



European Institute of Innovation, Entrepreneurship, and Technology

in partnership with



UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA



Master's Degree in Business Administration in Artificial Intelligence

About Us

The Master in Business Administration in Artificial Intelligence at the European Institute of Innovation, Entrepreneurship, and Technology (EIET), offered in partnership with Universidad Católica San Antonio de Murcia (UCAM), is designed for professionals who want to lead businesses in an increasingly technology-driven world.

This programme focuses on how intelligent technologies are reshaping business models, decision-making, and competitive strategy. Rather than approaching the topic from a purely technical angle, the MBA emphasizes management, leadership, and business application, helping you understand how to responsibly integrate advanced technologies into real organizational contexts.

Master's Degree in Business Administration in Artificial Intelligence (MBA AI)

Take your next step into strategic leadership with our Master in Business Administration in Artificial Intelligence, offered in partnership with Universidad Católica San Antonio de Murcia (UCAM). This programme allows you to strengthen your management expertise while developing the analytical, strategic, and leadership skills needed to guide organizations in an increasingly technology-driven and global business environment.

Duration: 12-18 months

Total ECTS: 90

Total Modules: 13



Module List

- Introduction to Artificial Intelligence - 6 ECTS
- Business Administration Fundamentals - 6 ECTS
- Data Analytics for Business - 6 ECTS
- AI in Business Decision Making - 6 ECTS
- AI Ethics and Governance - 6 ECTS
- Digital Transformation and Innovation - 6 ECTS
- Marketing & Branding in the Digital Age - 6 ECTS
- Artificial Intelligence in Arts and Culture - 6 ECTS
- Project Management for AI Integration - 6 ECTS
- Legal and Regulatory Frameworks for AI - 6 ECTS
- Entrepreneurship and Innovation in AI - 6 ECTS
- Leadership in AI-Driven Organisations - 6 ECTS
- Master's Project/Thesis - 12 ECTS

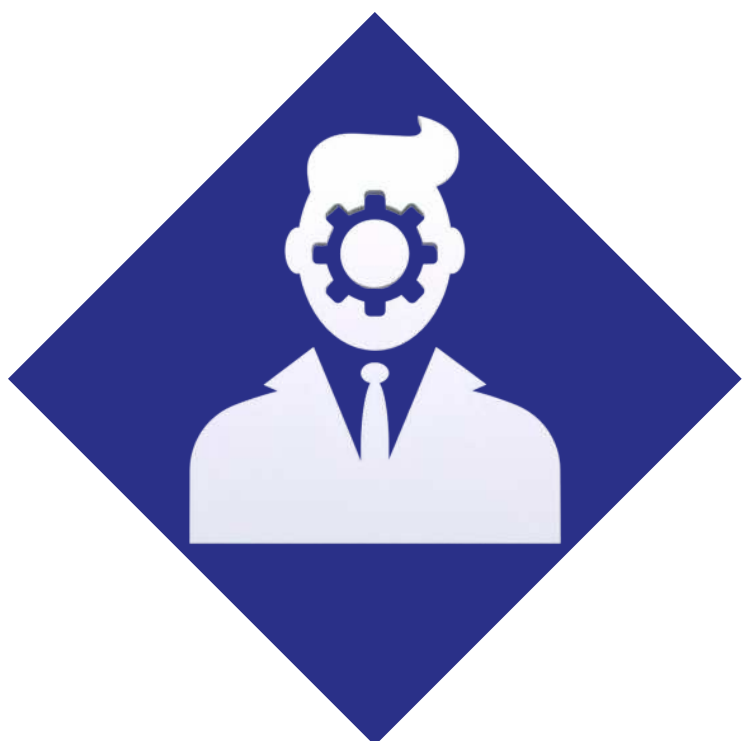


Speciality Subjects

- Introduction to Artificial Intelligence
- Business Administration Fundamentals
- Data Analytics for Business
- Project Management for AI Integration
- Leadership in AI-Driven Organisations



Career Outcomes



AI Product Manager

Oversee the development and market launch of AI-driven products. They work closely with engineering teams to ensure AI solutions meet business goals.



Data Scientist

Analyze complex data to uncover actionable insights that drive business strategies. They apply machine learning and statistical techniques to big data sets.



Chief Technology Officer

Lead the development and execution of the company's technology strategy, overseeing AI implementation and innovation across the organization.

Application Process

1. Apply at service.eiiet.com/programmes or email admission@eiiet.com.
2. Conditional Offer: Applicants will receive a Conditional Offer Letter.
3. Enrollment & Unconditional Offer: Once all conditions are met, you will receive your Unconditional Offer Letter, a vital document for your visa application.
4. Financial & Academic Planning: Prepare for your move by arranging the required financial means (Blocked Account).
5. Visa Application & Interview: Submit your visa application at the German embassy or consulate in your home country.
6. Visa Approval & Departure: With your visa approved, you are ready to join us! Step into a perfect setting designed for entrepreneurship and innovation, and begin your journey toward mastering the technology of the future.

Eligibility Requirements

To ensure academic success and a vibrant learning community, applicants must meet the following criteria:

1. A recognized Higher Secondary Education Certificate (High School Diploma) or equivalent qualification that grants university entrance.
2. A Bachelor's Degree in a relevant field from a recognized institution for those applying to Master's or MBA programmes.
3. A score of IELTS 6 or higher (or equivalent English qualification such as PTE or TOEFL).
4. A minimum of 50% in English subjects at the higher secondary level.
5. The Medium of Instruction (MOI) from the previous studies.
6. A current Curriculum Vitae and a Motivation Letter explaining your professional goals and interest in our innovative programmes.

(Note that the above are minimum criteria. Each application is assessed on its individual merit, considering academic achievements, extracurricular involvement, and unique professional experiences.)

Intakes

January, April, August, October

Contact

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