Specialized Graduate Programs

Master of Management in Applied AI and Data-Driven Decision-Making (MAIDM)

McMaster University | DeGroote School of Business

AACSB ACCREDITED

Master of Management in Applied AI and Data-Driven Decision-Making (MAIDM)

Learn AI-powered business strategy.

The part-time Master of Management in Applied AI and Data-Driven Decision-Making (MAIDM) is a 20-month program designed for early-to-mid-career professionals who want to build expertise in AI and analytics without stepping away from their careers. Delivered through a flexible blend of weekend residencies and online learning, the program equips learners with the skills to lead data-driven decision-making, manage analytics teams and apply AI in real-world business contexts.

Who is this program for

- Designed for early-to-mid-career professionals. A minimum four years post-graduate work is required.
- Learn to lead with AI and data, on your time. A flexible 20-month, part-time format with weekend residencies and online learning — no career pause needed.

Admissions

Start date
January 2027

Length of study
20 months, delivered part-time over five academic terms

Tuition
$42,000

Application deadlines
Round 1: March 28, 2026
Round 2: June 30, 2026
Round 3: September 14, 2026
Final round: November 16, 2026

Work experience
Minimum four years

20 MONTHS

Term 1
January - April
- Exploratory Data Analysis and Visualization
- Predictive Analytics for Managers

Term 2
May - August
- Applied and Generative AI in Business Decision-Making
- Managing AI and Analytics Projects

Term 3
September - December
- Governance, Ethics and Compliance in AI and Analytics
- Decision-making Under Uncertainty

Term 4
January - April
- Prescriptive Analytics for Managers
- Strategic Leadership in AI and Analytics

Term 5
May - August
- Value Creation Through AI and Data Analytics
- Marketing Analytics

The program comprises 10 courses delivered over five terms in a hybrid format, combining asynchronous online learning with three weekend on-campus residencies per term.

Students build practical expertise in applied AI and data-driven decision-making, developing the skills to interpret AI outputs, identify business value, lead AI and data-driven projects and navigate ethical, legal and regulatory considerations.

View MAIDM course details

Application requirements

- Completion of an Honours Bachelor's degree from a recognized university
- Recommended B average (equivalent to a McMaster 8.0 GPA out of 12) or higher
- Minimum four years post-graduate work experience
- English Language Proficiency
  - IELTS (6.5) or TOEFL (92)
- Resume
- Two professional or academic references
- Online interview(s)

GMAT or GRE is not required

What sets this program apart

Lead with AI and data
Build the skills to lead data-driven teams, apply AI in business and drive innovation. Ideal for early-to-mid-career professionals aiming to step into leadership roles.

No GMAT or GRE required
Admissions prioritize your experience — no standardized test scores needed.

Entrance scholarships ranging from $2,000-$5,000 are available
No separate application will be required for these scholarships and all complete submitted applications will be considered.

Formally recognized by the Vector Institute for Artificial Intelligence, reflecting the strength of its AI curriculum and its alignment with industry needs.

2026 class profile

Academic background

38% Business, Accounting, Finance, & Management

19% Engineering & Technology

17% Data Analytics, IT, & Computer Technologies

12% Life Sciences, Biotechnology, & Health

10% Social Sciences, Public Policy, & Communications

**Cohort starting in September, 2026*

Range from 4-25 years

8 average years of work experience

51% identify as female
49% identify as male

40 class size

Meet

Patrick Donovan

MAIDM inaugural cohort

"I would recommend the MAIDM program to anyone who sees opportunities to implement AI within their current role or organization, wants to pivot into a more AI-focused role, or is looking to work more directly with modern data analysis.

MAIDM has been a direct and measurable benefit to my career - it helped me secure a new position, supports the goals of my team and organization, and gave me a solid foundation in data analysis and AI. AI is no longer a future consideration; it's already reshaping how organizations operate. The MAIDM program equips you to guide your organization through this rapidly changing environment in a calculated, structured, and level-headed way, rather than reacting to it without a plan."

Program options at DeGroote

Undergraduate Programs

- Commerce
- Integrated Business and Humanities (IBH)

MBA Programs

- Full-Time MBA and Full-Time MBA with Co-op
- Accelerated MBA
- Blended Learning Part-Time (BLPT) MBA
- Executive MBA in Digital Transformation (EMBA)

Graduate Programs

- Master of Management in Applied AI and Data-Driven Decision-Making (MAIDM)
- Master of Management in AI and Analytics (MMAIA)
- Master of Finance (MFin)
- PhD
- Graduate Diploma in Professional Accountancy

Interdisciplinary Graduate Programs

- MSc in eHealth
- Master of Health Management
- MSc in Global Health

Executive Programs

- Custom Programs for Organizations
- The Directors College
- Health Leadership Academy

Certificates

- Graduate Certificate in Data Science, Applied AI and Organizational Leadership

View all programs

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