



BSc

Data Science, AI, and Digital Business

Build a future-oriented career
in a global company or innovative
start-up.



Become an expert in data science by mastering analytics, visualisation, and governance of data, and discover the fascinating world of AI. This programme also covers general business skills, which will boost your employability.

You will benefit from a highly international atmosphere by studying at GISMA Business School at the Berlin-Potsdam campus, in close proximity to global companies such as SAP. You'll also have the opportunity to spend a semester abroad – choose from a selection of leading technology hubs such as London, Shanghai, and Singapore. You can combine this with an internship or business project so that you'll be ready to kick-start your career as soon as you graduate.

This programme is awarded by GISMA Business School.

Why study at GISMA?

GISMA Business School is a state recognised University of Applied Sciences which also benefits from AMBA accreditation which was awarded for our Global MBA, an honour shared by only 6 business schools in Germany and 2% of all business schools worldwide. The prestigious AMBA accreditation represents innovation and excellence in education, which is core to our values at GISMA.

Who is the course suitable for?

The programme is perfect for those who are passionate about data and cutting-edge technology and who seek to combine this passion with general business skills and intercultural competencies to enhance their job prospects in the field of data and AI.

Career progression

With a diverse skillset in data science, AI, and digital business you might choose to join a leading data or technology company such as Google, IBM, or Apple. Alternatively, you would be perfectly equipped to contribute to the innovative start-up culture in Berlin, either by driving growth in an up-and-coming enterprise or by founding your own company. As you will have acquired valuable digital business competencies, you'll also have the option to venture into a different field of business, such as marketing or project management, and work in a data-driven role.

Course modules

Data Science and AI

- Python Programming
- Data Structures & Algorithms
- Databases & Big Data
- Data Mining
- Data Integration
- Artificial Intelligence & Machine Learning
- Applied Statistical Modelling
- Data Visualisation
- Data Driven Strategic Decision Making
- Data Governance, Security and Ethics
- AI Studio

General business competencies

- Digital Transformation and Cases
- Fundamentals of Marketing
- Sustainability Management
- Project Management
- Innovation Management in a Digital and Globalised World
- Digital Marketing and Analytics
- AI Applications for Digital Business
- Data Driven Business Models

Action and intercultural competencies

- Creative Problem Solving and Strategy Development
- End-to-End Data Science Project
- Business Start-up Simulation
- Internship

Study Abroad Option

Scientific and Methods Competencies

- Mathematical Foundations
- Statistics
- Academic Writing and Research Methods
- Bachelor Thesis

The modules and electives provide a broad range of learning opportunities, and the broad spectrum of learning outcomes range include,

- This programme covers all aspects of data science, from statistical modelling to big data and data governance.
- You'll dive into the highly relevant topic of AI and predictive analytics and you'll learn to make strategic decisions based on data. You will also acquire intercultural communication skills and digital business competencies such as digital marketing and economics.



Campus: GISMA Potsdam Campus, Germany
Study mode: Full-time
Start date: Jan, Apr, Jun, Sept
Duration: 36 months

Qualifications

- General university entrance qualification
- English proficiency: B2 (IELTS 5.5.) or equivalent

