

In collaboration with



Master Business with AI (MBAI®)

90 hours

University certificate

Online

Transform businesses with AI:
Build your team of AI assistants.

Set new standards and become indispensable.

leadersofai.com



AI Skills are as valuable as a doctorate...

...according to a recent study by the University of Oxford. The salary premium for AI skills

is around **16 percent**. That is five times more than the average value of all other skills.

Our alumni confirm their success after completing the MBAI® and...

...lead the **AI transformation** of their organization



...are a member of the global **AI review board**

...have been promoted to **Head of AI**

...have **doubled** their order intake

...founded **AI companies**

...have successfully expanded their **service portfolio**



...**reduced** their department's costs by **30%**

Build a Hybrid Organization

The MBAI® is highly **practice-oriented**.

Within the program, you will create a series of AI assistants with our guidance: from business development, marketing, and sales to everyday management.

In addition, automation plays a crucial role in getting things off the ground.



Program Highlights



University certificate

In partnership with **Fresenius University of Applied Sciences** and **Microsoft**, the quality of the program is guaranteed. Upon successful completion of 4 out of 5 case studies, you will receive a university certificate.



Lifelong access

You will have **lifelong access** to all content even after the program. In addition, the MBAI® is continuously updated so that you will still be up to date tomorrow.



Alumni community

Become part of an **exclusive community** that extends beyond graduation. You will benefit from monthly expert talks with companies such as Microsoft, EY, and Panasonic, and exchange best practices to further your development.



Quality standards

Our programs are **ZfU-certified**, were awarded the E-Learning Award 2025 and 2026 in the AI category, and are rated "Excellent" with 4.9/5 stars on Trustpilot.

"Excellent"



4,9/5 Sterne auf TrustPilot



Tools

We work with two types of tools in the program: On the one hand, the powerful Microsoft tools **Copilot in M365** and **Copilot Studio** – on the other hand, the innovative German startups such as **Langdock** and **Make**.

This puts you in an ideal position to develop assistants and automations independently of the technical infrastructure setup.



Langdock

Platform for AI Assistants –
Made in Germany



Make

For simple and complex
Automations



Copilot Studio

Autonomous agents with direct
connection for teams.



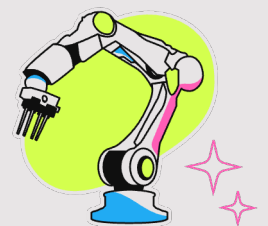
Flux

Outstanding image creation
from the Black Forest



tl;dv

Data protection compliant
meeting recording



Learning Principles

Gaining experience with **case studies**

You learn best when you dive right into practical application. Our case studies show you how to implement AI content immediately and successfully manage your projects.



Direct support **from lecturers**

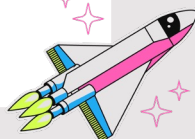
Our instructors accompany you and give you relevant feedback so that you can continuously improve. And they will answer all your questions.

Learning in a **community**

You will work in small groups with like-minded people, exchange ideas, and support each other. AI requires learning from each other and growing together.

Materials and **checklists**

Our program combines videos, methods, and checklists with over 500 tried-and-tested prompts. This provides you with the ideal conditions to achieve your AI goals.



Flexibility with **15-minute units**

The course is structured in learning units of 10-15 minutes so that you can learn in a condensed, focused, and, above all, flexible way. Whether during your lunch break or between meetings.

Program structure

In advance

Interview

It is important to us that the program is a good fit for you and takes your career to the next level. That is why we will have a phone call with you beforehand.

Start

Onboarding

Since you are embarking on a journey with us, a detailed onboarding process is very important to us. You will get to know all areas of the learning platform, how to engage in exchange, and how to get help.

12 weeks

Missions

We start with the basics of generative AI and work our way through all departments – from marketing to sales to HR 2.0. During the focus weeks, you will learn how to use AI in a targeted manner and deliver results with business cases and case studies.

Time frame

Each mission lasts two weeks: First, you will deepen your understanding of the content in your self-study phase using business cases. Then you will put what you have learned directly into practice in relevant case studies.

Live sessions in MBAI® Plus

In MBAI® Plus, you will receive intensive support and participate in weekly live sessions – alternating between Q&A to clarify questions and reviews of best practices and implementation in your own company.

1 year

Alumni Community

After the MBAI®, your AI journey really begins: Together with like-minded individuals, you will embark on your next expedition and actively shape the future in our exclusive community.





Missions at MBAI®

Our 360° program ranges from
prompting and law to automation
and the onboarding of your own AI assistants.

