MSc
ARTIFICIAL INTELLIGENCE & DIGITAL STRATEGY MANAGEMENT

Artificial intelligence is already extensively used in most businesses areas (including autonomous robots in warehouses, logistics and supply chains, business analytics and credit scoring), and it is highly prevalent in our private lives in the form of autonomous vehicles, resource matching, recommendation systems or facial recognition. This is a rapidly evolving field exhibiting exponential growth which will soon affect all areas of business and society.

This programme enhances your ability to acquire the critical skills needed today to navigate in our increasingly complex and dynamic digital world. This is among the first global programmes specialising in artificial intelligence and digital technology for business management.

WHAT YOU WILL LEARN

SEMESTER 1 COURSES
- Creativity and innovation management
- Business and customer analytics
- The digital world: sociological perspectives on the digital era
- Artificial intelligence and organisations
- Fundamentals of digital technologies: *Vr, machine learning, augmented reality, IoT,...*
- Advanced digital transformation
- Research methods

SEMESTER 2 COURSES
- Social media engineering
- Big data and data mining techniques
- Platform and digital economics
- Ethics of technology
- Digital content challenge
- The digital project - coding and field work
- Research methods

AT A GLANCE
- **Start Date:**
  September 2025
- **Duration/Mode:**
  12 months, full-time
- **Credits:**
  60 ECTS
- **Eligibility:**
  An international bachelor's degree in any subject or a French Master 1 (240 ECTS)
- **Language requirements:**
  IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- **2025 Fees:**
  €16,000
- **Campus:**
  Lyon

DISTINCTIVE FEATURES
- Get ahead and master the technologies needed to become a successful AI manager in a rapidly evolving sector.

- Benefit from a unique combination of technical and managerial leadership skills, hard skills and soft skills.

- Live in Lyon: the second biggest digital ecosystem in France with 50,000+ jobs in the digital field.

- Go experience AI trends, meet up representatives from BigTechs/start-ups and interact with real-life robots for 3 to 4 days at the World AI Cannes Festival.

- Looking to develop your coding skills with a focus on UI/UX design? You can enroll for an optional course in "advanced coding for business" at the Wagon in Lyon *(requires additional fee).*

STUDY *IN ENGLISH*
AT A TOP BUSINESS SCHOOL IN FRANCE

Less than 1% of business schools in the world are triple accredited

AACSB ACCREDITED | **EQUIS** ACCREDITED | **ASSOCIATION AMBA** ACCREDITED

52nd BUSINESS SCHOOL IN THE WORLD*

FT FINANCIAL TIMES

+ 10 PLACES

* FT 2024 Master in Management ranking

N°1 IN STUDENT SATISFACTION
HappyIndex®AtSchool 2023 & 2024

PATHFINDER™
A unique support system based on a 3-dimensional coaching plan

EMPLOYABILITY BOOSTER
85% of our students find their first job in less than 4 months after their graduation**

INTERNATIONAL FACULTY
11 programmes fully taught in English
80+ nationalities on campus

2 CAMPUSES IN DIJON & LYON
Stimulating environments to study with top-notch facilities

AT BSB, YOU ARE NOT A NUMBER
Face-to-face teaching, small classes of 40 students maximum, unlimited coaching sessions

*Source: CGE professional integration study 2024

CONTACT US
In need of advice for your career path?
Book a free call with our team and discuss your needs and plans.