ETH zürich | School for Continuing Education

MAS ETH in AI and Digital Technology

Providing managers with a targeted science and technology education to upgrade their skills and advance their careers in an increasingly digital world

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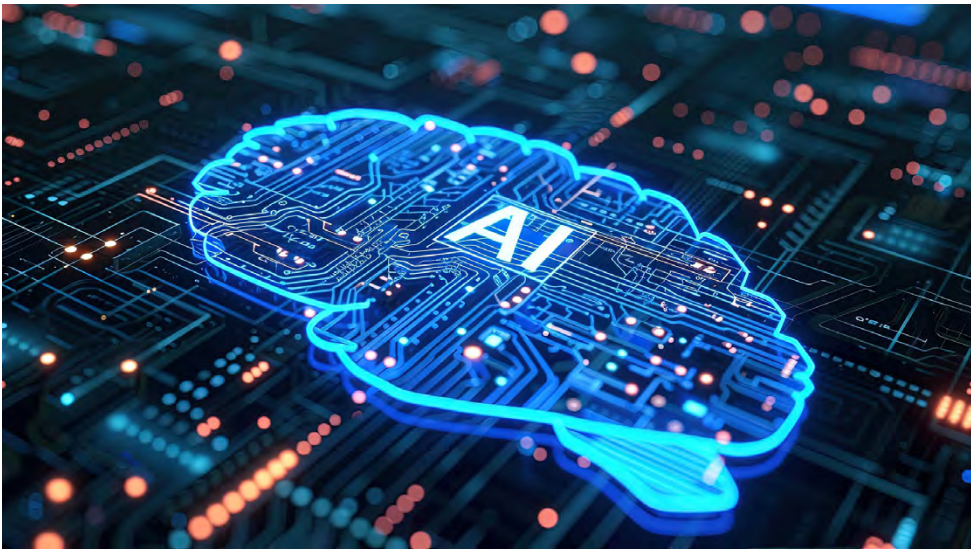
Master of Advanced Studies ETH in AI and Digital Technology



Target audience
Experienced managers working in technology-based industries with limited or no prior background in computer science. The target audience specifically includes managers from Finance, Marketing, Operations, Legal, Strategy and similar departments.

Objectives
The MAS ETH AID aims to improve the decision-making and collaboration skills of managers by providing them with fundamental training in IT, software, AI, cybersecurity and other digital technology essentials that are applicable across multiple industries and areas of the organization.

Graduates will be able to communicate better and develop stronger relationships with technical staff and groups. In turn, this will enable them to take on more challenging leadership roles in projects and programs with significant IT, software and AI components.

Three foundational CAS programmes form the first half of the MAS AID
The Certificate of Advanced Studies (CAS) programmes can be followed individually or followed as part of the MAS. For applicants who do not have any prior computer science and programming experience, it is recommended to follow them in the following order:

1. CAS in Data and Machine Learning (DML)
The CAS DML provides a practical introduction to information technology (IT), data science and machine learning (ML) as the essential foundation for understanding artificial intelligence (AI) and other aspects of today's information society. The program is intended for managers and leaders who want to understand the typical workflows, fundamental techniques and key challenges of data science and ML to drive successful implementation in their companies.

2. CAS in AI and Software Development (AIS)
The CAS AIS focuses on developing managers' understanding of coding, the software development process and how ML is used to build AI applications. This program addresses the challenges and considerations in developing and deploying AI systems, and provides a comprehensive overview of the software development process, including techniques for the delivery of high-quality software products.

3. CAS in Cloud and Mobile Computing (CMC)
The CAS CMC delivers a targeted education in wireless communications, networks and cloud & mobile computing, which are essential for distributing a company's digital products to users and customers. Topics addressed also include IoT and edge computing. This program is designed to help companies to stay close to their customers.

MAS AID second half: AI Project, Cybersecurity, Seminars, and Master Thesis
The second half of the program is exclusively for MAS participants who have completed all three CAS. CAS participants can upgrade to the MAS after any CAS. Participants now dive deeper into more complex topics such as real-world AI and cybersecurity. Participants will also be exposed to the latest research and current industry trends through a series of seminars. The master thesis topic is freely selectable in consultation with the thesis supervisor.

Structure and format
Courses are generally conducted in either a block format or blended learning format to minimize time away from work. Classes are usually held at ETH Zentrum campus every other weekend. Each weekend consists of one full day (Friday) and one half-day (Saturday morning). Thus, this Master's degree is well suited as a part-time study programme.

Admission requirements
A Master's level university degree recognised by ETH Zurich or equivalent educational background and several years of managerial experience. A good knowledge of English (B2) is required.

Start	Every September
Language	English
Application deadline	30 June 2024
Programme fee	CHF 42,000
Programme Director	Prof. Dr. Bernd Gärtner
Programme Manager	Maria Rosaria Polito politom@inf.ethz.ch Tel. +41 44 633 23 72

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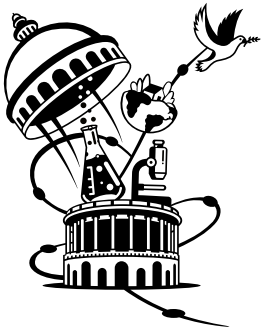

Publisher: Department of Computer Science

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