The specialization will focus on hard and soft skills which will equip students with the necessary abilities to excel in an environment of constant technological change and understand the strategic approaches in the Digital World.

What will you learn?

- Manage any company in the different scenarios of the digital economy
- Gain new insights about digital business and business models to discover new opportunities and generate a competitive advantage for companies that want to implement digital tools
- Learn to be innovative and entrepreneurial focused (through simulation, business games, contests: Nokia, BB, Novartis, etc.)
- Fully understand the scope of technological change and opportunities generated
- Gain a deep and broad understanding of the changes brought to the market by new social and technological trends: web 2.0, social networking, twitter, and mobile content
- Visualize how converging enterprises should be by understanding new trends in customers, culture and technology
- Develop the ability to respond to technological and digital change and assess their business impact
- Create and enhanced digital customer experiences
- Expand your network and develop your networking skills by studying in a multicultural environment

Language of instruction

- September: English