

Applied AI Transformation Management

Master of Engineering (M.Eng.)



Lead the AI transformation

in your organisation

Artificial intelligence is no longer purely a technology issue. It is a leadership, organisational and governance challenge. The consecutive master's programme in Applied AI Transformation Management (MAI) prepares you to turn AI potential into measurable value. You learn to identify high-impact use cases, collaborate effectively with data, AI and IT teams, and move pilots into reliable operation – legally compliant, ethically responsible and organisationally sustainable.

Over three semesters, six English-taught core modules build your transformation capabilities. A 24-ECTS elective profile allows you to tailor the programme to your professional field, while the English-language master's thesis addresses a real transformation challenge. You graduate with an M.Eng. and are prepared for leadership and interface roles in AI transformation.

First cohort: summer semester 2027.
Programme accreditation is in progress.

MAI is an interfaculty master's programme, developed and delivered jointly by lecturers from across HTWG Konstanz.

LANGUAGE OF INSTRUCTION	English (CORE + thesis), DE/EN electives
PROGRAMME TYPE	Full-time
LENGTH OF STUDIES	3 semesters (90 ECTS)
SEMESTER ABROAD	possible
STANDARD CLASS SIZE	15
Programme accreditation in progress	

6 reasons to study MAI at HTWG:

1. AI transformation, not just AI technology: Learn how to move AI pilots into production.
2. A future-oriented M.Eng. profile: Combine technical understanding with management, governance and implementation skills.
3. International by design: Study in English and prepare for transformation roles in globally connected organisations.
4. Real industry challenges: Work on applied cases through the Sprint Lab, partner projects and your master's thesis.
5. Governance and responsibility built in: Understand the EU AI Act, data protection, ethics and accountability as part of implementation.
6. Approachable staff, lecturers and mentors: Benefit from direct access and personal guidance, and direct contact with academic and industry experts.

Module overview

SEM. 1	AI Transformation & Change, Leadership & Organizational Design Governance & AI Compliance, AI Ethics & Data Ownership AI Use-Case Discovery & Value Realization (Process, Data & Stakeholders) – Project Technical AI Foundations: Applied ML, Data Pipelines & Decision Systems Electives DE/EN
SEM. 2	AI Transformation Execution & Scaling Lab AI Transformation Sprint Lab – Industry Project Electives DE/EN
SEM. 3	Master Thesis

Core modules and thesis in English. Electives may be offered in German or English (**DE/EN**).

Programme scope: 90 ECTS over three semesters

Full module catalogue: www.htwg-konstanz.de/mai

From AI strategy to delivery

The master's programme of Applied AI Transformation Management (MAI) prepares engineers and managers to lead AI transformation programmes where technology, organisation and governance meet – with a clear focus on value realisation in real industry and public-sector settings.



With Applied AI Transformation Management, HTWG strengthens the very role that universities of applied sciences are called upon to fulfil: translating technological change into responsible action within businesses and organisations. The programme equips graduates not only to understand AI, but also to shape its adoption, guide people through the transition and take responsibility for its implementation.

Prof. Dr. Gunnar Schubert

President, HTWG Konstanz



The German automotive industry is in the midst of digital transformation – what's needed are specialists and leaders who understand the immense capabilities of AI technologies not just from a business perspective, but technically as well, enabling them to transform business processes efficiently. The MAI programme at HTWG Konstanz does exactly that: practice-oriented AI transformation expertise for tomorrow's leadership roles.

Dr. Juri Buchmüller

Head of Innovative Digital Solutions, EBZ Group

Career outlook

Graduates of MAI move into AI transformation roles across industry, consulting, the public sector and research.

Typical positions include

- AI Transformation Manager
- AI Product Owner
- Head of AI Governance
- AI Portfolio Lead
- Senior Consultant for AI Adoption

Subject to successful programme accreditation, the M.Eng. meets the educational qualification requirement for higher civil service careers in Baden-Württemberg; additional career-law requirements may apply. It also qualifies for cooperative doctoral programmes with university partners.



In our regional network we see it every day: companies experiment with AI but rarely bring it into real operations. MAI educates exactly the people who close that gap: a genuine asset for the Lake Constance innovation ecosystem.

Tobias Fauth

Managing Director, cyberLAGO e.V.



Konstanz thrives on the connection between science, administrative practice and a willingness to innovate. The new Master's programme Applied AI Transformation Management at HTWG addresses precisely this interface and can help to translate AI not into abstract debate but responsibly into concrete transformation tasks for public administration, business and urban society.

Uli Burchardt

Lord Mayor of the City of Konstanz



One Campus. The Lake. Your Vision.

The HTWG Konstanz – University of Applied Sciences provides a diverse and interdisciplinary learning environment for around 4,500 students. Students study in small groups and receive **close support from professors and staff**. Modern laboratories and facilities such as the **Open Innovation Lab** provide access to cutting-edge technology, including VR, 3D printers, laser cutters and CNC machines. Konstanz, Germany, combines the charm of a small, safe university town with the opportunities of a dynamic, international student community. Studying at Lake Constance means learning in **one of Europe's most beautiful regions**, right on the border with Switzerland and close to Austria and France. Whether you enjoy sailing, skiing, hiking or exploring Europe, you will find inspiration and balance here to help you become the best version of yourself. **More about us:** www.htwg-konstanz.de/en

Fotos: istockphoto/ gorodenkoff, loveleygiant
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Applications / Admission

Admission regulations adopted in 2026 apply — provisional information.

→ see Statutes on Admission

Application deadlines:

for winter semester → 1 June

for summer semester → 1 December

First cohort (summer semester 2027):
application deadline 1 December 2026.

Admission requirements:

- relevant bachelor's degree in engineering, industrial engineering, business/economics, computer science, business informatics or a related field
- final grade 2.5 or better (German scale or recognised equivalent)
- at least 20 ECTS in mathematics, computer science and/or statistics
- at least 20 ECTS in business, management and law
- English-language proficiency: accepted certificates and minimum scores are specified in the admission regulations (proof waived if at least 15 ECTS of English-taught courses were completed)
- no German language proof required
- quota for international applicants: 40 % (ranked by final grade)

Do you have any questions...?

→ Academic advice and programme content:

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→ Student support and study organisation:

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Detailed information and additional contacts:

www.htwg-konstanz.de/mai

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