UNIVERSITY OF LIVERPOOL

MSc

AI for Digital Business

Study mode	**Duration**	Apply by: **11 September 2026**
Full-time	12 months	Starts on: **28 September 2026**
Part-time	24 months	

About this course

The programme provides a sound strategic understanding of the opportunities and challenges presented by artificial intelligence (AI) and other emerging technologies to meet the growing demand from business and the public sector for individuals with the latest AI and digital technology knowledge and skills.

Introduction

Through a theoretical and practical study of the factors necessary to use technology effectively and responsibly, you will discover how to benefit today's globally-connected organisations, create new market opportunities, automate processes, harness the potential of data and transform relationships with customers and suppliers.

You will develop a profound understanding of the opportunities, challenges and latest thinking in AI and a wide array of digital solutions such as robotics, enterprise resource planning, the Internet of Things (IoT), data science, 3D printing, machine learning, intelligent agents and blockchain using software such as ChatGPT Pro, RStudio, Tableau, Qlik, SAP and Witness.

AI for Digital Business MSc is delivered by the University of Liverpool Management School's Operations and Supply Chain Management group, benefiting from the group's world-class research, and business collaborations in this sector.

Who is this course for?

This course is open to graduates from any discipline, or those with extensive professional experience, seeking to develop their understanding of the opportunities and challenges presented by artificial intelligence and new digital technologies both as an engaging area of study and to improve their employment prospects.

What you'll learn

- AI Applications and Innovations
- Digital Business Technology and Management
- AI Ethics and Regulations
- Digital Strategy
- Enterprise Systems

Accreditation

The University of Liverpool Management School is one of an elite group of institutions worldwide to hold the gold standard 'triple-crown' accreditation from AACSB, AMBA and EQUIS.

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Course content

Discover what you'll learn, what you'll study, and how you'll be taught and assessed.

Semester one

The 12-month programme consists of four compulsory modules and two optional modules followed by the project over the summer period on completion of Semester two (a choice of either EBUS635 or EBUS621).

In Semester one you will take two required modules and select one optional module.

Modules

Compulsory modules	Credits
AI APPLICATIONS AND INNOVATIONS (EBUS701)	20
MANAGING EMERGING TECHNOLOGIES (EBUS702)	20

Optional modules	Credits
STRATEGIC OPERATIONS MANAGEMENT (EBUS703)	20
PROJECT MANAGEMENT AND FINANCIAL PRINCIPLES (EBUS704)	20

Programme details and modules listed are illustrative only and subject to change.

Semester two

The 12-month programme consists of four compulsory modules and two optional modules followed by the project over the summer period on completion of Semester two (a choice of either EBUS635 or EBUS621).

In Semester two you will take two required modules and select one optional module.

Modules

Compulsory modules	Credits
AI ETHICS AND GOVERNANCE (EBUS708)	20
DATA MINING AND MACHINE LEARNING (EBUS709)	20

Optional modules	Credits
LEADING AND MANAGING PROJECTS (EBUS711)	20
ENTERPRISE SYSTEMS WITH SAP (EBUS710)	20

Programme details and modules listed are illustrative only and subject to change.

Final project

Modules

Compulsory modules	Credits
BUSINESS SIMULATION AND ANALYSIS (EBUS635)	60
MSC PROJECT (EBUS621)	60

Programme details and modules listed are illustrative only and subject to change.

Teaching and assessment

How you'll learn

Modules are taught using the latest active learning techniques including business simulations, real-world case studies, AI software (e.g. Hugging Face, ChatGPT Pro), coding in higher-level programming languages (e.g. RStudio), business analytics software (e.g. Tableau, Qlik, SAP), simulation modelling software (e.g. Witness) interactive participation software, lecture capture, tutorials and project work.

The principal forms of teaching are lectures and seminars or computer labs, with most sessions normally supported by additional resources such as hand-outs and online materials accessible via the virtual learning environment (Canvas).

In addition, a concerted effort has been made to include a significant amount of case study material and practical work in order to demonstrate the application of principles and theories delivered within the main lecture programme. The practical elements of the programme take the form of both team-based and individual or self-directed exercises.

Following semester two you will complete either the Business Simulation and Analysis or MSc Project with the support of an academic supervisor.

Teaching time will account for an average of 10 hours per week and you should anticipate an additional 20 hours of self-directed study and group work.

How you're assessed

In semesters one and two, you will take modules totalling 120 credits. The Business Simulation or Project option completed during the summer period is worth 60 credits and students will be supported by their academic supervisor.

Students are required to complete 180 credits to achieve a full MSc.

Subject to meeting specific criteria outlined by the University, students will graduate with a Pass, Merit or Distinction.

Assessment tasks are varied and some may be designed specifically to meet the learning outcomes of a particular programme of study, but students can expect to be assessed via coursework, essay, group work, presentations, case studies, negotiation exercises, reports and examinations. The weighting of individual components will vary from one module to another. All assessment information is included within the module specification.

Liverpool Hallmarks

We have a distinctive approach to education, the Liverpool Curriculum Framework, which focuses on research-connected teaching, active learning, and authentic assessment to ensure our students graduate as digitally fluent and confident global citizens.

The Liverpool Curriculum framework sets out our distinctive approach to education. Our teaching staff support our students to develop academic knowledge, skills, and understanding alongside our **graduate attributes**:

- Digital fluency
- Confidence
- Global citizenship

Our curriculum is characterised by the three **Liverpool Hallmarks**:

- Research-connected teaching
- Active learning
- Authentic assessment

All this is underpinned by our core value of **inclusivity** and commitment to providing a curriculum that is accessible to all students.

