MSc
ARTIFICIAL INTELLIGENCE & DIGITAL STRATEGY MANAGEMENT

Artificial intelligence is no longer optional—it is transforming and rewriting the rules of every industry. But to truly lead in the era of AI, technical skills alone are not enough. You need the ability to code, design, and build intelligent systems while at the same time anticipating the future with a strategical mindset to shape their impact.

This is what BSB delivers: a program that blends cutting-edge technical skills with the strategic vision to anticipate change, shape markets and lead with confidence. It blends deep technical training with leadership capabilities and introduces a powerful skill that sets our graduates apart.

Graduates will find positions as AI Consultants, Digital Product Managers, Innovation Strategists, Digital Transformation Leaders, Data Strategy & Foresight Specialists.

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2026) For Regular Track
Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

AI SPECIALISATION COURSES (September 2026- June 2027) For Regular Track and Short track

MANAGERIAL MODULES
Fundamentals of tech management, Technology Foresight & Innovation management, Data Science for Decision-Making, Generative AI in Business, Anticipatory Governance & AI Ethics

TECHNICAL MODULES
Python for Applied AI, Big Data & Customer Insights, Cloud Platforms for AI, Robotics & Autonomous Systems, Data Visualization and Storytelling (Optional)

PROFESSIONAL MODULES
Growth Marketing, AI Automation & Low-Code Tools, AI in Business, Advanced Prompting

EXPERIENTIAL MODULES
Digital Project Management, Capstone Project, Field Trip, Optional Internship
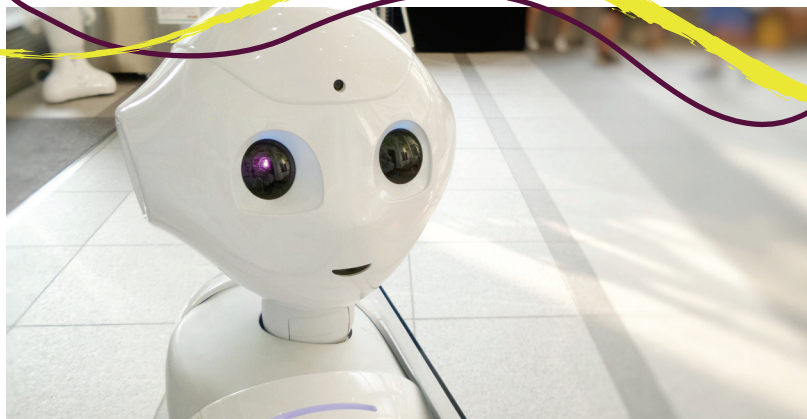
AT A GLANCE

- **Start Date:**
  - Regular Track: March 2026
  - Short Track: September 2026
- **Duration/Mode:**
  - Regular Track: 18 months, full-time
  - Short Track: 12 months, full-time
- **Credits:**
  - Credits for the Regular Track: 120 ECTS
  - Credits for the Short Track: 60 ECTS
- **Eligibility for the Regular Track:**
  An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the Short Track:**
  An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline
- **Language requirements:**
  IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- **2026 Fees:**
  - 27,600€ for the Regular Track
  - 16,500€ for the Short Track
- **Campus:**
  Lyon

DISTINCTIVE FEATURES

- The program is ideal for students who aspire to hybrid careers, combining technical AI know-how with strategic leadership.

- The teaching includes applied Python, data science, cloud tools, AI automation, low-code platforms, and generative AI, as well as strategic foresight, growth marketing, and robotic applications.

- Students will benefit from a 6 month-subscription to Datacamp, enabling them to build hands-on coding skills.

- The programme includes field trips, simulations, and real-world projects with companies.

- Studio-style workshops are organised in collaboration with industry professionals.

- Lyon is the second biggest digital ecosystem in France with 50,000+ jobs in the digital sector.

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

AACSB ACCREDITED | **EQUIS** ACCREDITED | **ASSOCIATION AMBAs** ACCREDITED
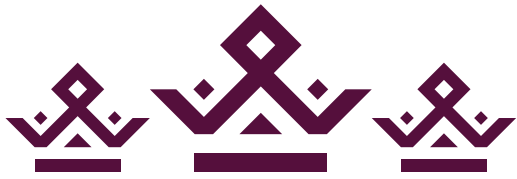
Less than 1% of business schools in the world are triple accredited

BSB RANKED IN THE GLOBAL **TOP**

50

BUSINESS SCHOOL IN THE WORLD*

FT FINANCIAL TIMES

* FT 2025 Master in Management ranking

N°1 IN STUDENT SATISFACTION
HappyIndex®AtSchool 2022 & 2023
Speak & Act 2025

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.