# MSc ARTIFICIAL INTELLIGENCE FOR BUSINESS

## Masters of Science

**Full Time**

NE**O**MA
BUSINESS SCHOOL
REIMS · ROUEN · PARIS

# Engage for the world

Join an innovative and inclusive French business school that nurtures students' passion and envisions each individual as tomorrow's leader, driving transformation in business and society.

**150** years of history

**3 campuses:** Reims, Rouen and Paris

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**400** prestigious international partners

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**76,200** graduates in **127** countries

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**1 month** on average for graduates to find their first job

## Recognised excellence:

Ranked **6**th in France
*Challenges* 2024

In the **TOP 25** worldwide
Master in Management
*Financial Times* 2023

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**A triple accredited school**
among the **top 1%** worldwide

EQUIS ACCREDITED    AACSB ACCREDITED    ASSOCIATION MBA ACCREDITED

# MSc Artificial Intelligence for Business

## DRIVE THE FUTURE OF BUSINESS WITH AI!

The MSc Artificial Intelligence for Business is designed to train professionals who can create, manage and implement AI solutions within organisations. This programme will equip graduates with the necessary skills to become leaders in the AI industry and create a competitive advantage for their organisations by offering a specialised curriculum that combines AI technology, business management and practical applications.

# Programme highlights

## Build a solid foundation in AI technologies and its current and future iterations

◆ Benefit from a comprehensive curriculum structured around a selection of foundational, core and professional courses, allowing students to first master **foundational concepts** of AI and then develop **specialised expertise** in specific AI applications and methodologies relevant to business environments.

· **Foundation courses** lay the groundwork for understanding key concepts, techniques and the broader context of AI in business, while **core courses** focus on specialised areas directly related to the application of AI in business contexts.

· **Professional courses** within the programme are designed to provide practical skills and knowledge tailored to specific industry domains or job roles, offering targeted training to prepare students for roles in sectors where AI technologies are increasingly utilised.

## Master core business concepts to build a well-rounded professional profile

◆ Students will develop a critical understanding of core business concepts, such as strategy, marketing, finance, operations and analytics.

◆ Learn to formulate, design, assess and implement AI-enabled business strategies based on the latest industry practices and standards.

◆ Select and deploy advanced, emerging AI techniques and tools to enhance business decision-making.

## Develop the soft skills necessary to lead in the field

◆ Through rigorous coursework, team projects and real-world applications, students will develop critical thinking, problem-solving, and creative abilities, key skills necessary to lead cross-functional AI projects to success in a multitude of industries.

## Learn from the experts and expand your network

◆ Via collaborative projects, site visits, interactive sessions and networking events, students will forge valuable connections and gain insights from expert faculty, industry practitioners and business strategists with proven expertise in AI, setting the stage for a fulfilling and impactful career in the ever-evolving field of AI.

**Fouad Ben Abdelaziz, HDR, PhD, Head of Programme,** is a Distinguished Professor at NEOMA and heads the MSc Artificial Intelligence for Business. He received his PhD in Operations and Decision Systems from Université Laval in Canada and was a Senior Fulbright scholar at the Rutgers Center for Operations Research at Rutgers University in the United States. In addition to his publications in leading journals such as EJOR, ANOR and FSS, Dr. Ben Abdelaziz has edited several special issues in reputed international journals as guest editor. His recent research interests include the use of AI tools in Optimisation with business applications.

# Programme fact sheet

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

◆ **Master of Science***

◆ **"Grade de Master"**

◆ **15 months**

◆ **100 % in English**

◆ **Rouen campus**

*Level 7 Qualification on the RNCP (French Register of Professional Certifications) / RNCP sheet No. 37684, Advanced degree in international management Registration date: 01/09/2023 - NEOMA

