

# Master in Digital Business and AI Management, 120 credits (intake Autumn 26)

## Year 1

A1	A2	A3	S1	S2	S3
Working Across Boundaries, A1N, 5 credits	Sustainability and Compliance Across Value Chains, A1N, 5 credits	Data-driven Decision Making, A1N, 5 credits	Digital Marketing and Communication, A1F, 5 credits	Actionable Insights – Data Visualization and Storytelling, A1F, 5 credits	Accelerating and Leading Digitalization, A1F, 5 credits
Digital Business and Strategy, A1N, 5 credits	The Business of AI Platforms, Models, Applications, and Impact, A1N, 5 credits **	Technology and Society – Ethics, Law and Policy, A1N, 5 credits	Financial Literacy for Managers, A1F, 5 credits	Project Management in and across Organizations, A1F, 5 credits	Bridging to Practice: Consulting as a process, A1F, 5 credits*

## Year 2

<p><b>Elective Courses/Study abroad 30 hp/ccredits</b></p> <p>The recommendation is to focus on courses in Business Administration and/or Economics at an advanced level. You can also choose to study subjects that complement your specialisation and career plans, in: Statistics, Economic Geography, Commercial Law, Language, Computer Sciences, Informatics, and/or Environmental Studies (exceptions from this can apply if pre-approved by the Programme Director). The elective semester can include academic internship courses worth up to of maximum 15 ECTS.</p>	<p>Master Thesis in Business Administration, G2E, 30 credits</p>
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\* Main field of studies Business Administration, Economics.  
 \*\*Main field of studies Business Administration, Informatics.

Business Administration	Economics	General Management	Statistics	Law	Informatics
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