

Degree: Master of Business Administration (MBA)

# Business Administration AI Specialisation



The degree for future AI-driven leaders: This MBA combines core management expertise – from marketing and finance to business law and digitalisation – with a future-focused Artificial Intelligence Specialisation.

You will explore AI methods, data science, deep learning, and ethical frameworks.

Through case studies and group projects, you will not only sharpen your strategic thinking and leadership abilities, but also learn how to apply AI in a business context – from improving internal processes to developing innovative business models.

**The Master's programme "Business Administration AI Specialisation" is taught entirely in English and will be completed with the academic degree Master of Business Administration (MBA).**

## Support for all issues relating to your study

Phone: +49 201 81004 864 WhatsApp: +49 171 3338539

Monday to Friday from 9:00 a.m. to 4:00 p.m. German time

E-Mail: Send us an email to: [incomings@fom.de](mailto:incomings@fom.de)

More information  
on the degree programme



## Locations

Munich

## Duration

3 semester including thesis

## Credit Points

90 ECTS

## Accreditation

FOM University of Applied Sciences is accredited by the German Council of Science and Humanities and was the first private university in Germany to be system-accredited by FIBAA in 2012. This means that all FOM degree programmes are state and internationally recognised.

## Total costs

€17,500 including registration fee, tuition fee and examination fee.

## Your career prospects

[You can take on the following jobs:](#)

General Manager  
Senior Consultant  
Head of Human Resources  
Head of Marketing  
Entrepreneur  
Start-up founder

**1<sup>st</sup> semester****Economics (5 CP)**

- Supply and demand
- Cost, revenues, profit
- Markets and their function
- International trade and globalisation

**Marketing & Communication (6 CP)**

- The role and concepts of marketing
- Marketing objectives
- Communication: Internal, External, Digital, International

**HR & Leadership Competencies (5 CP)**

- General Framework of Human Resource Management
- Corporate Culture
- Leadership in teams
- Motivation Theory

**Financial Management (6 CP)**

- Objectives in financial management
- Stakeholder vs. shareholder Management
- Financial planning
- Investment

**International Business Law (5 CP)**

- Main features of the German legal system and its integration in European and international law
- Basics of contract law
- Basics and current developments of commercial and corporate law
- Industrial property rights

**Intercultural Competence & Research Methods (5 CP)**

- Cultural theories and intercultural competence
- Culture in business communication
- Research design and data analysis
- Academic writing

**2<sup>nd</sup> semester****Strategic & Digital Management (6 CP)**

- Strategic management process and analysis
- Vision and mission concepts
- Macro and micro environmental analysis
- Strategic management instruments and tools

**Value-Based Controlling & International Accounting (5 CP)**

- Classification of accounting methods according to IFRS in the national and international normative context
- Goals, objectives and principles of IFRS accounting methods
- Components of IFRS annual financial statements
- General reporting and valuation rules of the IFRS

**ARTIFICIAL INTELLIGENCE SPECIALISATION****Advanced module I: AI Methods & Processes (6 CP)**

- Introduction to Artificial Intelligence
- AI Methods and Processes
- AI Applications and Use Cases
- Ethical and Social Impacts of AI

**Advanced module II: Data Mining & Data Science (6 CP)**

- Classification algorithms
- Regression algorithms
- Reinforcement learning
- Learning with unstructured data

**Advanced module III: Deep Learning and its Limitation (6 CP)**

- Concept of neural networks
- Games
- Image and object recognition

**3<sup>rd</sup> semester****Advanced module IV: Business Applications of AI (6 CP)**

- Trends in business models and the role of AI
- Innovative value creation with AI
- Business Model Canvas, Value Proposition Canvas, Design Thinking
- Ethics and legal standards including major differences between EU, US, and China

**Master's Thesis and Colloquium/ Defence (25 CP)**

**Academic degree:**  
Master of Business  
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