JÖNKÖPING UNIVERSITY
Jönköping International Business School

PROGRAMME SYLLABUS

Master in Digital Business and AI Management, 120 credits

Master in Digital Business and AI Management, 120 högskolepoäng

Programme Code:	JAMID	Programmestart:	Autumn 2026
Confirmed:	Nov 19, 2025	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 AI 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 AI further equips you to lead AI-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 AI 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 AI 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 AI-implementation.

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 AI-driven business environments, and lead the development of innovative, AI-enabled solutions that drive organisational change.

Contents

Electives

During the elective semester, you are required to take courses equivalent to 30 ECTS.

The recommendation is to focus on courses in Business Administration and/or Economics at an advanced level.

You can also choose to study subjects that complement your specialisation and career plans, in: Statistics, Economic Geography, Commercial Law, Language, Computer Sciences, Informatics, and/or Environmental

Studies (exceptions from this can apply if pre-approved by the Programme Director).

The elective semester can include academic internship courses worth up to of maximum 15 ECTS.

Courses

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

Mandatory courses

Semester	Course Name	Credits	Main field of study	Specialised in	Course Code
1	Digital Business and Strategy	5	Business Administration	A1N	J2DBAS
1	Data-driven Decision Making	5	Informatics	A1N	J2DDMD
1	Sustainability and Compliance Across Value Chains	5	Business Administration	A1N	J2SACA
1	Technology and Society - Ethics, Law and Policy	5	Business Administration	A1N	J2TAST
1	The Business of AI - Platforms, Models, Applications, and Impact	5	Business Administration, Informatics	A1N	J2TBOA
1	Working Across Boundaries	5	Business Administration	A1N	J2WABJ
2	Accelerating and Leading Digitalisation	5	Business Administration	A1F	J2AALD
2	Actionable Insights - Data Visualisation and Storytelling	5	Business Administration, Informatics	A1F	J2AIKD
2	Bridging to Practice: Consulting as a Process	5	Business Administration, Economics	A1F	J2BTPC
2	Digital Marketing and Communication	5	Business Administration	A1F	J2DMAC
2	Financial Literacy for Managers	5	Business Administration	A1F	J2FLFM
2	Project Management in and across Organisations	5	Business Administration	A1F	J2PMIA
3	Studying abroad/Elective courses	30			
4	Master Thesis in Business Administration	30	Business Administration	A2E	J2MTIB

Teaching and examination

The programme is campus-based with on-site participation and mandatory sessions included. To pass a course, you need to fulfill all the course requirements. Examination is executed through different forms of assessment (including written, oral, participatory). Several methods of assessment can be applied within a single course.

You will be offered examination and re-examination opportunities in accordance with: Regulations and Guidelines for first, second and third cycle education at Jönköping University.

Most courses are graded according to the following six levels: A-E constitutes a pass and FX or F is equal to a fail. Some courses and/or assignments are graded with Pass or Fail.

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 ECTS) with a major in Business Administration, you must complete the course requirements of at least 120 credits at the higher education level that were not used for the bachelor's degree, with at least 90 credits overall in second-cycle courses and at least 60 of those in Business Administration including 30 credit Thesis in Business Administration.

To obtain the Master of Science (120 ECTS) with a major in Business Administration, with a focus on Digital Business and AI Management, you must complete: (1) the requirements for the Master of Science (120 ECTS) with a major in Business Administration, (2) all mandatory programme courses as listed in the above contents section, or their equivalent, (3) a Master's thesis (30 credits) that covers a topic with relevance to Digital Business and AI Management, and (4) elective courses in one or more of the following disciplines: Business Administration, Economics, Statistics, Economic Geography, Commercial law, Language, Computer Sciences, Informatics, and/or Environmental Studies (exceptions can apply if approved by the Programme Director).

Preparatory/Foundation courses cannot be included/counted towards the JIBS degree.

A maximum of 15 ECTS from internship courses can be counted towards the degree.

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 representatives 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.