



Master's

Artificial Intelligence in Business

- Université Privée de Fès – American International Institute and W. P. Carey School of Business at Arizona State University (ASU).
- Program Format: 1+1 (1 year in Morocco, 1 year in the U.S. on campus or online)

Program Overview

The Master of Science in Artificial Intelligence in Business at UPF-American International Institute (UPF-AII) is a cutting-edge graduate program developed using Arizona State University's curriculum.

This master's degree is offered in partnership with the W. P. Carey School of Business at Arizona State University (ASU).

Course Curriculum

The Master of Science in Artificial Intelligence in Business at UPF-AII is designed to train the next generation of global business leaders capable of leveraging artificial intelligence for innovation, efficiency and strategic transformation.

This program offers an exceptional blend of business acumen, AI expertise, and real-world application. Developed in alignment with the W. P. Carey School of Business at ASU, the program emphasizes the strategic, technical, and ethical dimensions of artificial intelligence. Students learn how to leverage AI and analytics to transform organizations, create competitive advantage, and lead innovation responsibly in a rapidly evolving business environment.

This program is delivered in both English and French, and is built with ASU curriculum content, academic enrichment, digital learning tools, and instructional design.

Through a practical approach and real-world projects, students graduate with job-ready skills, a strong project portfolio, and the confidence to lead AI initiatives across industries. Unlike traditional AI programs that focus primarily on technical

1+1 Pathway – Two Master's Degrees

Earn two master's degrees in 2 years

development, the MS in Artificial Intelligence in Business prepares students to bridge the gap between technology and business strategy. Graduates learn not only how AI works, but also how to identify business opportunities, lead AI-enabled transformation, manage organizational change, and implement AI responsibly in complex business environments.

Degree Pathway with ASU – How It Works

Start your master's degree in Artificial Intelligence in Business at UPF-AII and transfer a portion of your UPF-AII credits toward an additional master's degree from the W. P. Carey School of Business at ASU (online or on campus in the U.S.), graduating with two master's degrees in just two years.*

Students choosing to study on campus at ASU may apply for OPT, allowing eligible graduates the opportunity to work legally in the United States for up to three years (depending on program eligibility).

Upon successful completion of the 1+1 pathway, you graduate with:

- Master of Science in Artificial Intelligence in Business from UPF-American International Institute, Morocco
- Master of Science in Artificial Intelligence in Business from the W. P. Carey School of Business at Arizona State University, United States

*Program details may vary based on academic progress and successful credit transfer and approval by each university. Students participating in the 1+1 pathway must work with their program director at UPF-AII to ensure that credits earned at ASU meet master's degree requirements at UPF.

Key benefits

- Two internationally recognized degrees
- Global exposure: Study in both Morocco and the United States.
- Enhanced career opportunities: Degrees respected by employers worldwide.
- Industry-relevant AI and analytics skills aligned with emerging workforce needs

Program Duration

Master's degree from UPF-AII: 2 years

Two Masters' degrees – One from UPF-AII and one from ASU: 1 year at UPF-AII and 1 year at ASU

Learning Outcomes

Graduates of the Master of Science in Artificial Intelligence in Business program at UPF-AII will achieve learning outcomes that prepare them to lead and innovate in data-driven business environments. The program develops technical, analytical, strategic, and professional competencies needed to leverage AI responsibly, drive business transformation, and create value through data-informed decision-making.

1. Apply artificial intelligence, machine learning, and data-driven techniques to analyze business challenges and develop effective organizational solutions.
2. Collect, manage, analyze, and visualize complex data to generate actionable insights that support strategic and operational decision-making.
3. Design and evaluate AI-enabled products, services, and business processes that create value and enhance organizational performance.
4. Develop and implement business strategies that leverage artificial intelligence and emerging technologies to drive innovation, competitiveness, and digital transformation.

5. Assess the ethical, legal, governance, privacy, and societal implications of artificial intelligence and recommend responsible approaches to AI adoption and deployment.

6. Communicate technical and business insights effectively to diverse stakeholders and demonstrate leadership in multidisciplinary and technology-driven environments.

Career opportunities

Artificial intelligence is transforming every industry, creating strong demand for professionals who can bridge technology and business. Organizations increasingly seek leaders who can translate AI capabilities into strategic value, operational efficiency, and sustainable competitive advantage.

Graduates of the MS in Artificial Intelligence in Business are prepared for leadership, strategic, analytical, and technology-focused roles that bridge artificial intelligence and business transformation across industries.

Career opportunities include:

AI Strategy & Consulting

- AI Business Consultant
- Data & AI Strategy Analyst

Product & Innovation Management

- AI Product Manager
- AI Innovation Manager

Digital Transformation

- Digital Transformation Manager
- AI & Automation Specialist

Entrepreneurship & Leadership

- AI Entrepreneur / Startup Founder
- Future leadership roles such as Chief AI Officer and Chief Innovation Officer

Who Is This Program For?

The Master of Science in Artificial Intelligence in Business at UPF-AI is designed for students and professionals who want to leverage artificial intelligence to drive innovation, strategic decision-making, and business transformation.

The program is built for those who aim to:

- develop expertise at the intersection of AI, analytics, and business strategy
- Advance their careers in high-growth fields related to artificial intelligence and digital transformation
- Enhance their ability to lead AI-driven initiatives and organizational change
- create value through data-informed decision-making and emerging technologies

With a strong emphasis on experiential and applied learning, the program combines hands-on projects, real-world business applications, and industry-relevant tools. Students gain practical experience in applying AI technologies responsibly to solve complex business challenges and support innovation across diverse industries.



Admissions Requirements

To enroll in the Master of Science in Artificial Intelligence in Business and qualify for the pathway with ASU, applicants must have:

A Baccalaureat diploma – all options

- A Bachelor's degree – all options
- A strong academic background (GPA or equivalent)
- English proficiency (TOEFL, IELTS, Duolingo or equivalent); a placement test is required
- Interview
- Academic eligibility for transfer to ASU after Year 1: minimum cumulative GPA = 3 (12/20) in the last two year of the bachelor, and English Test Score, Duolingo $\geq$ 105.

Tuition Fees Structure

The first year at UPF – American International Institute – Fez / Rabat Campus

Admission Year 2026-2027

- Application Fees: 500 MAD
- Annual Fees: 80,000 MAD
- Merit-based scholarships available for eligible students

The second year at Arizona State University

- On Campus: <https://admission.asu.edu/cost-aid/international>
- Tuition fees are directly managed by Arizona State University

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