Ikram KHATROUCH

The Head of Education

Dr Ikram Khatrouch is responsible for the MSc Sustainable Energy Future, MSc Technology Management & International Entrepreneurship and MSc Artificial Intelligence For Business Transformation programmes at ECE Paris, as well as being a member of the faculty.

An expert in multi-criteria decision-making, she holds dual doctorates in Industrial Engineering (University of Paris 8) and Quantitative Methods (University of Sfax). She has over 14 years of experience in teaching, research and academic leadership. She has designed innovative MSc programmes that are perfectly in tune with industrial developments.

Her research focuses on multi-criteria decision-making, management engineering and performance evaluation, with numerous publications in high-impact journals. She has excelled on the international stage at conferences and successfully supervised more than 50 theses in various fields, including management, decision-making, operations management and supply chain management applied to industry, health, sport and education.

Dr. Khatrouch combines academic excellence and industrial partnerships to train tomorrow's leaders in technology management and sustainability.

MSc 🇬🇧

AI for Business Transformation

MSc MASTER OF SCIENCE

MSc label from the Conférence des Grande Écoles

PARIS

Artificial intelligence (AI) is at the heart of the digital transformation of businesses. By 2026, more than 80% of organisations worldwide will be using artificial intelligence to optimise their processes, but the need for highly skilled professionals will remain critical.

The MSc AI for Business Transformation trains experts capable of designing, managing and deploying AI strategies that align with business objectives.

This programme combines technical expertise in AI with managerial skills, enabling graduates to lead digital transformation projects. Students thus acquire dual professional skills that meet the demands of the global market.

The objectives

- Designs and deploys AI solutions tailored to strategic needs
- Develops AI strategies aligned with business objectives
- Leader of digital transformation projects incorporating AI
- Analyses data to optimise decision-making
- Anticipate ethical and regulatory challenges related to AI

Focus on careers

- AI Project Manager
- Business Transformation Consultant
- Gestionnaire de projets de transformation IA
- AI Transformation Project Manager
- Digital Transformation Analyst
- Head of AI Transformation
- AI process optimisation consultant
- AI Project Manager
- Head of Digital Transformation
- Strategic AI Project Manager

AI for Business Transformation

Year 2 (90 ECTS)

Foundations of AI and Business Analytics	ECTS
Fundamentals of AI for Business	4
Business Data Science and Analytics	3
Business Intelligence and Data Visualization	4

Advanced AI and Business Applications	ECTS
Applied Machine Learning	3
NLP for Business	3
AI in Marketing and CX	2
Generative AI for Business	2

Managerial Innovation Serving Leadership	ECTS
Intercultural Leadership and Team Management	2
Communication and Innovation Management	2
Job Interview Simulation	2

Foreign Language	ECTS
French Courses	3

AI for Business Decision-Making	ECTS
Data-Driven Decision Making	5
Predictive Analytics and Forecasting	5
AI Strategy	5

Today's Challenges and Future World Transformations	ECTS
Ethics of AI Technologies	2
AI for Sustainability and Social Impact	2
AI Product Development and Innovation	2

Project Management and Innovation	ECTS
Applied Agile and Risk Management	4
Project Management Certification - CAPM by PMI	1
Dissertation Writing	1

Foreign Language	ECTS
French Courses	3

Professional immersion	ECTS
Internship	10
Dissertation	20