

MSc ARTIFICIAL INTELLIGENCE & DIGITAL TECHNOLOGY MANAGEMENT



SPONSORED BY

- **Start Date:**
September 2021
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in any subject
- **Fees:**
€14,000
- **Campus:**
Lyon

DISTINCTIVE FEATURES

- Sponsored by the French Tech, a local ecosystem promoting digital and technological entrepreneurship, and Digital League, the local cluster of industries coordinating digital innovation activities for private and public partners.
- Highly innovative and broad-vision programme content that has been designed with authoritative experts and companies from the digital world in Europe.
- Teaching methods focusing on a hands-on approach with activities and interactions with experts and entrepreneurs.
- This programme is taught in Lyon, home to over 4,000 companies, 50,000 jobs and 1,000 researchers. Located in France's second-largest digital hub, BSB's brand new campus is modelled after Google's headquarters, immersing you in a productive business environment of the future.

OBJECTIVES

The Master of Science Digital Leadership helps you acquire the critical skills needed today to navigate in our increasingly digital world. Upon completion, you will gain advanced technical skills to either help your future employer take on the challenge of digital transformation or to embark upon your own entrepreneurial venture. Whether inside or outside the classroom, you will engage in a combination of learning-by-doing activities, projects and challenges which are designed to help you seize opportunities for value creation.

WHAT YOU WILL LEARN

- Creativity and innovation management
- Writing business plans and pitches
- Digital consumer behaviour
- Artificial intelligence and machine learning
- Collaborative economy in the digital age
- Digital entrepreneurship
- Business game simulations
- Finance and economics for project leaders and entrepreneurs



CAREER OPPORTUNITIES

AURÉLIE
BIDERMANN

Léa
BSB'14
US Retail Coordinator

win
technologies

Amandine
BSB'14
Talent Manager

And also :

- Digital marketing manager
- Chief digital officer
- Community manager
- Digital innovation manager