



Master's

Artificial Intelligence in Business

Private University of Fez - American International Institute
& W. P. Carey School of Business at Arizona State University

Overview

The Master's in Artificial Intelligence in Business is a cutting-edge graduate program designed to train the next generation of global business leaders capable of leveraging artificial intelligence for innovation, efficiency and strategic transformation.

Offered by the Université Privée de Fès – American International Institute (AII) in partnership with the W. P. Carey School of Business at Arizona State University (ASU), this program offers an exceptional blend of business acumen, AI expertise, and real-world application.

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, students graduate with job-ready skills, a strong project portfolio, and the confidence to lead AI initiatives across industries.

Program Highlights

- Delivers deep expertise in artificial intelligence applications for business strategy, operations, and decision-making
- Covers key areas including machine learning, data-driven innovation, AI ethics, automation, and AI-powered analytics
- Features Global Signature Courses and exclusive Master Classes led by industry leaders and AI experts
- Final Capstone Project allows students to solve real business problems using AI tools and frameworks
- Opportunity for global networking through ASU-Cintana Alliance.

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Practical learning Experience

This master's program emphasizes applied knowledge and real-world problem-solving in AI-driven business environments. Students engage in:

- AI case studies based on real business challenges
- Hands-on projects involving machine learning, data analytics, and automation tools
- Capstone experiences solving live business problems with AI frameworks
- Workshops and simulations focused on ethical AI, decision-making, and innovation strategies

Admissions Requirements

To qualify for admission into the Master's in Artificial Intelligence in Business program, applicants must have:

- A Baccalauréat diploma
- 3 successful years of studies after the Baccalauréat diploma related to a business field
- A strong academic record
- Proof of English proficiency (TOEFL, IELTS, or equivalent),

Applicants have also to sit for an admission test which includes an English level assessment

Careers Outcomes

Graduates are prepared for strategic, technical, and consulting roles such as:

- AI Business Consultant
- Product Manager (AI solutions)
- Data & AI Strategy Analyst
- Digital Transformation Manager
- Business Intelligence Specialist
- Chief AI or Innovation Officer
- AI & Automation Specialist
- AI Startup Founder

Tuition Fees Structure

Admission Year 2025-2026

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

The Cintana Alliance today



*Direct academic collaborations with ASU