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BACHELOR (B.SC.) AI IN BUSINESS

Embark on a transformative journey with our BSc AI in Business online programme, designed for forward-thinking professionals. As business environments become more dynamic and diverse, understanding and leveraging AI is essential. Our flexible online degree allows you to explore the integration of AI in business, combining theoretical insights with practical applications, all from the comfort of your home.

Throughout the BSc AI in Business online programme, you'll develop essential soft skills like problem-solving and strategic thinking, alongside hard skills in AI methodologies, data analysis, and business intelligence. The programme equips you to adapt to emerging technologies and data value creation, offering a broad overview of AI methods and use-case scenarios. Specialisations enable you to work in various business areas, preparing you for a successful career at the AI-business intersection.



Degree

Bachelor of Science (B.Sc.)



Electives

In the AI in Business online study programme, you can choose electives worth 30 ECTS credits and thus focus on interesting practical areas.



Study start

Official start date: 16.12.2024*
Afterwards: Anytime



Study model and accreditation*

- Online studies
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)



Duration

Duration: 36, 48 or 72 months



Credits

180 ECTS credits

[Apply Now](#)

*Subject to approval by the Thuringian Ministry of Economy, Science and Digital Society. We expect the Ministry's approval no later than the start of the studies. So far, the approval has always been on time.

iu INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

Study Content (180 ECTS credits)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Business 101	1	5	E/WAWA
Artificial Intelligence		5	E
Introduction to NLP		5	E
Introduction to Academic Work		5	BSW
Project: AI Excellence with Creative Prompting Techniques		5	OPR
Elective D		5	
Principles of Management	2	5	WACS
Advanced NLP: Generative AI in Business Applications		5	WACS
Deep Learning in Business Contexts: Predictive Analytics		5	E
Ethics and Legal Aspects in AI		5	E
Project: AI Product Commercialisation		5	WAPR
Elective D		5	
Advanced Data Analysis	3	5	E
Business Intelligence and Data Visualization		5	WAWA
Change Management		5	E
Augmented, Mixed and Virtual Reality		5	E
Project: NLP in Business Applications: Customer Service Automation and Sentiment Analysis		5	WAPR
Elective D		5	
AI Talent Development	4	5	WAWA
Process Automation		5	WACS
Data Analytics and Big Data		5	WACS
Seminar: Ethical Innovation		5	WARE
Project: AI Change Management		5	PO
Elective D		5	
Elective A	5	10	
Elective B		10	
Project: Generative AI in an Enterprise Context		5	PO
Elective D		5	
Elective C	6	10	
Project: Low-Code Development		5	OPR
Elective D		5	
Bachelor Thesis		10	T & CO

CHOOSE YOUR ELECTIVES

Choose two electives à 5 CP from “Electives A” list*:

- Corporate Finance and Investment
- Digital Finance and Controlling
- Supply Chain Management I
- Supply Chain Management II
- International HR Management
- Digital HR
- International Marketing
- Online Marketing
- et al.

Choose two electives à 5 CP from “Electives B” list*:

- FinTechs (Overview and Technological Basics)
- FinTechs (Disruptive and Innovative Approaches)
- Introduction to the Internet of Things
- Product Development in Industry 4.0
- Introduction to New Work
- Project: New Work
- et al.

Choose two electives à 5 CP from “Electives C” list*:

- Start-Up Financing
- Project: AI in Finance
- Green and Social Logistics
- Project: AI in Logistics
- Leadership 4.0
- Project: AI in HR
- et al.

“Electives D” list**:

- Internship: Business & Management
- or**
- Project: Digital Business Models
- Project: Business Intelligence
- Intercultural and Ethical Decision-Making
- Digital Skills
- Interaction and Communication in Organisations
- Seminar: Current Topics in Digitalization

*Choose two of the modules. Each module and course can only be selected once.

