

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 strategic 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.

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027) **For 18-month programme**

Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

AI SPECIALISATION COURSES (September 2027-June 2028) For 18-month programme and 12-month programme

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



CHOOSE YOUR PATHWAY

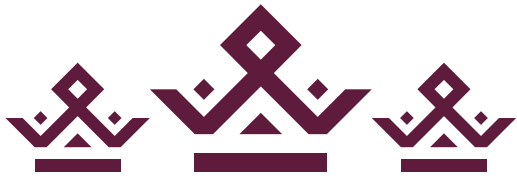
18-month programme or 12-month programme, full-time

- 📌 **Start Date:**
 - 18-month programme: March 2027
 - 12-month programme: September 2027
- 📌 **Credits:**
 - Credits for the 18-month programme: 120 ECTS
 - Credits for the 12-month programme: 60 ECTS
- 📌 **Eligibility for the 18-month programme:**
An international bachelor's degree or 180 ECTS validated in any discipline
- 📌 **Eligibility for the 12-month programme:**
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
- 📌 **2027 Fees:**
 - 28,100€ for the 18-month programme
 - 17,000€ for the 12-month programme
- 📌 **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



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 2025 Master in Management ranking



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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.

