PROGRAMME SYLLABUS

Preliminary, not confirmed

Master in Digital Business and Al Management, 120 credits

Master in Digital Business and Al Management, 120 högskolepoäng

Programme Code: JAMID Programmestart: Autumn 2026
Confirmed: Education Cycle: Second-cycle level

Title of qualification

Degree of Master of Science (120 credits) with a major in Business Administration

Filosofie masterexamen med huvudområdet företagsekonomi

Programme overview

In line with the growing digital ecosystem, this programme equips you with the mindset and skills to drive digital change, foster innovation, and lead responsibly. Combining strategic thinking, technical insight, and ethical responsibility, you will be equipped to lead initiatives in any organisation or industry where digital transformation and AI are setting new directions for business strategy.

The programme combines a strong management foundation with a specialisation in Digital Business and Al management. You will take courses that support your understanding and proficiency related to data-driven decision-making, team dynamics, accounting and finance, project management, and sustainability and compliance, ensuring that you are well prepared for a career in managerial positions. The specialised content in digital business and Al further equips you to lead Al-driven transformation and innovation, design and manage digital business models and ecosystems, and develop agile marketing and strategy solutions for fast-changing environments. You will also gain a solid understanding of the legal and ethical dimensions of Al and digitalisation, critical knowledge in today's rapidly evolving digital landscape. This expertise enables you to lead responsibly, ensuring that innovation aligns with societal values and contributes to sustainable digital transformation.

In your final semester, you will have the opportunity to further specialise your studies by undertaking a Master's thesis, a culminating project that synthesises your learning as you investigate an advanced topic within digital business and AI management.

Alongside the provision of theoretical knowledge, the programme hones important business skills and competencies. Your work with cases, projects, and real companies will directly support your competencies in data literacy, analytics, communication, ethical reasoning, and intercultural teamwork. The integrated approach ensures that you will exit the programme with a combination of theory and practice that is well in line with the rising demand for professionals who combine broad managerial skills and strategic thinking with digital and Al expertise.

Offered as one of Jönköping International Business School's (JIBS) Masters in Management (MiM) programmes, this programme combines broad-based managerial training with specialised expertise in digital business and AI management. You will join a vibrant international community of students from diverse academic and cultural backgrounds, developing the collaborative and cross-cultural skills essential for success in today's global, digitally driven business environment.

A key strength of the programme is the flexibility it offers to shape your studies according to your individual interests and career aspirations. In the third semester, you will have the opportunity to tailor your degree through elective courses, either at JIBS or at one of our many partner universities abroad. If you wish to enhance your practical experience, you may choose to include an internship course among your electives, gaining hands-on experience in an organisation in Sweden or internationally.

Objectives

Knowledge and Understanding

Master of Science Competence Goal 1:

JIBS' Graduates have comprehensive and advanced expertise in their major and can effectively apply this knowledge to international contexts.

Translated in the following programme-specific learning outcome:

P – ILO 1: Integrate technological, managerial, and organisational perspectives in designing digital transformation and AI management strategies that create business value across international contexts.

Skills and Abilities

Master of Science Competence Goal 2:

JIBS' Graduates are advanced in analytical and critical thinking, and research skills, enabling them to conduct rigorous academic work.

Translated in the following programme-specific learning outcome:

P – ILO 2: Source, evaluate, and analyse complex data in line with academic standards, and interpret the results to generate actionable insights and strategies for digital business transformation and Alimplementation.

Master of Science Competence Goal 3:

JIBS' Graduates excel in communicating and networking within the complex dynamics of global academic and business settings.

Translated in the following programme-specific learning outcome:

P – ILO 3: Collaborate effectively in global and digitally-connected environments and communicate their insights clearly and persuasively to diverse audiences, using appropriate tools and techniques.

Judgement and Approach

Master of Science Competence Goal 4:

JIBS graduates can integrate ethical and sustainable practices within business environments.

Translated in the following programme-specific learning outcome:

P – ILO 4: Identify and evaluate the ethical, legal, and societal implications of digitalisation and AI, and take sustainability and compliance into account for decision-making related to digital transformation initiatives.

Mission Driven

Master of Science Competence Goal 5:

JIBS graduates have an entrepreneurial mindset and lead in framing challenges and developing innovative solutions.

Translated in the following programme-specific learning outcome:

P – ILO 5: Identify and evaluate business opportunities and challenges in digital and Al-driven business environments, and lead the development of innovative, Al-enabled solutions that drive organisational change.

Contents

Courses

Mandatory courses

Year 1

1st semester

Working Across Boundaries, 5 ECTS

Digital Business and Strategy, 5 ECTS

Sustainability and Compliance Across Value Chains, 5 ECTS

The Business of AI - platforms, Models, Applications, and Impact, 5 ECTS

Data-driven Decision Making, 5 ECTS

Technology and Society - Ethics, Law and Policy, 5 ECTS

2th semester

Digital Marketing and Communication, 5 ECTS

Financial Literacy for Managers, 5 ECTS

Actionable Insights - Data Visualisation and Storytelling, 5 ECTS

Project Management in and Across Organisations, 5 ECTS

Accelerating and Leading Digitalisation, 5 ECTS

Bridging to Practice: Consulting as a Process, 5 credits

Year 2

3rd semester

Elective courses / Study abroad, 30 ECTS

4th semester

Master's thesis in Business Administration, 30 ECTS

Courses

Course changes can occur, as long as they do not substantially affect the programme's content and learning goals.

Entry requirements

The applicant must hold the minimum of a Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university). At least 30 credits must be in Business Administration. Proof of English proficiency is required.

Continuation Requirements

You must meet continuation requirements to be eligible for registration to the next academic year within the programme. For registering to year 2, you must have completed at least 30 ECTS of the courses listed in the programme syllabus.

To be eligible for study abroad, you should, at the time of the study abroad application, have completed at least 15 ECTS of the programme course credits scheduled up to that point.

Qualification Requirements

To obtain the Master of Science (120 credits) with a major in Business Administration, the student must complete the course requirements of at least 120 credits at the higher education level that were not used for the bachelor degree, with at least 90 credits overall in second-cycle courses and at least 60 of those second-cycle credits in business administration including 30 credit Master Thesis in Business Administration (Two Years) must be completed.

To obtain the Master of Science (120 credits) with a major in Business Administration, with a focus on Digital Business and Al Management, the student must complete: (1) the requirements for the Master of Science

(120 credits) with a major in Business Administration, (2) all mandatory programme courses as listed in the above Contents section, or their equivalent, and (3) a Master thesis in business administration (30 credits) that covers a topic within digital business and Al management.

Quality Development

Student involvement and our cooperation with the JIBS Student Association (JSA) is crucial for the quality assurance work. The work is conducted at a school-, programme- and course level.

At the school level, students representing JSA are voting members of JIBS Council for Undergraduate and Master's Education (CUME). For each programme, student evaluators are appointed to represent the student perspective in meetings with the Programme Director. Sessions are organised regularly at a programme level, to discuss the general impressions, connections and overlaps between courses, and within-programme progression. The students are also part of the Programme Development Group, where faculty members meet to discuss the overall content and progression of the programme. At a course level, students meet with the course Examiner during as well as after the course to discuss potential improvements of the course design and delivery.