
MSc Artificial Intelligence Strategy Online



—
**Be bolder
with Brunel**

Brunel University of London is built for those who think differently. Our dual-accredited Business School gives you the tools to do something with it. You won't just earn a qualification — **you'll go further.**

A home for the world's students

With learners from over 155 countries, Brunel is proudly global. Our teaching reflects diverse perspectives, and our online community gives you space to connect, collaborate, and thrive.

Research that breaks ground

Brunel ranks in the UK's top 20% for collaborative research (Knowledge Exchange Framework 2024). You'll learn from experts tackling real-world challenges and shaping what's next.

A launchpad for your career

Our courses reflect a commitment to helping you move your career forward. We collaborate with industry professionals and leading academics to make sure you don't just learn something new—you put it into action.



Contents

Brunel by the numbers	4
Why Brunel?	5
Benefits of Brunel	6
Essential information	7
About this degree	8
Flexible learning	9
Modules	10
Assessments	11
Online benefits	12
Learning outcomes	13
Eligibility requirements	14



Brunel by the numbers

16,000+

students and over 154,000 alumni

#3

in the UK and 8th in the world for International Outlook (Times Higher Education 2026)

Top 40

research-intensive university
and top 10% for sustainability
(QS World University Rankings 2025)

14th

in the world for good governance
(QS World University Rankings 2025)

We've been building business careers since '97



Brunel Business School is the destination for budding business professionals ready to build their careers on a foundation of research, sustainability, and real-world impact.

As a dual-accredited school (AACSB and AMBA), with recognition from the Small Business Charter and a commitment to the UN PRME, we're serious about responsible, future-facing business education.



**Our AACSB and
AMBA is in the
global top 5%.**

A degree that looks different



Global recognition

Earn your degree from a top 25% UK university with worldwide recognition.



Learn for real life

Gain hands-on experience with real projects and tools you'll use every day.



Open more doors

Get the insights to stand out in an ever-evolving digital economy.



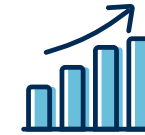
Connect worldwide

Become part of the 154 thousand-strong Brunel alumni community.



Twice accredited

Study with a business school accredited by both AACSB and AMBA.



Progress your way

Decide how and when you study with our cutting-edge digital learning platform.



Support at every step

Tap into career guidance and digital tools that help you thrive from day one.

Invest in your big step



Start dates

Pick a start date that fits your schedule. Apply on a rolling basis for upcoming **January, May, or September** intakes.



Location

Your learning is entirely online through our virtual learning environment, powered by Canvas.