Careers and employability

Effective technology management is essential to competitive performance so AI and digital technology knowledge and skills are highly sought after by employers. You will receive a thorough exposure to state-of-the-art applications and development opportunities alongside a grounding in regulatory directives and ethical practices in AI and emerging digital technologies and graduate equipped with the knowledge and skills to be a future organisational leader.

From the moment you start your master's programme, you'll have access to a specialist, in-house careers team and one-to-one careers guidance, workshops, seminars and employability initiatives as such as our wide-ranging and rewarding Enhancement Week events and benefit from the School's close ties with local, national and international organisations.

As well as developing a range of subject-specific and technical skills in AI and emerging technologies, students will also gain more general skills to enhance their employability. These include:

- knowledge and awareness of business organisations
- numerical and quantitative skills
- problem-solving and analytical skills
- oral and written communication skills
- the ability to construct an argument as a basis for building a commercial case and for developing negotiation skills
- knowledge of global business issues and business language skills.

Graduates from this programme will be prepared for a wide range of opportunities in industries/sectors such as healthcare, manufacturing, retail and e-commerce, financial services, logistics and transportation, IT, food, travel, and government and the public sector.

Career support from day one to graduation and beyond

Career planning

From education to employment

Networking events

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Fees and funding

Your tuition fees, funding your studies, and other costs to consider.

Tuition fees

UK fees (applies to Channel Islands, Isle of Man and Republic of Ireland)

Full-time place, per year - £15,000
Part-time place, per year - £7,500

International fees

Full-time place, per year - £32,000
Part-time place, per year - £16,000

Tuition fees are for the academic year 2026/27.

Tuition fees cover the cost of your teaching and assessment, operating facilities such as libraries, IT equipment, and access to academic and personal support.

- You can pay your tuition fees in instalments.

- All or part of your tuition fees can be funded by external sponsorship.

- International applicants who accept an offer of a place will need to pay a tuition fee deposit.

If you're a UK national, or have settled status in the UK, you may be eligible to apply for a Postgraduate Loan worth up to £12,167 to help with course fees and living costs. **Learn more about paying for your studies**.

Additional costs

We understand that budgeting for your time at university is important, and we want to make sure you understand any course-related costs that are not covered by your tuition fee. This could include buying a laptop, books, or stationery.

Find out more about the additional study costs that may apply to this course.

Entry requirements

The qualifications and exam results you'll need to apply for this course.

Postgraduate entry requirements

We accept a 2:2 honours degree from a UK university, or an equivalent academic qualification from a similar non-UK institution. This degree can be in any subject discipline. Non-graduates with very extensive professional experience and/or other prior qualifications may also be considered.

International qualifications

Select your country or region to view specific entry requirements.

Many countries have a different education system to that of the UK, meaning your qualifications may not meet our entry requirements. Completing your Foundation Certificate, such as that offered by the University of Liverpool International College, means you're guaranteed a place on your chosen course.

English language requirements

You'll need to demonstrate competence in the use of English language, unless you're from a majority English speaking country.

We accept a variety of international language tests and country-specific qualifications.

International applicants who do not meet the minimum required standard of English language can complete one of our Pre-Sessional English courses to achieve the required level.

IELTS

6.5 overall, with no component below 6.0

TOEFL iBT

If you took a TOEFL test on or before 20 January 2026, you'll need 88 overall, with minimum scores of listening 19, writing 19, reading 19 and speaking 20. If you took a TOEFL test from 21 January 2026 onwards, when a new scoring system was introduced, you'll need 4.5 overall, with 4 or above in all components. TOEFL Home Edition not accepted.

Duolingo English Test

125 overall, with writing not less than 125, speaking and reading not less than 115, and listening not below 110. For academic year 2025/26 only, we will also accept the production, literacy, comprehension and conversation score set: 120 overall, with no component below 105.

Pearson PTE Academic

61 overall, with no component below 59

LanguageCert Academic

70 overall, with no skill below 65

PSI Skills for English

B2 Pass with Merit in all bands

INDIA Standard XII

National Curriculum (CBSE/ISC) - 75% and above in English. Accepted State Boards - 80% and above in English.

WAEC

C6 or above

Pre-sessional English

Do you need to complete a Pre-sessional English course to meet the English language requirements for this course?

The length of Pre-sessional English course you'll need to take depends on your current level of English language ability.

Pre-sessional English in detail

If you don't meet our English language requirements, we can use your most recent IELTS score, or the equivalent score in selected other English language tests, to determine the length of Pre-sessional English course you require.

Use the table below to check the course length you're likely to require for your current English language ability and see whether the course is available on campus or online.

Your most recent IELTS score	Pre-sessional English course length	On campus or online
6.0 overall, with writing at 6.0 and no component below 5.5	6 weeks	On campus or online
5.5 overall, with writing at 5.5 and no component below 5.0	10 weeks	On campus or online
5.5 overall, with no more than one component at 5.0	12 weeks	Online
5.5 overall, with no component below 5.0	20 weeks	On campus
5.0 overall, with no more than one component at 4.5	30 weeks	On campus
4.5 overall, with no more than one component at 4.0	40 weeks	On campus

If you've completed an alternative English language test to IELTS, we may be able to use this to assess your English language ability and determine the Pre-sessional English course

length you require.

Please see our guide to [Pre-sessional English entry requirements](#) for IELTS 6.5 overall, with no component below 6.0, for further details.

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