

Executive Master in Artificial Intelligence for Business

IV EDITION / 2026-2027

BBS
MULTIPLYING OPPORTUNITIES

UNIVERSITY OF BOLOGNA BUSINESS SCHOOL

WHY AN EXECUTIVE MASTER

Concrete and strategic growth

Develop advanced skills with a practical approach, aimed at achieving tangible results.

Skills and impact

Expand your business vision by integrating sector-specific knowledge for a decisive impact.

Tools for innovation

Tackle the most complex business challenges, acquiring strategic tools to drive change.



WHY THIS EXECUTIVE MASTER

FOR PARTICIPANTS

This master equips you with the skills to leverage AI in a real business context. Whether you apply it daily or lead it strategically, you gain practical knowledge to implement AI solutions, optimise processes and drive tangible results supported by a hybrid format designed for working professionals.

FOR COMPANIES

This master trains leaders who can implement AI solutions and steer organisational change responsibly. Companies gain professionals capable of boosting productivity, managing ethics, privacy and cybersecurity challenges, and building the internal conditions for AI to scale effectively.

CHOOSE YOUR TRACK

Apply it or transform it. Two tracks designed for different roles, one shared ambition: turning AI into real business impact

- **AI for Business Management**: for professionals and functional leaders who want to apply AI concretely in their daily work and decision-making.
- **AI for Business Transformation**: for senior leaders and transformation figures who need to design and scale AI adoption across the organisation.



TRACK 1
AI FOR BUSINESS MANAGEMENT

DESIGNED FOR

Managers, consultants, functional leaders and professionals who want to use AI concretely in their daily work and decision-making.

PRACTICAL AI FLUENCY

Move beyond theory and learn to identify, evaluate and apply AI tools in your daily work and decision-making, without becoming technical.

READY-TO-USE FRAMEWORKS

Access a curated set of use cases and methodologies to immediately address real business challenges across functions and industries.

SMARTER CHOICES, FASTER

Develop the ability to assess AI solutions, select the right partners and set priorities that generate measurable value for your organisation.

TRACK 2
AI FOR BUSINESS TRANSFORMATION

DESIGNED FOR

Senior leaders, transformation leads and innovation figures who need to drive AI adoption and organisational change at scale.

FROM ADOPTION TO IMPACT

Learn to design and lead AI initiatives at organisational level, moving from isolated experiments to scalable, responsible transformation.

OPERATING MODEL AND GOVERNANCE

Build the strategic frameworks needed to define roles, responsibilities and decision-making structures for AI-driven change.

ROADMAP AND SCALABILITY

Develop a credible transformation roadmap, with the tools to assess readiness, manage risk and create the conditions for AI to scale across the organisation.



OVERVIEW

STRUCTURE

- Part-time hybrid formula
- Learning Mix: Core Courses and Connection with Practice
- Language: English
- Duration: 12 months
- Live online sessions: 1 or 2 evenings per week
- 2 Smart Weeks on campus in Bologna, 5 days each
- Online class schedule: 18.30 - 21.30

REQUIREMENTS

- Graduates with 3+ years of work experience
- Non-graduates with 5+ years of work experience

SELECTION PROCESS

- CV analysis
- Entry test
- Motivational interview
- Admission by appointment

EQUIS ACCREDITED

LAYOUT

COMMON CORE

MODULE 1
TECHNOLOGY ENABLERS

- AI and Fundamentals
- Machine Learning & Data Intelligence
- Computer Vision
- Large Language Models
- Cybersecurity & ICT Infrastructure

MODULE 2
BUSINESS ENABLERS

- Reinventing Business with AI
- AI Powered Decisions
- Creating Value with AI
- Performance, Economics & KPI
- Digital Transformation
- AI Operating Models & Organizations

SPECIALIZATION TRACKS

MODULE 3

AI FOR BUSINESS MANAGEMENT

- AI Governance, Ethics & Regulation
- AI in Action: Business Cases
- Lab of AI and Agentic Tools

AI FOR BUSINESS TRANSFORMATION

- AI Transformation & Change Leadership
- Enterprise AI Roadmap & Scaling
- Process Redesign & Automation





CONNECTION WITH PRACTICE

PROJECT WORK

A hands-on capstone built around real business challenges, proposed by participants or companies within the BBS network. Teams work with faculty and industry mentors to deliver a concrete AI-driven solution, ready to activate within their organisation.

SMART WEEK ON CAMPUS

Two Smart Weeks foster collaboration with peers and faculty while connecting with top AI and tech companies like Ducati, Sacmi, Cineca, and Tetra Pak through immersive visits and networking.

INDUSTRY VOICES

Direct interactions with global leaders on real business challenges and strategic decisions, offering first-hand insights into how major organisations navigate complexity and drive results.

FOCUS SESSIONS

Expert-led meetings on cutting-edge topics at the intersection of AI, business and technology, designed to keep participants at the forefront of emerging trends and innovation.

INSIDE THE MASTER



«TThe true value of AI for business is not only its potential to transform industries, but its ability to reshape the future of work and unlock new opportunities for growth»

Maurizio Gabrielli
Academic Director



«An executive programme for non-technical leaders, combining strategic, theoretical and practical content. The format with live online sessions, residential experiences and a group project is engaging and compatible with full-time professional responsibilities.»

Annabelle Vultee
Chief Executive Officer - GoodHabitz
Executive Master in AI for Business





BBS COMMUNITY

A **meeting point** created to offer and explore new sources of inspiration, supporting an ongoing journey of growth and knowledge sharing through dedicated spaces:

- **Discussion groups** focused on projects developed both within and beyond BBS.
- **Exclusive events.**
- Opportunities to connect with **new contacts** within our community of over **14,000 Alumni**.
- Access to **professional opportunities** available within the School's partner companies or within Alumni-led organizations.

The BBS Community is built on people who face today's and tomorrow's challenges together, by creating connections that bring together different cultures, areas of expertise, and perspectives. A **vibrant community that continues to grow and learn** through the constant exchange of ideas and skills.

MULTICAMPUS

Our **Multicampus** consists of **Villa Guastavillani**, a magnificent 16th-century residence, and the **New Campus**, a modern area featuring three state-of-the-art buildings designed in accordance with the highest sustainability standards and set within a green environment.

These two entities coexist in a synergistic way, **allowing the past, present, and future to intertwine and thrive together** in the heart of Italy, within one of the country's most important economic regions at both national and European level.

At BBS, we believe that **interaction** among people enhances both the potential and the quality of ideas. For this reason, the Multicampus has been designed as a place of **continuous exchange**, fostering the **active involvement** of all organizations and individuals who take part in the School's initiatives.



MULTIPLYING OPPORTUNITIES

FEE AND FINANCIAL AID

- Company fee: 18.400 Euros + VAT
- Individual fee: 15.200 Euros + VAT

CONTACT OUR TEAM FOR MORE INFORMATION ABOUT:

- Reduced fees and scholarships
- Financing and payment plans
- Interprofessional funds and corporate welfare



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