

A modern lecture hall with rows of white tables and chairs. Large windows on the left side offer a view of a city street. A blue abstract graphic overlay is present on the right side of the image.

On-Campus

MBA

Data Analytics & Artificial Intelligence

TURN YOUR DREAMS INTO CAREER SUCCESS IN GERMANY

The field of data analytics and AI is experiencing explosive growth, with the global AI market expected to reach \$190 billion by 2025. In an era defined by rapid technological advancements and exponential data growth, organizations are increasingly turning to data analytics and AI to gain valuable insights, drive innovation, and stay ahead of the competition.

Our specialization in Data Analytics and AI delves deep into the principles, methodologies, and applications of data science, machine learning, and AI technologies within a business context. Our curriculum is designed in collaboration with industry experts and thought leaders to ensure that students are equipped with the knowledge and skills needed to harness the power of data and AI to drive business growth and innovation.

Your Profile

For whom is this program made?

The program is ideal for data enthusiasts, tech-savvy professionals, business leaders and managers, aspiring data scientists, consultants, analysts, entrepreneurs, and innovators. Whether you're looking to advance your career, transition into a new field, or drive innovation in your organization, our program provides the knowledge, skills, and opportunities to help you achieve your goals and succeed in the dynamic field of data analytics and AI.

Your Career Prospects

What could be the job you get after graduating?



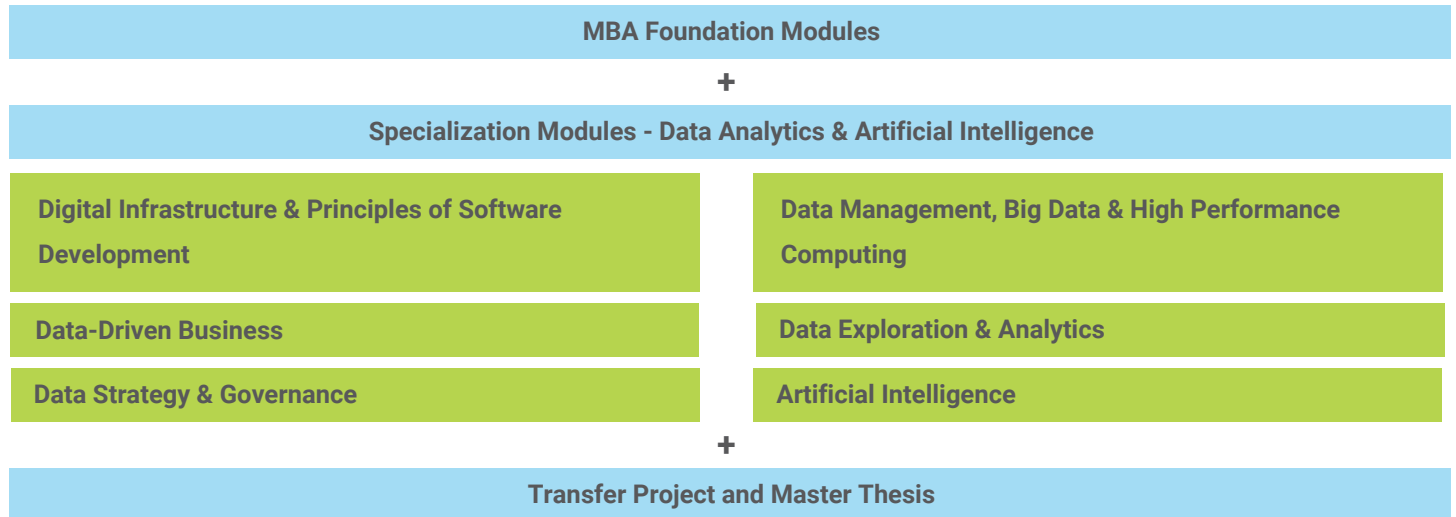
The career prospects for graduates from this MBA program are diverse and promising. Upon completion of the program, graduates can pursue a wide range of career opportunities in various industries and roles. Some potential career paths include:

- Data Scientist
- AI Engineer
- Business Analyst
- Machine Learning Specialist
- AI Product Manager
- Risk Analyst
- Analytics Consultant

Your Specialization Modules

What customized study content lies ahead?

Here is the overview of our comprehensive curriculum that covers the MBA essential topics. The foundation modules are complemented by the specialization modules of Data Analytics & Artificial Intelligence, as well as the Transfer Project and Master Thesis.



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