Mission overview

Week	Module	Live Session (Fridays, only in MBAI® Plus)
0		Onboarding
	Fundamentals	
1	Learning units	Q&A: Prompting
2	Learning units	Q&A: Assistants
	Innovation	
3	Learning units	Q&A
4	Case study	Review
	Marketing	
5	Learning units	Q&A
6	Case study	Review
	Sales	
7	Learning units	Q&A
8	Case study	Review
	Microsoft	
9	Learning units	Q&A
10	Case Study	Review
	Leadership	
11	Learning Units	Q&A: Legal
12	Case Study	Review
13	Bonus: Learning units	Offboarding



Fundamentals

In this mission, you will learn the basics of professional prompting using our award-winning ACTION® principle, as well as how to deal with the flood of AI tools.

Building on this, you will learn how to create your first AI assistants: from your personal assistant to Hansi, who will create your LinkedIn posts for you in the future.

Challenges

To put the content of this mission directly into practice, there is a task after each section. These range from preparing a Design Thinking workshop to writing a short paper with scientific sources to building an assistant that supports you in your learning.

Curriculum

- Generative AI as your high-performance assistant
- Use of the ACTION® principle for effective prompting
- Creating your own AI team

AI tools

- Langdock



Focus: Innovation

In this mission, you will learn how to conduct data-driven market analysis and systematically develop innovative product ideas. You will identify market gaps using data, design unique features for unique selling points, and use AI-powered automation to generate ideas. In the process, you will learn how AI tests your concepts in different scenarios, uncovers weaknesses, and creates comprehensive reports. These skills will help you innovate quickly and purposefully, from the initial idea to implementation.

Case Study

You are part of the innovation task force and develop new business opportunities to strengthen YSPACE's market position through data-driven innovation:

- Conducting a systematic market gap analysis using historical data
- Developing AI-supported idea generation automation
- Creating a business development concept for product expansion based on existing infrastructure
- Design and testing of a landing page for rapid market response validation

Curriculum

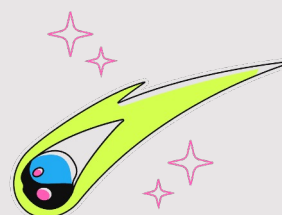
- Target group and persona creation using data-based methods
- Data-based identification of market gaps and business opportunities
- Automated idea generation and evaluation
- Rapid prototyping: From idea to testable landing page

Deep dive

Expert interview with Dr. Sebastian Wiczorek (VP AI Technology at SAP) on how generative AI is changing the business landscape and what kind of corporate culture is conducive to this technical revolution.

AI tools

- Langdock
- Make



Focus: Marketing

In this mission, you will learn how to develop data-driven marketing strategies and effectively analyze target group preferences. You will create editorial plans for social media and personalized newsletters that are individually tailored to customer segments. The focus is also on using AI to optimize communication strategies. This knowledge will help you to master modern marketing challenges creatively and effectively.

Case Study

You are part of the marketing task force and are driving forward AI-supported transformation to strengthen our market position against the competition:

- Setting up data-based editorial planning for targeted social media strategies
- Designing a brand guide, including tone of voice, images, and videos
- Developing newsletter automation, including appropriate images

Curriculum

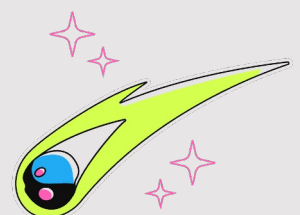
- Target group and persona creation using data-driven methods
- Designing editorial plans and newsletters
- Development of successful advertisements using established frameworks.
- Creation and optimization of image worlds with Flux

Deep Dive

Expert interviews with Prof. Dr. Monika Imschloss on modern challenges in marketing and how to overcome them with generative AI.

AI tools

- Langdock
- Flux
- Make



Focus: Sales

In this mission, you will learn how to develop and implement successful B2B sales strategies. You will analyze historical data to create ideal customer profiles and relevant personas for corporate customers. Based on this, you will develop automated approaches to prepare for and follow up on meetings. These skills will help you scale sales efficiently and secure competitive advantages.

