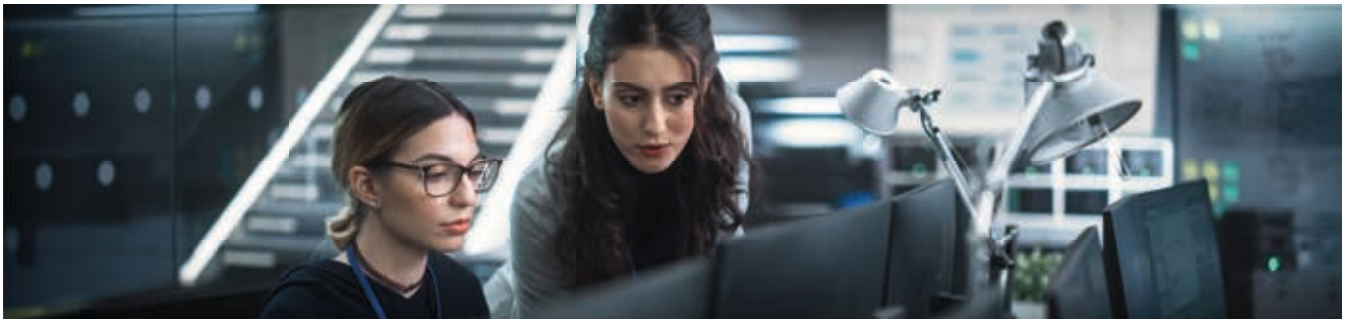
degree programmes

Degree: Master of Business Administration (MBA)

Business Administration Machine Learning



Take your career to the next level: This MBA equips you to lead at the intersection of management and technology. In addition to core subjects such as economics, finance and marketing, you will specialise in machine learning – from algorithms to deep learning and neural networks – and learn how to apply these methods to complex business challenges.

You will further develop your leadership, communication and intercultural competencies, preparing you to succeed in diverse teams and a global business environment. Upon graduation, you will be ready to drive digital transformation and assume leadership roles in international organisations.

The Master's programme "Business Administration Machine Learning" 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**

More information
on the degree programme

Location
Berlin

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 fee
€18,750
(including examination fee and immatriculation fee)

Your career prospects
You can take on the following jobs:

Data & Analytics Manager
Head of Digital Transformation
Machine Learning Project Lead
AI & Business Strategy Consultant
Innovation Manager
Chief Technology Officer (CTO)

1st semester

Economics (5 CP)
- Supply and demand
- Cost, revenues, profit
- Markets and their function
- International trade and globalisation

Marketing & Communication (5 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

2nd 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

MACHINE LEARNING SPECIALISATION

Advanced module I: Machine Learning Essentials (6 CP)
- Introduction to Machine Learning
- Types of Machine Learning (Supervised, Unsupervised, Reinforcement
- Supervised Learning Algorithms

Advanced module II: Advanced Machine Learning Techniques (6 CP)
- Unsupervised Learning Algorithms
- Clustering (K-means, Hierarchical Clustering)
- Dimensionality Reduction (PCA)
- Introduction to Deep Learning and Neural Networks

Advanced module III: Deep Learning & Neural Networks (6 CP)
- Convolutional Neural Networks (CNNs)
- Image Recognition and Computer Vision
- Applications in Business: Image Classification, Object Detection
- Recurrent Neural Networks (RNNs)

3rd semester

Advanced module IV: Business Applications of Machine Learning (6 CP)
- Machine Learning for Business Applications
- Demand Forecasting
- Algorithmic Trading
- Ethical Considerations in AI

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

Academic degree:
Master of Business Administration (MBA)