

A modern lecture hall with rows of white tables and grey chairs. Large windows on the left side offer a view of a city skyline. The room has a high ceiling with exposed ductwork and a black projector mounted from the ceiling. The overall atmosphere is clean and professional.

On-Campus

MSc in Business Management

**DATA ANALYTICS AND ARTIFICIAL
INTELLIGENCE**

TURN YOUR DREAMS INTO CAREER SUCCESS IN GERMANY

In today's data-driven economy, businesses harness the power of data to drive strategic decision-making and gain competitive advantage. According to the World Economic Forum, the demand for data analysts and data scientists is expected to grow by 15% by 2025.

S-Next's Data Analytics & Artificial Intelligence master's program equips students with the knowledge and skills to navigate the complexities of data analytics and artificial intelligence. With a focus on real-world applications and industry-relevant projects, graduates are well-prepared to tackle the challenges and opportunities of the data-driven business landscape. Whether you aspire to become a data scientist, AI specialist, or business analyst, our program provides the foundation for a successful career at the intersection of business management, data analytics, and artificial intelligence.

Your Profile

For whom is this program made?

This study program is tailor-made for individuals passionate about leveraging data analytics and artificial intelligence to drive business innovation and strategic decision-making. It is ideal for aspiring data scientists, AI enthusiasts, business analysts, technology professionals, and Individuals from diverse backgrounds interested in transitioning into roles focused on data analytics, artificial intelligence, and business management to capitalize on the growing demand for skilled professionals in these areas.

Your Career Prospects

What could be the job you get after graduating?



The career prospects for graduates from this master's 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 Specialist
- Business Analyst
- Business Intelligence Analyst
- Data Engineer
- AI Product Manager
- Consultant

Your Specialization Modules

What customized study content lies ahead?

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

M.Sc. Business Management Foundation Modules

+

Specialization Modules - Data Analytics & Artificial Intelligence

Digital Technology - advanced

Digital Economics - Implications for Business & Society

Digital Infrastructure & Principles of Software Development

Data Driven Business Models & Products

Data Management, Big Data & High Performance Computing

Data Strategy & Governance

Data Exploration & Analytics

Artificial Intelligence

+

Transfer Project and Master Thesis

Tuition Fees**

Per Semester	Per Year	Total Payment
EUR 5,950.00	EUR 11,900.00	EUR 23,800.00

Excl. **EUR 250 matriculation fee + **EUR 250** examination fee

Up to 40%*
Scholarships
Available!

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