

MANNHEIM MASTER IN MANAGEMENT ANALYTICS & AI (PART-TIME)

STRATEGIC INNOVATION & ORGANIZATIONAL IMPACT

- ✓ Strategic Planning & Market Intelligence
- ✓ Intrapreneurship & Business Case Development
- ✓ Leading Change: Managing Transformation in Organizations
- ✓ Digital Transformation with Analytics & AI

BUSINESS ANALYTICS FOR VALUE CREATION

- ✓ Financial Decision Intelligence & Predictive Markets
- ✓ Marketing & Customer Analytics
- ✓ Marketing Intelligence with AI
- ✓ People & Workforce Analytics for Strategic HR
- ✓ AI-Driven Operations & Supply Chain Excellence

METHODS FOR INTELLIGENT DECISION-MAKING

- ✓ Data Science for Business
- ✓ Critical Thinking & Analytical Problem Solving
- ✓ Uncertainty Modeling & Smart Decision-Making
- ✓ Data Storytelling & Strategic Communication
- ✓ AI & Machine Learning: Principles and Practice
- ✓ Machine Learning Lab: Applied Business Projects
- ✓ Generative AI for Business Innovation

DATA & TECHNOLOGY FOUNDATIONS FOR BUSINESS LEADERS

- ✓ Enterprise Data Architecture & Cloud Technologies
- ✓ Responsible AI & Data Ethics
- ✓ Data Governance, Security & Compliance
- ✓ Tutorial for Programming in R & Python
- ✓ Certificate in Programming in R or Python

Strategic Management Skills for Impact

Workshops – Social Class Project – Team Work – Project Management – Study Trip

Business Analytics Master Project (BAMP)