## Programme structure

### MSc Artificial Intelligence for Business

| COURSES (15 months) |
|---|

**International Pre-Master**
(12 months)

**2-YEAR MSc OPTION**
(If you hold a 3-year Bachelor's degree)

#### October > December

**FOUNDATION COURSES**
- Discrete Modelling & Optimisation
- Programming for AI
- Foundations & Future of AI

**CORE COURSES, SEMESTER I**
- Business Transformation Using Emerging Technologies
- Machine Learning for Business
- AI Data Processing & Deep Learning
- AI for Business Decision-Making

**PERSONAL & CAREER DEVELOPMENT COURSES**
- Leading Responsibly in Complex Environments

#### January > April

**CORE COURSES, SEMESTER II**
- AI & Generative AI for Business
- Ethics & Human-Centric AI

**PROFESSIONAL COURSES**
- FinTech
- Information Security & Fraud Detection
- AI Tools for Marketing & Supply Chain

**PERSONAL & CAREER DEVELOPMENT COURSES**
- Business Game
- Dissertation
- Shape Your Career

**+ Dissertation**

**+**

### PROFESSIONAL EXPERIENCE

**May > December**

**4-to-6 months**
(internship, short- or long-term contract job, or business creation)

*Note: Above information is subject to change.*

NEOMA ACT
ENGAGE FOR SOCIETY

## Take your career to the next level

The MSc Artificial Intelligence for Business prepares students to become versatile leaders capable of leveraging AI technologies to drive innovation, solve complex business challenges and create sustainable value across diverse industries.

The programme prepares graduates for careers in:

- Insurance & Financial Services: Financial advisory, fraud detection, risk assessment, quantitative trading, personalised banking, etc.
- Digital & Tech: Product management, data engineering, data analytics, machine learning, IT consulting, etc.
- Industry & Energy: Logistics, forecasting, supply chain management, next-generation power generation, etc.
- Business & Consulting: Business intelligence, analytics, strategy, business development, etc.
- Marketing: Digital marketing, customer relationship marketing, etc.

On average, graduates of NEOMA find a job within

# 1 month of graduation.

## Admissions requirements

**1-YEAR MSc:**

- 4-year bachelor's degree or 3-year bachelor's degree with minimum 1 year of professional experience
- Proof of English language proficiency is required during the application process (TOEIC, TOEFL iBT, IELTS, Cambridge, Duolingo)*

*Contact the Admissions team to learn more about required scores.*

**2-YEAR MSc:**

Candidates with a 3-year bachelor's degree complete their MSc in two years, starting with the International Pre-Master programme in the first year and continuing with the MSc curriculum in the second.

## Admissions process

- Complete the online application: **apply.neoma-bs.fr**
- Provide scanned copies of all original documents in English or French (CV, motivation letter, transcripts, etc.)
- Candidates who meet the admissions requirements will be asked to complete an online interview
- Admissions decisions are communicated by email within two weeks of the interview
- Application fee: €100

## Admissions calendar

Applications are accepted on a rolling basis, from September with a final deadline for submissions in mid-July.

However, given the limited number of places, candidates are advised to apply as early as possible.

## Contact us

Feel free to contact our Admissions team by email at:
**admissions@neoma-bs.fr**

*Make a personalised appointment with our team*

EQUIS ACCREDITED

AACSB ACCREDITED

ASSOCIATION OF MBAs ACCREDITED

DIPLÔME CONFÉRANT GRADE DE MASTER CONTRÔLÉ PAR L'ÉTAT

CeFDG

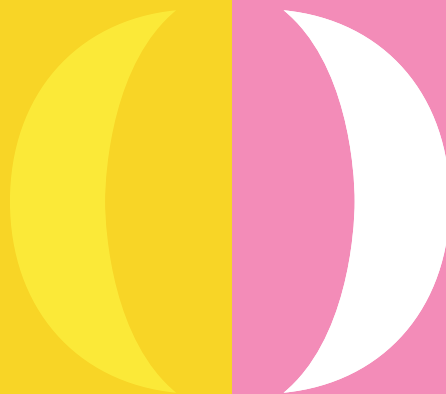FRANCE compétences CERTIFICATION enregistrée au RNCP

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**www.neoma-bs.com**

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# Be passionate.
# Shape the future

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