

MagiX – **Artificial Intelligence, Governance Innovation, and Digital Transformation**

Adopting human-centric AI
solutions in public services

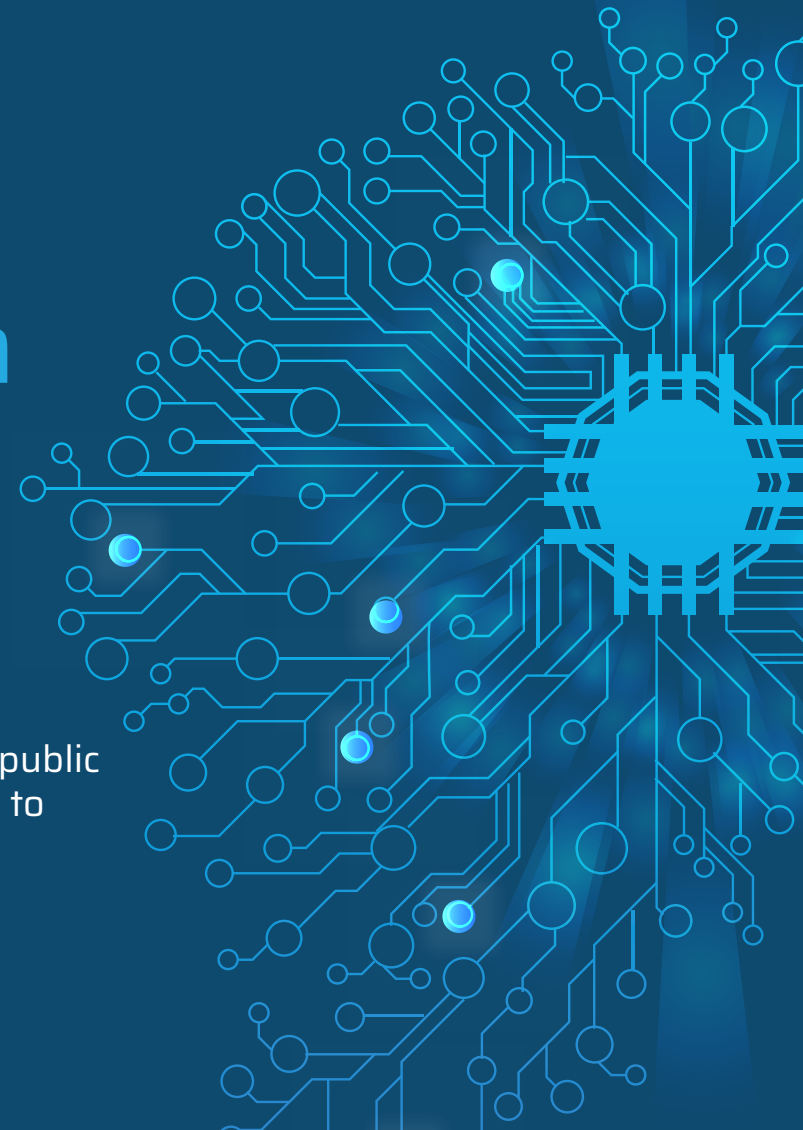
A Specialising Master that trains professionals capable of working within the public sector or in collaboration with it. A program co-funded by the European Union to support the adoption of AI and digital technologies in the service of citizens.

 60 ECTS

 Online Modules

 300 Seats

 Flexible Learning





Digital Governance & Transformation

Understanding how to use AI responsibly to create public value.

Teachings:

- Digital Transformation Dynamics: Revolution, Change and Agile Adoption
- Critical understanding and Responsible use of AI for Prosperity
- Digital Governance Principles and Service-Oriented Thinking



AI & Data

Developing a solid grounding in AI systems, data, and their application and evaluation in the public sector.

Teachings:

- AI-enabled public services and socio-technical systems
- Data governance and data protection
- AI foundations: technical, data and regulatory pillars



Human-Centric Design & Innovation

Applying human-centred approaches to design digital public services, with a focus on public participation, co-creation, and democratic engagement.

Teachings:

- Human-centred thinking for digital public services
- Public participation, co-creation and democratic engagement
- Designing for values

Specialisation elective courses



After completing the core modules, students choose ONE of the following specialisation elective courses.



SPECIALISATION 01

**Digital
Governance for
Public Innovation**



SPECIALISATION 02

**Digital
Transformation
for Public
Innovation**



SPECIALISATION 03

**Intelligence for
the Public Sector**



SPECIALISATION 04

**Service Design for
Public and Digital
Systems**



SPECIALISATION 05

**Data Governance
and Management
for the Public
Sector**



SPECIALISATION 06

**Interaction Design
for Public and
Digital Systems**

Training objectives



Objective 1

Develop a critical and operational understanding of digital governance and transformation in the public sector, including organizational change, service-oriented thinking, innovation processes, and the societal implications of artificial intelligence.



Objective 2

Build the ability to understand, evaluate, and apply AI and data in public sector contexts, covering AI paradigms, application techniques, evaluation methods, and data governance and protection within socio-technical systems.



Objective 3

Apply human-centric design approaches to the development of digital public services, promoting participation, co-creation, inclusivity, accessibility, ethical design, and improved citizen experience.



Objective 4

Enable participants to contribute to and guide digital transformation and AI-enabled initiatives in public administrations and related systems, including policy, service, and data-driven innovation contexts.



Employment opportunities



Participants will be able to take on roles related to digital transformation, service innovation, and the integration of AI into administrative processes, both within the public sector and in consulting or technology provider contexts. For professionals already working in the public sector, the program enables the development of advanced skills to lead innovation and digital transformation initiatives.

Examples of Roles

- ✓ Digital Transformation Manager / Officer
- ✓ AI and Data Policy Officer / Advisor
- ✓ Public-Sector Innovation or GovTech Specialist
- ✓ Data Governance and Data Strategy Specialist
- ✓ AI Project Manager / AI Product Owner in the public sector
- ✓ Service Designer / Design Strategist for Digital Public Services
- ✓ Consultant in Digital Government and AI for the Public Sector



Partners & European Network



Partner Institutions



European Network



Interdisciplinary Community



Public Value Together

The program is delivered within the AI4Gov ACCELERATE initiative, bringing together academic, public sector, and innovation partners across Europe.

The MagiX program is co-funded by the European Union under the AI4Gov ACCELERATE initiative.

