

# MSc AI for Business Transformation

## Driving Business Innovation Through AI

In an interconnected global economy and a rapidly evolving landscape of artificial intelligence, organizations seek accomplished leaders who excel in integrating advanced AI methodologies with strategic business principles. The urgent demand for professionals adept at orchestrating AI-driven initiatives across international contexts requires expertise in leveraging innovative technologies to drive organizational progress and achieve competitive distinction. This programme allows experts able to design, pilot, and deploy AI strategies that align with business objectives.

The MSc in AI for Business Transformation program provides students with a strong foundation in technical AI expertise and strategic business skills. This dual competency enables graduates to drive AI initiatives, lead transformative projects, and address modern business challenges.

## The objectives of the program

Our graduates will be able to:

- > Develop AI-driven strategies aligned with business objectives.
- > Design and implement AI solutions to optimize organizational processes.
- > Lead digital transformation projects integrating advanced AI technologies.
- > Analyze complex datasets to enhance strategic decision-making.
- > Address ethical and regulatory challenges in AI deployment.

## Ikram KHATROUCH

Head of MSc

Ikram Khatrouch is an expert in multi-criteria decision-making, with over 14 years of experience in teaching, research, and academic leadership. Holding dual PhDs in Industrial Engineering (Paris 8 University) and Quantitative Methods (University of Sfax), She has designed innovative MSc programs and published in high-impact journals. Dr. Khatrouch has supervised over 50 theses, in Management, decision making, Operations Management, and Supply Chain applied to Industry, healthcare, Sport and education.

## Career Opportunities

- AI Business Consultant
- AI Project Manager
- Data Strategy Manager
- AI Product Manager
- Digital Transformation Specialist
- Data Scientist for Business
- AI Ethics and Compliance Manager