



GISMA University (Potsdam)

Data Science, AI, and Digital Business

Study details

Course type: Master's degree

Degree: MSc in Data Science, AI, and Digital Business

Study mode: Full time

Duration: 24 Month

Cost of study

Cost : 12 100 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Jan/Apr/Jul/Oct

Requirements

Entry Requirements

- Bachelor's degree in a relevant discipline (business, economics or social sciences, psychology, law, engineering, computer science, or closely related sciences)
- English proficiency: B2 (IELTS 6.0 overall, no less than 5.5 in any component) or equivalent scores in TOEFL iBT, Pearson PTE or Duolingo. Gisma also offers an English test free of charge.

Accommodation

Enjoy a six-month stay in our comfortable student accommodation. Make your first six months as a student stress-free as we take care of your housing needs. Our comfortable and convenient room options provide the perfect base for your university life.

Rooms starting from €599 per month

- **Modern Amenities** - Choose from newly refurbished shared and single rooms, or apartments – all fully equipped and offering secure access and free Wi-Fi.
- **Prime Location** - A peaceful retreat in Zossen, surrounded by greenery and lakes, just 45 minutes from Berlin by train and 30 minutes from the airport.
- **Stress-Free Living** - Hassle-free registration with German authorities is just 15 minutes away.

Airport pick-up service:

Airport pick-up service within Berlin is 118€

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From Berlin Airport to Potsdam is 166€

Speciality

Introducing the Siblings & Spouse Discount at Gisma! Enjoy a 35% discount on all programmes for siblings and spouses of enrolled students. Applicable across brands.

Terms apply: Full annual fee due before orientation, non-combinable with other offers, and documentation required (e.g., marriage or birth certificate).

Once you are accepted as a student, you will be requested to pay a deposit amount of **€ 3,000**. The reservation fee is designed to secure your position within the programme and will be deducted from the overall programme cost.

Standard Track: 120 ECTS (24 months)

Eligibility-Based Track: 60 or 90 ECTS (12 or 18 months)

Additional information

In a rapidly evolving digital landscape, distinguishing yourself requires more than ambition—it demands the right qualifications and skills. Our MSc in Data Science, AI, and Digital Business provides the strategic expertise and cutting-edge knowledge essential to excel in the field. This master's programme is designed to prepare you for independent entrepreneurial ventures or senior management positions with leadership responsibilities across various industries and business sizes.

The curriculum offers a unique combination of technology and business which will help you keep advance into a future-oriented career in a global company or innovative start-up. Digital technologies are omnipresent in today's society and business world. All areas of life are affected by a digital revolution which is evolving faster and faster. Artificial intelligence, 5G, Big Data, the Internet of Things, and Blockchain will disrupt traditional business models and change job roles in the industry.

Students will enhance their management knowledge and acquire application-specific specialisation skills through real-world challenges and practical experiences.

From Foundations to Future: Your Data Science, AI, and Digital Business Journey

The course is available to study both full-time and part-time. The standard period of study is two years full-time, part-time correspondingly longer. If you have the relevant academic or professional experience, you could be eligible to shorten the study period to one, or one and a half years. Talk to our programme consultants to find out whether this is the case for you.

The programme is modularised, which means each module is assigned a fixed number of credit points and concludes with an examination. This programme consists of 60, 90, or 120 ECTS credits, depending on the track and your eligibility. The standard track spans 24 months (120 ECTS), while the credit-based track can be completed in 12 or 18 months (60 or 90 ECTS), based on prior

academic credits, qualifications, or work experience.

In the 2-year format (120 ECTS credits), the curriculum includes a 'mobility window' in the 5th semester: a semester reserved for you to study abroad, undertake an internship, or complete a business project in practice.

Who is this Programme For?

This programme is suitable for undergraduate students who are interested in a successful career in engineering, data science, or other relevant tech fields.

- Allows you to learn comprehensive aspects of machine learning, data science, digital business and innovation management.
- Opens up career opportunities across multiple industries like data analytics, AI, business intelligence, and digital consulting.
- Helps you gain additional skills in Big Data, cybersecurity, and cloud computing through technical know-how provided by Amazon.
- Gives you in-depth expertise about technological concepts like AI, machine learning, Big Data analytics, and virtual team.