

A modern lecture hall with large windows on the left side, offering a view of a city. The room is furnished with long white tables and grey chairs. A large digital screen is mounted on the wall, displaying a landscape image. The ceiling is white with recessed lighting and a projector. The overall atmosphere is bright and professional.

On-Campus

MBA

Digital Innovation & Business Transformation

TURN YOUR DREAMS INTO CAREER SUCCESS IN GERMANY

According to McKinsey & Company, organizations that have effectively undergone digital transformation are 23% more profitable than their less digitally mature counterparts. Furthermore, a report by the Harvard Business Review highlights that while 80% of organizations acknowledge the importance of digital transformation, only 30% feel adequately prepared to face digital disruptions.

Our MBA program equips professionals with the skills and insights needed to navigate and drive change in today's rapidly evolving digital landscape. This specialization is not just about understanding digital tools but also about strategic thinking and leadership in the digital age. It prepares leaders who can anticipate changes and drive innovation to ensure their organizations not only survive but thrive in the face of digital advancements.

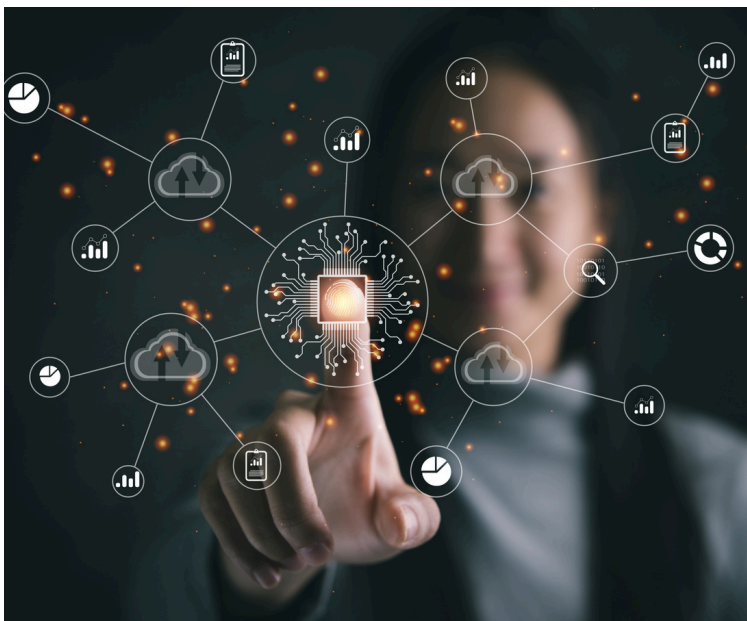
Your Profile

For whom is this program made?

The program is designed primarily for mid-career professionals who are looking to enhance their strategic management skills and gain a deep understanding of how digital technologies can be leveraged to drive business innovation and transformation. It is particularly suitable for business leaders, technology professionals, consultants, business analysts, and individuals from various backgrounds aiming to transition into roles that require a combination of business acumen and an understanding of digital technologies.

Your Career Prospects

What could be the job you get after graduating?



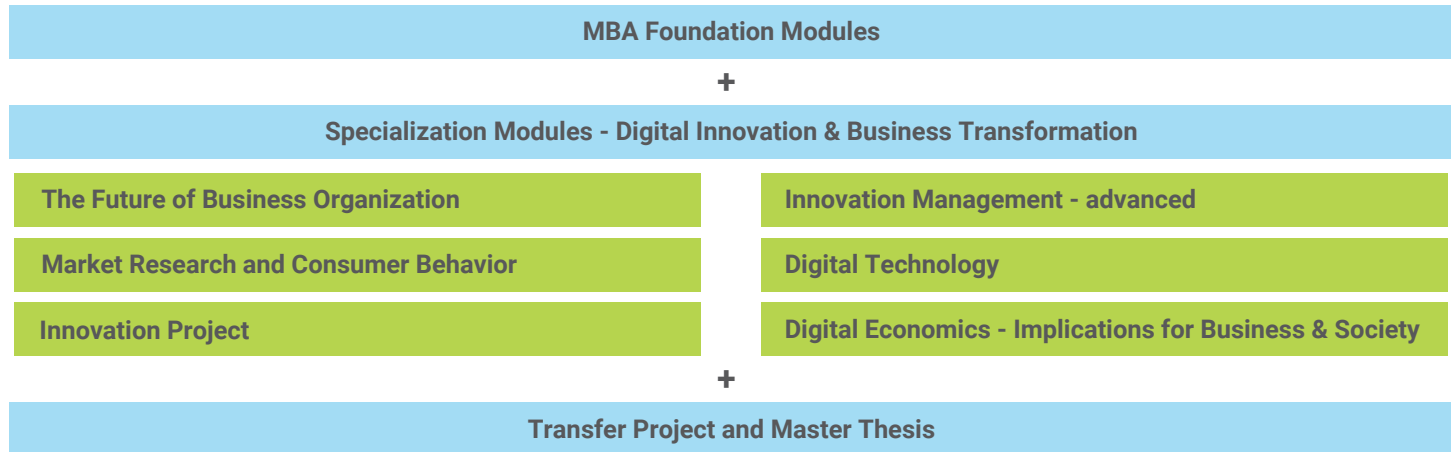
The career prospects for graduates from this MBA program are diverse and promising. Upon completion of the program, graduates can pursue a wide range of career opportunities in various industries and roles. Some potential career paths include:

- Chief Digital Officer
- Digital Transformation Consultant
- Innovation Director
- Technology Strategist
- Product Manager for Digital Products
- Entrepreneur
- Startup Founder

Your Specialization Modules

What customized study content lies ahead?

Here is the overview of our comprehensive curriculum that covers the MBA essential topics. The foundation modules are complemented by the specialization modules of Digital Innovation & Business Transformation, as well as the Transfer Project and Master Thesis.



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