



Burgundy School of Business (Lyon)

Artificial Intelligence & Digital Strategy Management

Study details

Course type: Master's degree

Degree: MSc in Artificial Intelligence & Digital Strategy Management

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 16 000 EUR

Reg. fee : 100 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Nov/Jul

Requirements

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They are specific to each program but all include:

- Courses and conferences
- All course work, books, and access to online learning
- Access to the **Pathfinder™** support
- Access to the **One Health Center**
- Access to campus facilities, the Learning Center (open six days a week from 8:30 a.m. to 10:00 p.m.) and the Digital Learning Center
- Language tests and preparation for IELTS, TOEIC or CEF

If applicable:

- Study travel expenses (excluding transport and accommodation costs)
- One or two semesters of academic exchange in one of our partner institutions (excluding transport and accommodation)
- Remedial and refresher courses

Prerequisites: an international Bachelor's degree in any subject or a French Master 1 (240 ECTS)

To apply, you must complete an online application form. To learn more about you, your experiences, your interests in BSB and your expectations, you will be asked to **record a 30-minute one-way video interview** that will take place on a specific platform for our admissions team to view and assess later.

Accommodation

Our campuses are designed to provide a stimulating experience and to prepare for a rich and exciting career.

To celebrate its 10 years of presence in Lyon, BSB offers itself a new campus.

BSB currently welcomes its students to its campus located in the 8th district.

To meet its development ambitions, BSB is investing in a **new 9,000m² campus** in the same district to welcome **2,500 students at the start of the 2025 school year**.

Speciality

English

Additional information

As our society is becoming more immersed in data-based technologies every day, **Mastering AI tools is essential**. Joining our Master of Science Artificial Intelligence & Digital Strategy Management means **acquire essential skills** in ever more digitized environments such as logistics and supply chains, data analysis and predictive market analysis, the automation of commercial and financial processes, the improvement of the customer experience through personalized recommendations, the development of cybersecurity solutions, the development of cybersecurity solutions, the improvement of the user experience through conversational interfaces...

BSB has developed a programme to master the technologies needed to become a successful AI manager in a rapidly evolving sector.

The main specificity of **Master of Science Artificial Intelligence & Digital Strategy Management** is its cutting-edge programme, unique in the world in the digital field. The course includes most of the skills necessary for **leading the digitalization of organizations**:

- **Managerial skills and soft-skills** to support change
- **Technical skills** on AI and other advanced technologies

During this year of specialization, prepare yourself for an experience that is both academic and practical.