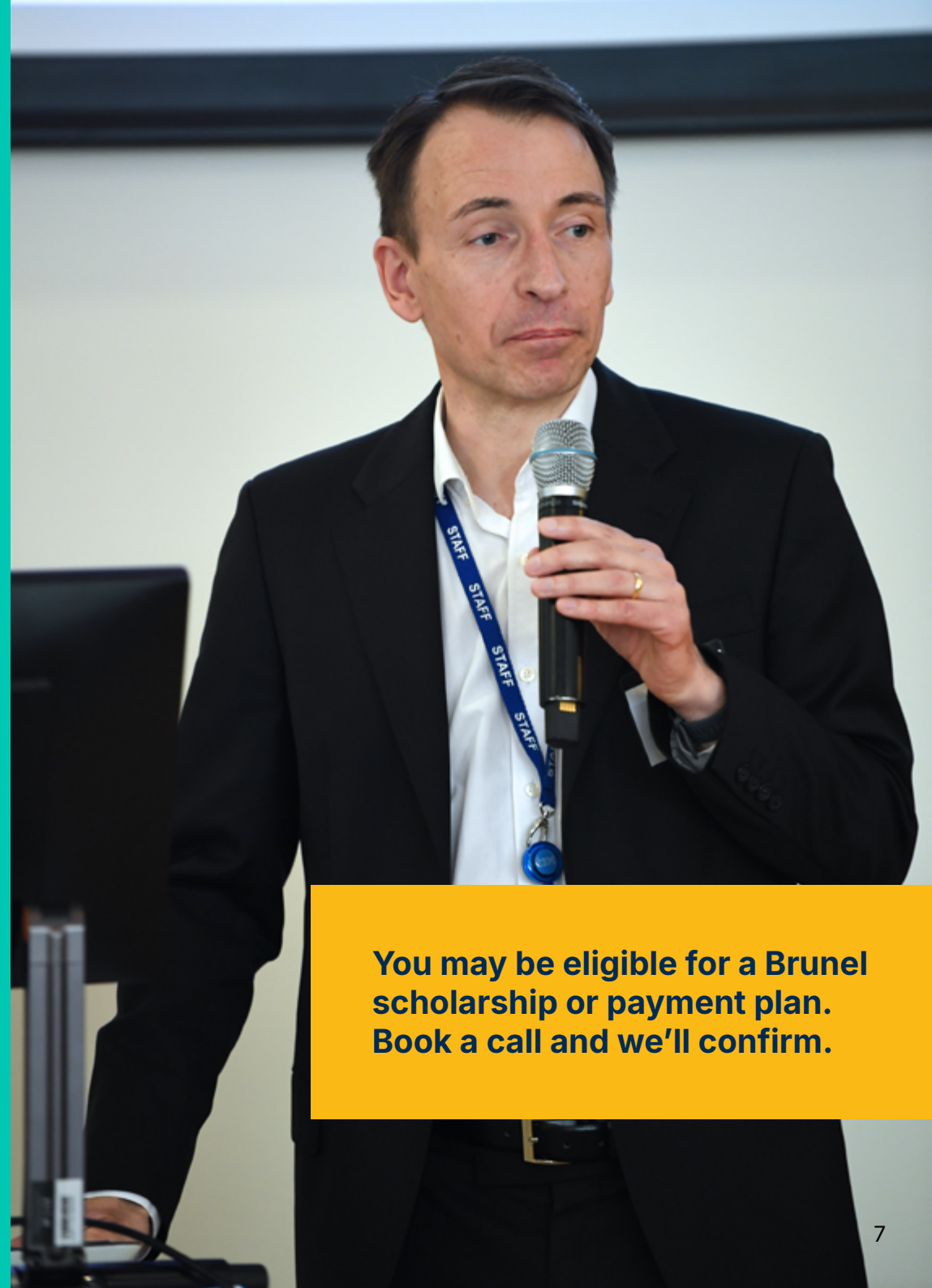
Duration

Choose full-time or part-time study and finish in one or two years.



Fees

The total cost for this degree is **£11,520**.



You may be eligible for a Brunel scholarship or payment plan. Book a call and we'll confirm.

Become a leader in an AI-enabled world

Algorithms, governance, and transformation—today's global organisations are being reshaped by artificial intelligence. Brunel's MSc Artificial Intelligence Strategy online prepares you to become a pro-active leader with the expertise to implement AI responsibly, effectively, and strategically.

This fully online degree combines business strategy with a high-level understanding of AI technologies, giving you the tools to drive innovation in sectors like finance, healthcare, government, and beyond. With challenge-based learning and real-world projects, you'll graduate ready to navigate the complexities of a data-driven economy.

6

modules

2

Praxis
modules

1

final
dissertation

180

total
credits

130

hours of
self-study
per module

40

full-time
study hours
per week

20

part-time
study hours
per week



We take flexible study seriously

When life gets busy, your Brunel studies move with you. While there are a few key dates to remember, the pace is yours to set. Here's an example of what your timeline would look like for the upcoming intake.

1

Secure your spot

Get your application in before the window closes. We recommend you submit a few weeks in advance for ample processing time.

3

Teaching begins

Access your first modules through our virtual learning environment, Canvas.

5

Dissertation

Dedicate your time to your dissertation and any remaining coursework.

2

Induction week

Kick off your studies with Induction Week. It's your chance to get set up and feel ready to begin.

4

Module learning

Build your foundational knowledge by working through your modules.

6

Congrats, grad!

Put your diploma to work and land your next big job. Feel supported by our career services team and utilise FutureLearn's helpful career guides.

Core modules

Innovative AI Leadership and Business Models

Explore how AI enables new forms of value creation and learn to use tools like prompt engineering in a business context.

AI Sustainability, Ethics, Governance and Regulations

Examine the legal and regulatory challenges of AI, focusing on fairness, accountability, and data protection.

AI Technologies for Decision Makers

Gain a high-level understanding of the technical lifecycle and learn to engage effectively with technical teams without a digital background.

AI Strategy and Transformation

Develop the ability to implement AI strategies across different sectors while managing its risks and benefits.