Application documents

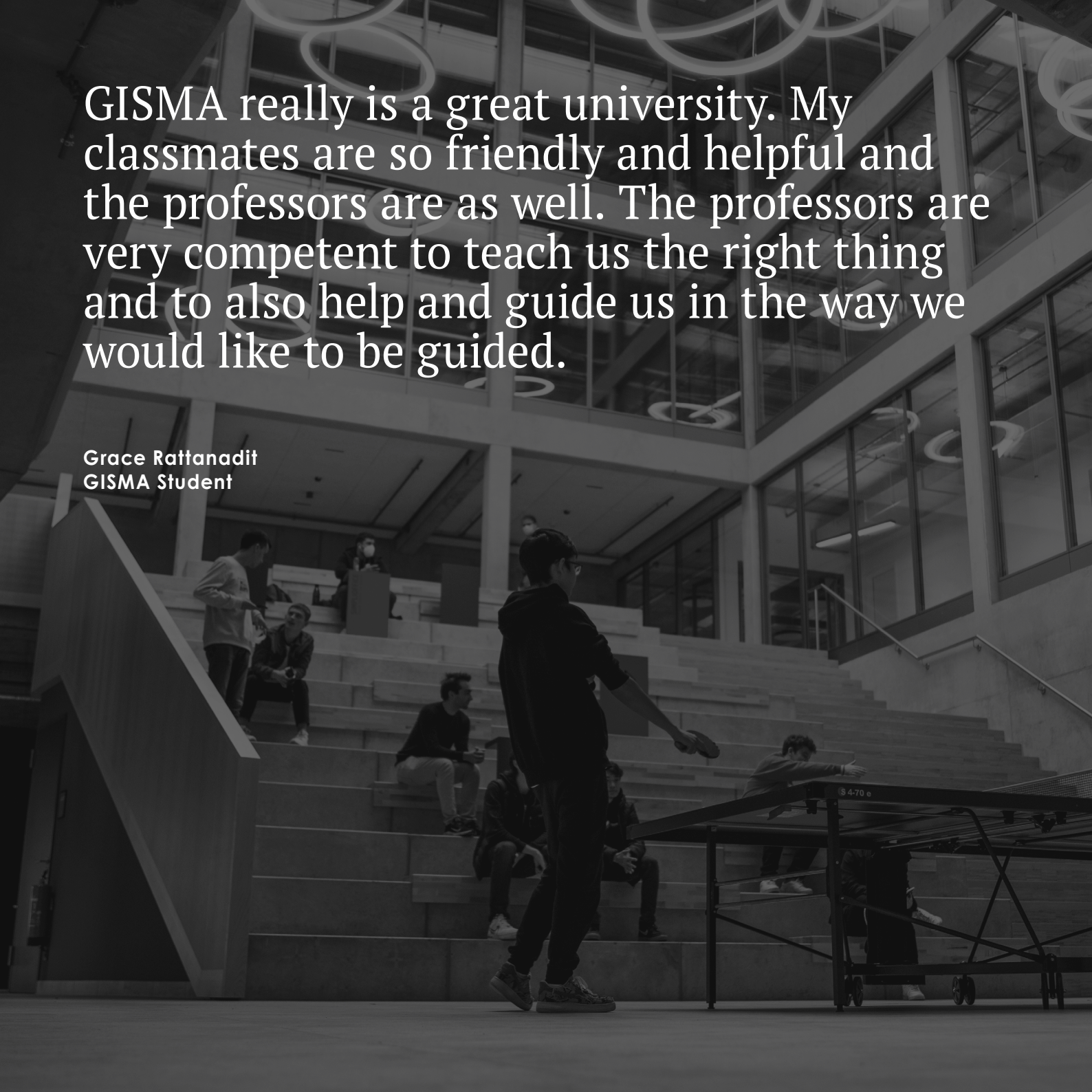
- CV
- Passport copy (can be identity card for EU students)
- Letter of motivation
- Proof of university entrance qualification (certified copy; foreign language certificates must be accompanied by a German or English translation)
- Proof of required English language skills

Pricing

	Total tuition fees	Early bird discount
EU Students	€ 28,800	Up to 25% on each year**
International Students	€ 31,500	Up to 25% on each year**

** 25% early bird offer for applications submitted at least 8 weeks before orientation date.





GISMA really is a great university. My classmates are so friendly and helpful and the professors are as well. The professors are very competent to teach us the right thing and to also help and guide us in the way we would like to be guided.

Grace Rattanadit
GISMA Student

This degree programme has been awarded the quality seal of the Accreditation Council Foundation. It was first assessed by FIBAA in a multi-stage accreditation procedure and then successfully accredited by the Accreditation Council Foundation. The Accreditation Council Foundation is a joint institution of the federal states of Germany for quality assurance in study and teaching at German universities. The quality seal of the Accreditation Council Foundation certifies, among other things, compliance with academic standards and formal requirements.

Get in touch

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