

Pressemitteilung

European School of Management and Technology (ESMT)

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Studium und Lehre, wissenschaftliche Weiterbildung
Wirtschaft
überregional



ESMT Berlin starts autumn term with two future-oriented new master programs

With the MSc in Analytics and Artificial Intelligence, and the MSc in Innovation and Entrepreneurship, ESMT Berlin introduces two future-oriented degree programs to enable graduates to be changemakers. Students will acquire knowledge and skills in areas critical to business success and ensure that the organizations that they join or found will meet the challenges of tomorrow.

ESMT has added the Master in Innovation and Entrepreneurship (MIE) (<https://esmt.berlin/degrees/master-programs/master-innovation-entrepreneurship>) and the Master in Analytics and Artificial Intelligence (MAAI) (<https://esmt.berlin/degrees/master-programs/master-analytics-artificial-intelligence>) to its existing range of degree programs. The MIE program focuses on the questions of how to transform or build the business of tomorrow, whereas MAAI is combining the science of data with understanding the art of management to take better decisions based on data.

This fall, 320 students from a total of 69 nations have begun their studies in the Global Online MBA, Part-time MBA, Executive MBA, Telekom MBA, Master in Global Management, as well as Master in Analytics and AI and Master in Innovation and Entrepreneurship at ESMT. Around a third of the incoming students are German, with the majority coming from countries around the world. Thus, ESMT once again underscores the international orientation of the university and its teaching.

“The global need for young leaders with expertise in AI and big data is in high demand and continues to grow. Innovators and entrepreneurial thinkers are becoming a key success factor for companies of all sizes,” says Harald Hungenberg, dean of programs, ESMT. “With the launch of the Master in Innovation and Entrepreneurship and the Master in Analytics and AI, we are responding to this and giving our students an optimal preparation for future leadership roles.”

Detailed information on the degree programs at ESMT may be found here: <https://esmt.berlin/degrees/>

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About ESMT Berlin

ESMT Berlin is the highest ranked business school in Germany and top 10 in Europe. Founded by 25 leading global companies, ESMT offers master's, MBA, and PhD programs, as well as executive education on its campus in Berlin, in locations around the world, online, and in online blended format. Focusing on leadership, innovation, and analytics, its diverse faculty publishes outstanding research in top academic journals. Additionally, the international business school provides an interdisciplinary platform for discourse between politics, business, and academia. ESMT is a non-profit private institution of higher education, accredited by AACSB, AMBA, EQUIS, and FIBAA, and is committed to diversity,

equity, and inclusion across all its activities and communities.

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