Business Modelling and Simulation

Build your understanding of modelling and simulation techniques to support decision-making in business and operational contexts.

Business Intelligence

Discover how data becomes decisions with the tools and techniques that power business intelligence and strategic thinking.



Core modules cover key concepts, theories, and practical applications central to your subject area, challenging you to think critically and apply your learning in real time.

Applied learning & assessments

This programme moves beyond traditional learning to focus on authentic assessments that reflect the challenges you'll face in the modern workplace. You'll demonstrate your leadership, teamwork, and communication skills through challenge-led, applied projects.

You'll complete two Praxis modules, an innovative, practice-led feature of this degree. In these two modules, you will act as a consultant to solve major, open-ended AI challenges faced by real organisations.

Praxis 1

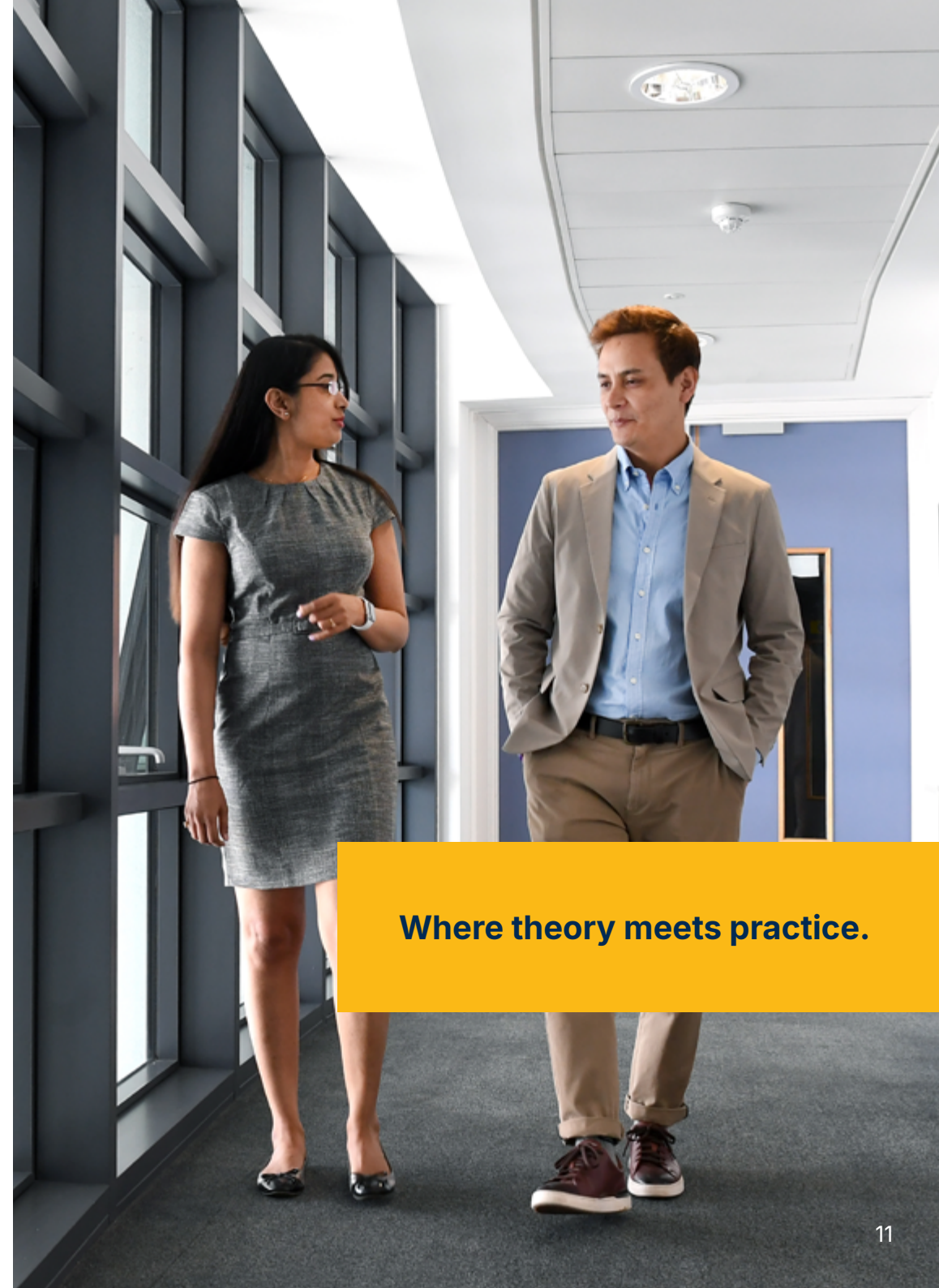
Collaborate in teams to frame problems and design strategic AI solutions, often linked to global sustainability goals.

