

Applied AI Transformation Management

Master of Engineering (M. Eng.)



Lead the AI transformation in your organisation

Artificial intelligence has stopped being purely a technology question and become a leadership, organisational and governance discipline. The consecutive master's programme Applied AI Transformation Management is built for exactly this transition. You learn where **AI creates economic value** in your organisation, how to connect technical foundations with data and IT teams, and how to scale pilot projects into reliable production – in a way that is regulatory, ethically and culturally sound.

The programme runs over three semesters: six English-language core modules sharpen your core competence, an individual elective profile of 24 ECTS extends it into your professional domain, and an English-language master's thesis tackles a real transformation case. You graduate with the M.Eng. – qualified for AI leadership, higher civil service and cooperative doctoral pathways.

First cohort: summer semester 2027. The programme is currently undergoing programme accreditation; senate resolution: 12 May 2026.

The MAI programme is anchored in the Faculty of Civil Engineering and developed in close cooperation with partners across HTWG Konstanz.

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

6 reasons to study MAI at HTWG:

1. AI transformation, not just AI technology: Learn how to move AI from pilots into productive.
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 Industry Sprint Lab, partner projects and your master's thesis.
5. Governance and responsibility built in: Understand EU AI Act, data protection, ethics and accountability as part of implementation.
6. Approachable staff, lecturers and mentors: Benefit from short paths, personal guidance and direct contact with academic and industry experts.

Module overview

SEM. A 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. B AI Transformation Execution & Scaling Lab | AI Transformation Sprint Project | Electives **DE/EN**

SEM. C Master Thesis

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

Scope of academic achievement for this program: 90 ECTS / 3 semesters

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

From AI strategy to delivery



The Master 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 industrial settings.

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With MAI, HTWG is bringing technical depth, organisational competence and governance together in a single Master programme for the first time. This is exactly the combination employers need.



Prof. Dr. Thomas Birkhölzer
Vice-President for Teaching, HTWG Konstanz

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The AI transformation of our industry happens where technology meets operations, compliance and people. MAI graduates will be exactly the profile we increasingly need in the years ahead.



Karin Rådström
CEO, Daimler Truck AG

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

The M.Eng. also qualifies for the higher civil service career path and for cooperative doctoral programmes with university partners.



One Campus. The Lake. Your Vision.

The HTWG Konstanz – University of Applied Sciences provides a diverse and interdisciplinary learning environment for around 4,500 graduates / undergraduates. Students study in small groups and receive **close support from professors and staff**. Versatile laboratories 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

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v1 – 5/2026 (BF)

Applications / Admission

Provisional information – subject to the admission regulations. The selection score is computed in equal parts from the academic profile and an admission test (HTWG admission test, GMAT or GRE; equivalent procedures case-by-case).
→ see Statutes on Admission

Application deadlines:

for winter semester → June 1st

for summer semester → November 1st

First cohort: 1 Dec 2026 (summer 2027)

Admission requirements:

(subject to the admission regulations)

- relevant Bachelor's Degree (min. 180 ECTS)
- final grade 2.5 or better (German scale or recognised equivalent)
- English at C1 level
- passing result in an admission test (HTWG admission test, GMAT or GRE)
- quota for international applicants per the admission regulations

Provisional – the admission regulations enter into force before applications open.

Do you have any questions...?

→ Academic advice and programme content:

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→ Student support and study organisation:

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Phone +49 7531 206-9087

Insight: Study projects / Campus life



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**Detailed information and
additional contacts:**

www.htwg-konstanz.de/mai



Sustainability is important to us, which is why this flyer is printed on climate-neutral recycled paper (certified with the "Blauer Engel" eco-label).