

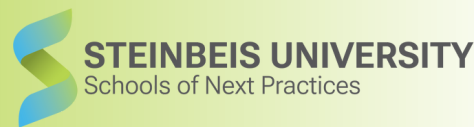
The background of the entire image is a photograph of a modern building's interior. It features a large, multi-story glass wall that reflects the sky and surrounding environment. The architecture is characterized by clean lines and a mix of materials, including concrete and wood. In the lower-left corner, a wooden staircase is visible, adding a natural element to the modern setting. The overall atmosphere is bright and airy, with natural light streaming in through the glass panels.

Online

MSc in Business Management

DIGITAL INNOVATION & TRANSFORMATION

TURN YOUR DREAMS INTO CAREER SUCCESS WITH S-NEXT ONLINE



Master of Science Digital Innovation & Business Transformation

	Duration 24 months		Language English		Location Online		Start Date Jan, Mar, May, Jul, Sep, Nov
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In today's rapidly evolving business landscape, digital innovation and transformation are essential for staying competitive and driving growth. According to a report by McKinsey, companies that prioritize digital transformation are 26% more profitable than their competitors. This program equips students with the knowledge and skills to lead digital initiatives, drive innovation, and transform organizations for success in the digital age.

Through cutting-edge coursework and hands-on projects, students delve into topics such as digital strategy, emerging technologies, agile methodologies, and change management. According to the World Economic Forum, by 2025, digital transformation is expected to generate \$100 trillion in value for businesses and society. Graduates emerge as visionary leaders capable of harnessing the power of digital technologies to create value, foster innovation, and drive sustainable business growth.

Your Profile

For whom is this program made?

This study program is designed for individuals who are passionate about driving organizational change and innovation in the digital age. It is ideal for aspiring digital leaders, business strategists, entrepreneurs, technology enthusiasts, change agents, consultants and advisors, as well as individuals interested in transitioning into roles focused on digital innovation, business transformation, and technology management to capitalize on the growing demand for digital skills and expertise.

Your Career Prospects

What could be the job you get after graduating?

The career prospects for graduates from this master's 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:

- Digital Transformation
- Consultant
- Innovation Manager
- Technology Strategy Director
- Business Development Manager
- Digital Marketing Manager
- Chief Digital Officer

Admission Requirements

To begin your journey in our M.A. Business and Organizational Psychology program, please ensure you fulfill and submit the necessary documents outlined below

- Min. 3-year business-related* bachelor's degree
- Final degree certificate and transcript (in English, or officially notarized in English)
- English proficiency certificate (IELTS 6.0 / PTE 56 / TOEFL 80 / Duolingo 100 / Cambridge Advanced or Proficiency)
- Latest updated CV

Your Specialization Modules

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

M.Sc. Business Management Foundation Modules

+

Specialization Modules - Digital Innovation & Business Transformation

The Future of Business Organization

Digital Technology

Market Research and Consumer Behavior

Digital Economics — Implications for Business & Society

Innovation Management — Advanced

+

Transfer Project and Master Thesis

Tuition Fees**

Per Month	Per Semester	Total Payment
EUR 373.00	EUR 2,235.00	EUR 8,940.00

Excl. **EUR 250 matriculation fee + **EUR 250** examination fee

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