



# MSc ARTIFICIAL INTELLIGENCE FOR BUSINESS



## OVERVIEW

The MSc Artificial Intelligence for Business (MSc AI4B) is an international program offered by INSA Rouen Normandie dedicated to training professionals capable of designing, managing, and implementing artificial intelligence solutions to support organizational strategy and performance.

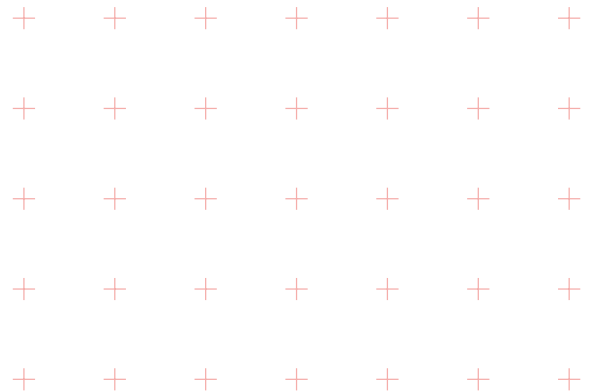
The program lies at the intersection of artificial intelligence, data science, and management, and fully integrates the challenges of responsible AI, ethics, and data governance.

- Language of instruction: English and French
- Duration: 1 year
- Format: Full-time, on-campus
- Target audience: French and international students with a scientific, technological, or business background

## PROGRAM OBJECTIVES

The MSc AI4B aims to train professionals who are able to:

- Understand and master the fundamentals and advanced applications of artificial intelligence
- Leverage big data to improve strategic decision-making
- Deploy data science and machine learning tools in real business contexts
- Integrate AI into business processes (finance, insurance, marketing, industry)
- Anticipate the ethical, regulatory, and societal challenges associated with AI
- Translate technical analyses into operational recommendations for decision-makers



## KEY STRENGTHS

Dual expertise in AI and business, meeting current market needs

- Training provided by a renowned engineering school, guaranteeing scientific rigor and applicability
- Clear focus on the practical uses of AI in business
- Strong openness to the finance, insurance, consulting, and industrial sectors
- Courses shared with NEOMA Business School, reinforcing the managerial dimension
- Systematic integration of the principles of responsible and sustainable AI



ARTIFICIAL INTELLIGENCE



DATA SCIENCE



BUSINESS



FINANCE

MSc AI4B

# CONTENT AND TEACHING ORGANIZATION

Total number of hours: approximately 815 hours

## Structure

1-year program (entry level: 4 years of higher education)

## Courses

- Artificial intelligence and data science
- Big data and analytical infrastructures
- Finance, insurance, and risk management
- Business strategy and digital transformation
- Data governance, ethics, and responsible AI

## Teaching methods

- Lectures
- Tutorials and applied projects
- Business case studies
- End-of-studies internship:
- Minimum 4 months
- Professional thesis and defense

# CAREER OPPORTUNITIES

Graduates of the MSc AI4B program can pursue careers in positions such as:

- Data Scientist
- Business Data Analyst
- Data & Artificial Intelligence Consultant
- Quantitative Analyst / Quantitative Trader
- Risk Manager / Credit Analyst
- Portfolio Manager
- AI / Digital Transformation Project Manager
- Chief Data Officer

# SECTORS OF ACTIVITY

Finance, insurance, consulting, digital technologies, industry, energy, services.

# ADMISSION

- Entry: Bac+4 (M1 or equivalent - 240 ECTS)
- Selection: Review of academic record and career plans
- Target audience: French and international students
- Tuition fees
- 1-year program:
- EU: €13,000 to €16,000
- Non-EU: €16,000

## ABOUT INSA ROUEN NORMANDIE

Ranked as Normandy's top public engineering school and included among key French institutions, INSA Rouen Normandie plays a major role in the training of engineers in France. Its mission includes education (10 engineer curriculums, 3 apprenticeship programs, 2 master's specialization® degrees), research (8 laboratories) and the spreading of scientific culture in the following fields of expertise: information systems, big data, mathematics, chemistry and processes, risk management and industrial site recovery, energy, propulsion systems, mechanics, industrial performance, civil engineering, and urban design and planning.

INSA Rouen Normandie is a member of the INSA Group, which trains nearly 10% of French engineers each year. Closely tied to the world of industry, INSA has established a large number of partnerships with international organizations.



## Contacts INSA Rouen Normandie

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