Praxis 2

Deepen your expertise by developing holistic AI strategies that integrate ethical, regulatory, and operational factors.

Applied Research Project (Dissertation)

The final stage of your degree is a major piece of independent research. Under academic supervision, you will investigate a real-world or conceptual AI strategy topic of your choice.



Where theory meets practice.

Learning that looks different

We know your time is valuable, so we make learning flexible and engaging. You'll connect theory with real-world skills through interactive tools and practical tasks that fit around your life and help you reach your goals.



Focused content

Each module gives you a clear framework to grasp core concepts, understand technical concepts, and see how everything fits together.



Practical assessments

Through individual and group assignments, you'll apply what you've learned through practical tasks that reflect real-world challenges.



Interactive workshops

In small, interactive sessions, you'll test ideas and develop practical skills with the support of the Brunel online community.



Online tools

Online slides, exercises, and discussion boards help you stay engaged and supported throughout each module.



Curated reading lists

You'll have access to curated core and recommended texts that support your studies and help you explore topics in greater depth.



Applied research project

A final dissertation brings everything together and allows you to explore a topic that matters to you.



In-demand skills for the future of business



Strategic AI leadership

Become a proactive leader capable of driving AI-driven transformation.



Applied consultancy

Gain hands-on experience through the Praxis modules, learning to communicate complex conclusions to professional audiences.



Operational intelligence

Master the ability to formulate technical problems, gather data, and extract new knowledge.



Critical inquiry

Become an adaptable practitioner who evaluates the consequences of AI on organisational culture, structure, and processes.



Ethical advocacy

Develop an understanding of the interplay between ethics and AI, ensuring solutions are sustainable, and socially responsible.



Technical literacy

Bridge the gap between business and technology by mastering the technical lifecycle.



Make your next step the easiest one yet

Start by completing our online application form and uploading your supporting documents. Once submitted, our admissions team will review your application and keep you updated throughout the process.

Academic requirements

Applicants should hold a 2:2 or above UK Honours degree, or an equivalent internationally recognised qualification, in a related or non-related subject. This programme is suitable for graduates from a wide range of academic backgrounds and does not require prior technical expertise in artificial intelligence.

We welcome applicants with other qualifications and industrial experience (relevant to the subject area), who will be assessed on an individual basis.

Language requirements

International students may be required to submit proof of English proficiency through one of the following methods:

- IELTS: 6.5 (min 6.0 in all areas)
- Pearson: 59 (59 in all subscores)
- BrunELT: 63% (min 58% in each)
- TOEFL: 90 (min 20 in each area)

See the full list of approved tests [here](#).

Application requirements

When you apply, you'll need to provide a copy of your degree transcript and/or certificate (for international students transcript is highly recommended), along with a personal statement.

Please note that additional documents may be required to complete your application.



Apply quickly and easily through our online portal.



MSc Artificial Intelligence Strategy Online

Lead the future of responsible innovation.

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The information in this brochure is correct at the time of publication. It is issued for the general guidance of students starting their online course with the University in January 2025 and does not form part of any contract. The University will use all reasonable endeavours to deliver the course of study in accordance with the description applied to it in the University's brochure for the academic year in which you begin the programme. However, the University reserves the right to:

- Make reasonable variations to the course (including, without limitation, the content and syllabus of the course, including changes to individual modules.
- Discontinue the course or combine the course with another course, especially if it has insufficient numbers of students to be viable, if the University considers this reasonably necessary. If the University discontinues the course, it will use reasonable endeavours to provide you with a suitable alternative.

The University welcomes comments on its programmes from students' parents and sponsors. However, the University's contracts with its students do not confer benefits on third parties for the purposes of the Contracts (Rights of Third Parties) Act 1999. A full copy of our terms and conditions can be found on our website at brunel.ac.uk/about-this-website/terms