

“My teachers are amazing! They are from different backgrounds and nationalities, so their perspective and the way they customise their teaching, is very enriching and encouraging.”

Marco Perez  
GISMA Student

This degree programme has been awarded the quality seal of the Accreditation Council Foundation. It was first assessed by FIBAA in a multi-stage accreditation procedure and then successfully accredited by the Accreditation Council Foundation. The Accreditation Council Foundation is a joint institution of the federal states of Germany for quality assurance in study and teaching at German universities. The quality seal of the Accreditation Council Foundation certifies, among other things, compliance with academic standards and formal requirements.

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GISMA  
BUSINESS  
SCHOOL

# MSc

## Data Science, AI, and Digital Business

This unique combination of technology and business will help you advance into a future-oriented career.





**Digital technologies are omnipresent in today's society and business world. All areas of life are affected by a digital revolution which is evolving faster and faster. Artificial intelligence, 5G, Big Data, the Internet of Things, and Blockchain will disrupt traditional business models.**

Study the MSc in Data Science, AI, and Digital Business to be prepared for this change. Become an expert in data science and AI by mastering machine learning, big data analytics, methods of prediction, and leadership of virtual teams. This programme also covers general business skills such as project and innovation management, which will boost your employability.

Invest in your career and study this programme which can be delivered at our brand new campus in Potsdam or entirely remote, as part of our Virtual Campus. Benefit from a highly international network of students from over 60 countries at GISMA Business School.

#### Why study at GISMA?

GISMA Business School is state recognised. It also benefits from AMBA accreditation, which was awarded for the Global MBA and is an honour shared by only 6 business schools in Germany and 2% of all business schools worldwide. The prestigious AMBA accreditation represents innovation and excellence in education.

#### Who is the course suitable for?

The programme is perfect for those with undergraduate degrees in engineering, data science or technology-related sciences who seek to specialise further in this field. It is also perfect for graduates of other complementary scientific disciplines such as business, economics,

law, social sciences, or psychology, who are interested in pursuing a data-related career path. This programme is also suitable for anyone who has work experience in data science and AI and wishes to advance their career with a postgraduate degree.

#### How will you study?

You will have the option to study at our Potsdam campus or at our virtual campus. If you decide to study at our Potsdam campus, you will spend your lectures in class at our brand-new campus. These face-to-face phases are complemented by guided and interactive e-learning sessions. You will work on cases, reflect on readings, take part in online discussions, and participate in group exercises and projects.

If you prefer our virtual campus, you'll learn the programme 100% remotely via GISMA Business School's innovative e-learning platform. The course will be taught via interactive classes streamed in real time from our campus in Potsdam, Germany. Streamed lectures will be recorded, and are available together with our complementary teaching and e-learning package. The course delivered online will allow you to study around your commitments, with live lectures you can easily access regardless of which time zone you're in. You will work on cases, reflect on readings, take part in discussions, and participate in group exercises and projects.

#### Career progression

With a diverse skillset in data science, AI, and digital business you might choose to join a leading data or technology company such as Google, IBM, or Apple. Alternatively, you would be perfectly equipped to drive growth in an up-and-coming enterprise or found your own company. As you will have acquired

valuable digital business competencies, you'll also have the option to venture into or advance in a different field of business, such as marketing or project management, and work in a data-driven leadership role.

#### Course modules

##### Data Science and AI

- Intro to AI and Machine Learning
- Methods of Prediction
- AI and Applications
- Big Data Analytics
- Data Visualisation and Communication
- Business Project in Big Data & AI

##### General business competencies

- Project Management
- Innovation Management and Digital Transformation
- Digital Marketing & Analytics
- CSR, Diversity and Ethics

Our dedicated Career Centre will help students fulfil their career goals through a variety of specialised services and establishes long-lasting relationships with alumni and employers.

##### Leadership, action and intercultural competencies

- Behavioural Competencies in Virtual Teams
- Ethical Issues for AI
- CEO Decision Making & Case Studies

##### Study abroad or Internship or Business Project

##### Scientific and Methods Competence

- Research Methods and Scientific Work
- Master Thesis



**Campus:** GISMA Potsdam Campus  
**Study mode:** Full-time or part-time  
**Start date:** January April, July and October  
**Duration:** 12 or 24 months

#### Qualifications

- Bachelor's degree in a relevant discipline (business, economics or social sciences, psychology, law, engineering, computer science, or closely related sciences)
- English proficiency: IELTS (or equivalent) 6.0 overall, no less than 5.5 in any component

#### Application documents

- Completed application form
- Personal statement
- Passport copy / ID (can be identity card for EU students)
- Proof of bachelor's degree (certified copy; foreign language certificates must be accompanied by a German or English translation)
- Proof of required English language skills

#### Pricing

	Total tuition fees - 1 year Programmes	Total tuition fees - 2 year Programmes	Early bird discount / discount
EU students	€ 13,000	€ 17,000	Up to 20%**
International students	€ 15,500	€ 20,000	Up to 20%**

Regional discounts are available for CIS, MENA and LATAM regions. Please get in touch for more information.

\*\* 20% early bird offer for applications submitted at least 8 weeks before orientation date.