

## CURRICULUM M.SC. APPLIED ARTIFICIAL INTELLIGENCE IN MARKETING AND E-COMMERCE

### DISTANCE LEARNING, 60 ECTS

Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	Machine Learning	DLMDSML01	Machine Learning	5	Exam
			Deep Learning	DLMDSL01	Deep Learning	5	Oral Assignment
			Reinforcement Learning	DLMAIRIL01	Reinforcement Learning	5	Written Assignment
	2. Semester	2. Semester	Inference and Causality	DLMAIAC01	Inference and Causality	5	Advanced Workbook
			Seminar: Current Topics in AI	DLMAISCTAI01	Seminar: Current Topics in AI	5	Research Essay
			Introduction to AI in E-Commerce and Marketing	DLMAIEECMDF01	Introduction to AI in E-Commerce and Marketing	5	Case Study
2. Semester	3. Semester	3. Semester	Demand Forecast and Inventory Control	DLMAIEECMDF02	Demand Forecast and Inventory Control	5	Case Study
			AI in Marketing and Analytics	DLMAIEAPRS01	AI in Marketing and Analytics	5	Oral Assignment
			Personalization and Recommender Systems	DLMAIEAPRS02	Personalization and Recommender Systems	5	Oral Assignment
	4.	Master Thesis	DLMMTHES01 DLMMTHES02	Master Thesis Colloquium	13,5 1,5	Master Thesis Thesis Defence	
Total 60 ECTS							



You can find more information about your degree program in the module handbook on our website.



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You've already planned out exactly how your course schedule should look? Wonderful! The IU International University of Applied Sciences offers you the flexibility to choose any available module you like from any semester. You can work on a number of modules at the same time or one by one.



FT: Full-Time, 12 months  
PT I: Part-Time I, 18 months  
PT II: Part-Time II, 24 months