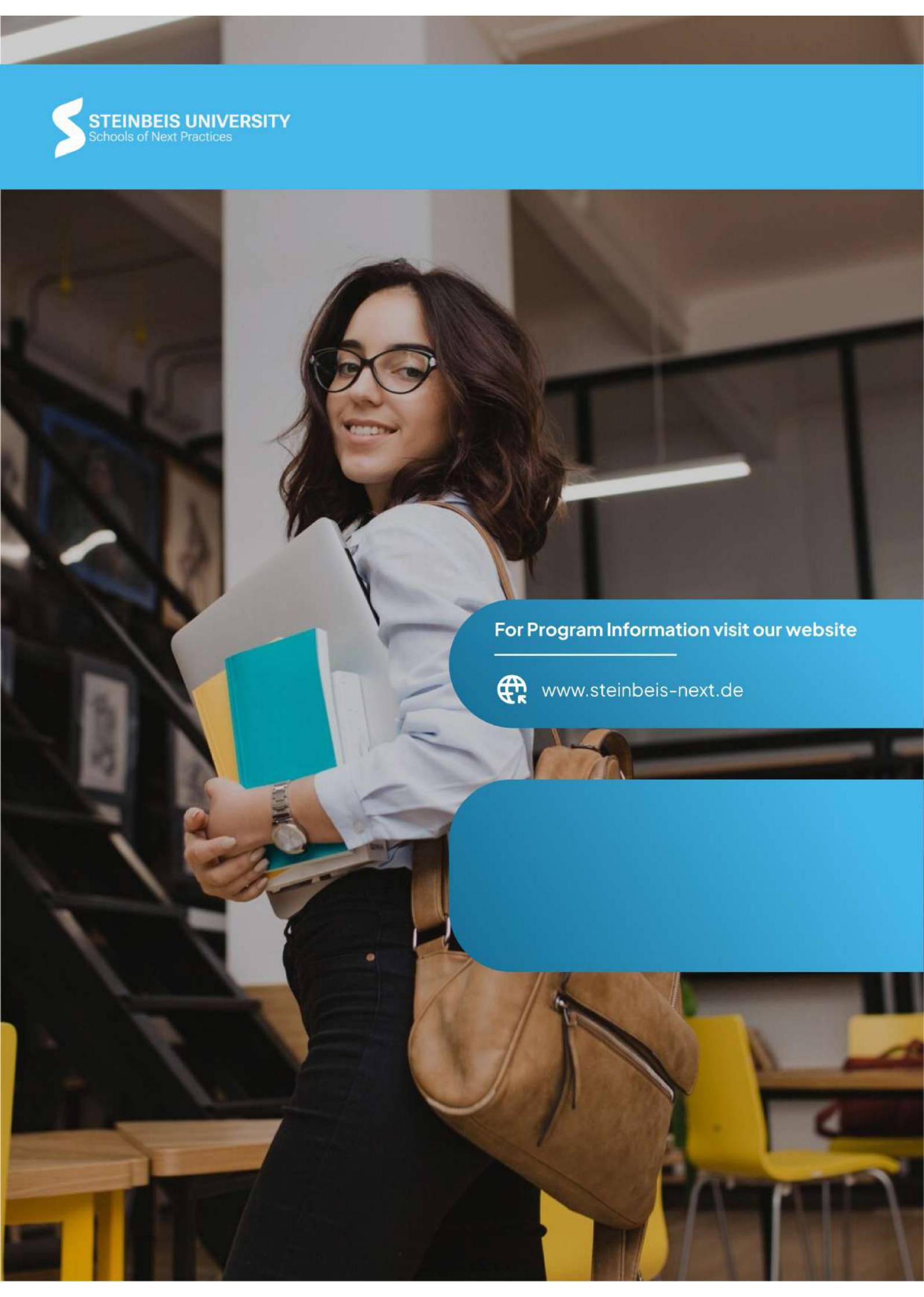
🔍 Business Intelligence Analyst

🤖 AI Specialist

🏛 Consultant

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For Program Information visit our website

www.steinbeis-next.de