**Choose either the module DLBBWPWM_E Internship: Business & Management with 30 CP or the 6 alternative modules in Electives D. The alternative modules in Electives D can be taken individually and flexibly in semesters 1 to 6. DLBBWPWM_E Internship: Business & Management can be taken across semesters.

ELECTIVES

AI BUSINESS CONSULTANT

As an AI Business Consultant, you strategise and advise companies on implementing AI technologies in their operations. Your role involves analysing existing business processes, designing AI models that add value, and ensuring effective utilisation through training and change management workshops. Continuous Improvement Process (CIP) principles guide your approach, continually enhancing business efficiency and innovation.

AI BUSINESS ANALYST

In the role of an AI Business Analyst, you focus on analysing and optimising business processes. You identify business requirements, design AI solutions, monitor their implementation, and ensure quality assurance through rigorous testing. Additionally, you'll organise and conduct employee training and support, ensuring smooth adoption and performance evaluation of new AI technologies.

AI PROJECT MANAGER

As an AI Project Manager, you oversee the planning, organisation, and execution of AI projects within a company. You are responsible for project planning, including resource allocation, setting timelines and budgets, and collaborating with teams such as data scientists, IT professionals, and business analysts. Your role includes tracking progress, managing risks, communicating updates, and evaluating the achievement of project goals, always with an eye on Continuous Improvement Process (CIP) to drive ongoing enhancements.

CAREER OUTLOOK

If you're someone who thrives on innovation and envisions a future where technology and business intertwine, our BSc AI in Business online programme is your gateway to an exciting career. This online degree prepares you for a wealth of opportunities in spaces like tech startups, healthcare, finance, and more. Upon completion, you might find yourself driving innovation in AI consultancy, optimising business processes with AI solutions, or managing AI-driven projects in industries ranging from retail to logistics.



ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

HIGHER SECONDARY SCHOOL LEAVING CERTIFICATE

- Higher Secondary School Leaving Certificate such as A-Levels or IB Diploma and your transcript of records.
- A subject-related higher education entrance qualification.

Depending on your qualifications, you might have to meet additional requirements, such as successfully passing a university entrance examination or one of the following programmes to make sure you are ready to study with us:

- Bachelor Entrance Examination

Please get in touch with our Study Advisory Team to find out the exact requirements applicable for your application.

WITHOUT HIGHER SECONDARY SCHOOL LEAVING CERTIFICATE

You can also study at IU International University of Applied Sciences (IU) without a higher secondary school leaving certificate. To do so, you simply need:

- Advanced vocational training (equivalent to a German vocational qualification at level GQR 6)* or
- At least two years of recognized vocational training (equivalent to a German vocational qualification at level GQR 4), followed by at least 3 years of professional experience (full-time)*: Depending on the focus of your training and professional activity and what you want to study, you can start directly with a trial phase or prove your aptness in other ways.

ENGLISH LANGUAGE SKILLS

Depending on your personal circumstances, you might be required to provide proof of your English language proficiency. Your skills would need to match the **B2 level** of the Common European Framework (CEF).

We accept the following English language skills certificates**:

- TOEFL (minimum 80 points) or
- IELTS (minimum 6,0 points) or
- Duolingo English Test (minimum 95 points) or
- Cambridge Certificate (minimum Grade B)

Note: Proof must be provided before the start of the study and must not be older than five years. Is English your native language, or have you graduated from an English-speaking school or university? Then you do not need to prove your English language proficiency. Get in touch with our study advisors for more details.

8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:
- directly online, or
- at an IU examination centre (remember to register in time).

7

Bachelor thesis and colloquium

8

Complete your studies with certificate

*If you have completed your vocational training and work experience abroad, an equivalency assessment will be carried out by IU International University of Applied Science. Qualifications can be accepted as equivalent if your vocational qualification is comparable to a German vocational qualification at level GQR 4 or GQR 6.

**It is at the discretion of IU International University to accept other language certificates English B2 (CEFR).