Case Study

You are part of the sales task force and are developing a new sales approach to win corporate customers:

- Developing a sales strategy for new corporate customers
- Creation of an ideal customer profile and personas for the B2B sector, based on CRM data
- Designing a sales trainer that prepares salespeople for difficult customers
- Creating an automation tool for meeting preparation, including conversation guidelines

Curriculum

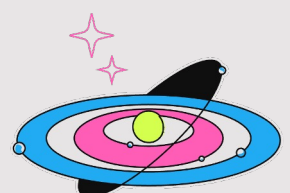
- Data-driven creation of ideal customer profiles and personas using CRM data
- Sales optimization through meeting recordings, transcript analyses, and AI tools
- Design a sales coach that allows live practice of telephone calls
- Creation of personalized content and development of a scalable automation process for meetings

Deep Dive

Expert interview with former Canon and Philips CSO Philipp Graeber on the role of personalized communication in sales, current challenges, and how to adapt sales strategies in today's world.

AI tools

- Langdock
- tl;dv
- Make



Focus: Microsoft

In this mission, you will learn how to strategically leverage the Microsoft ecosystem for AI transformation. You will master Copilot Studio and Copilot for Microsoft 365 – from PowerPoint and Excel to the creation of autonomous assistants. In the process, you will develop systematic approaches for evaluating the optimal AI infrastructure and learn how to make data-driven decisions between different Microsoft tools and alternative setups.

Case Study

You are part of the Microsoft transformation task force and develop a comprehensive migration strategy for AI integration in the Microsoft ecosystem:

- Development of an evaluation framework for optimal tool selection between Copilot, Microsoft 365, and alternative setups
- Creation of various AI assistants for use case evaluation and model recommendation
- Establishment of an intelligent helpdesk system with perfect documentation knowledge for employee support

Curriculum

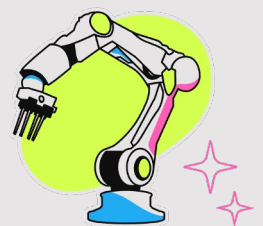
- Mastery of Copilot Studio and Copilot for Microsoft 365
- Development of specialized assistants for transformation and decision-making processes
- Change management strategies for successful AI adoption
- Building and integrating intelligent support systems with documentation AI

Deep Dive

Expert interview with Prof. Dr. Bernhard Wecke on successful transformations and the new dynamics of hybrid organizations.

AI tools

- Copilot for M365
- Copilot Studio



Focus: Leadership

In this mission, you will learn how leadership is changing in the age of generative AI. You will develop an effective AI strategy and learn the key approaches to successfully supporting AI transformation in your company or with your customers.

Case Study

You are part of the change task force and develop concepts to establish a future-oriented corporate culture:

- Developing a change concept for implementing the AI strategy based on success KPIs
- Developing a process for the systematic identification, validation, and scaling of AI use cases
- Integration of an AI coach to support employees in the transformation process

Curriculum

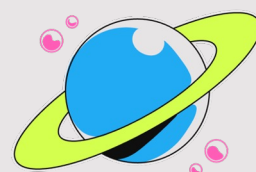
- Developing strategies for integrating AI into the organization
- AI change management and corporate culture
- AI governance: From works council participation to internal guidelines for AI implementations
- Analysis and scaling of AI use cases with a focus on infrastructure and skills
- Practical examples and methodologies: Insights into successfully implemented projects

Deep dive

Expert interviews with Wolfgang Stühler (VAPS Market Manager and AI Ambassador at IKEA) on cultural transformation in the age of AI.

AI tools

- Langdock
- Make
- Flux



Bonus: Always up to date

The bonus mission provides you with additional valuable knowledge on the topic of AI. You will learn how to stay up to date and how to systematically evaluate new AI applications. There is also a technical deep dive and a section on ethical guidelines in a company.

Challenges

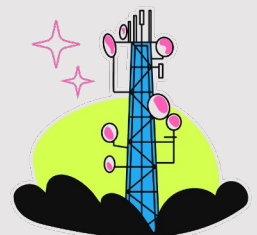
To check whether you have understood this mission, there is a task after each section. The focus is on reflecting on the key concepts of machine learning and related topics, as well as your current approach to AI using the AI Ethics Canvas.

Curriculum

- Getting Started with n8n: Build Your Own Personal Assistant
- Methods for staying up to date with AI
- Strategies for evaluating and selecting new applications
- Basics of how generative AI works
- Framework for ethical use of AI

AI-Tools

- n8n



Alumni community

After completing the MBAI®, you will gain access to our alumni community.

This is where experienced entrepreneurs and senior executives from across the DACH region come together to share knowledge, develop new ideas, and drive innovative solutions forward.

A strong network...

In our community, you will benefit from exciting job postings and targeted **project placement** that perfectly match your goals.

You will receive support with your own challenges and can rely on **exchanges** with peers.

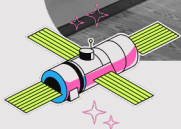
In addition, we offer our alumni a unique **program of events** throughout the year.

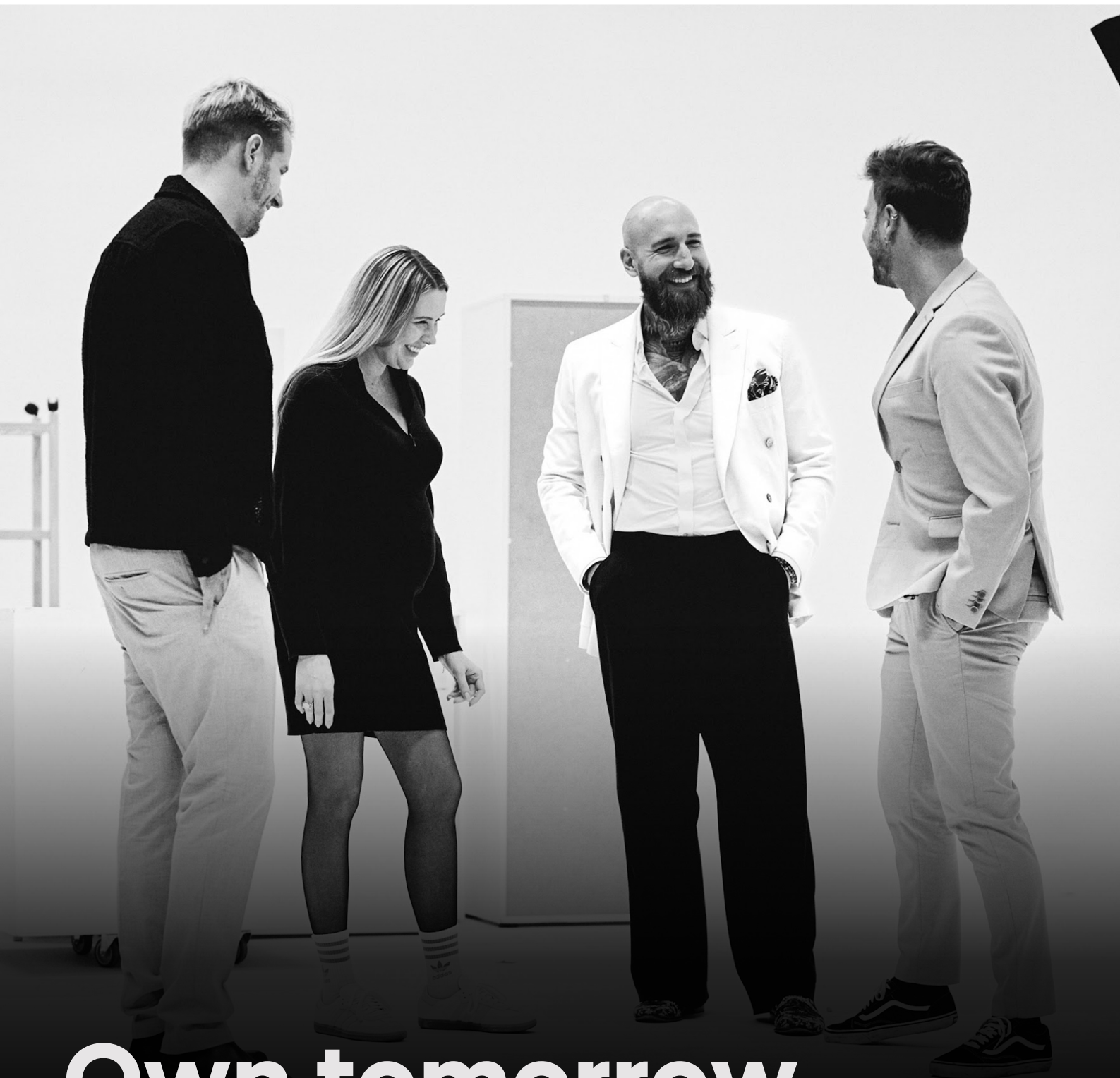


...with numerous events

Look forward to our monthly **expert talks** with industry leaders, who will give you exclusive insights into current trends and best practices.

Or our Leaders Lab – **AI hackathons** – where you can test the potential and limitations of AI together with companies such as Red Bull, Bosch, and Microsoft and develop prototypes with us.





Own tomorrow.

Join us in ushering in an era in which **humans and AI** work hand in hand.

And take your career to **the next level.**

leadersofai.com



LEADERS OF AI