

# MASTER / MBA IN DIGITAL TRANSFORMATION IN BUSINESS

Unlock your potential as a Disruptive Leader

Explore the nuances of digital transformation strategies with AI, IoT, and big data. Gain proficiency in digital leadership, business intelligence, and innovative business models, shaping tomorrow's landscape.

Our Master in Digital Transformation empowers you to lead revolutionary changes in business. Tailored to industry demands, our hands-on curriculum offers immersive experiences and direct engagement with experts. Foster critical thinking and expand your network within our vibrant community, positioning yourself as a catalyst for digital innovation. Join us in driving transformative change across the business domain.

## Discover exciting career paths

- Digital Transformation Consultant
- Product Manager
- Project Manager
- Chief Digital Officer (CDO)
- Chief Digital Transformation Officer (CDTO)
- Business Analyst
- Digital Marketing Manager
- Innovation Manager
- HR Digital Transformation Specialist
- Data Analyst/Scientist
- Digital Operations Manager
- Entrepreneur/Startup Founder
- Change Management Specialist

100%

Students  
Enhanced their  
Professional  
Profiles

95%

Students  
Satisfied with the  
ESEI Experience

90%

Students  
Found Jobs within  
6 months after  
graduation

64%

Alumni  
Have Management  
Positions today



100% IN  
ENGLISH



ON-CAMPUS  
BARCELONA



OCTOBER/MARCH  
INTAKES

## Experience our unique curriculum

**Tailored Skill Development:** Master digital leadership, big data analytics, and business intelligence.

**Industry-Relevant Curriculum:** Stay updated with digital transformation, AI, and digital marketing trends.

**Immersive Learning Experiences:** Engage with industry professionals for insights through interactive learning walks and guest speakers.

**Career Readiness:** Build a strong network through project-based learning and business simulations, gearing up for a rewarding career in organisational digital transformation.



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SCAN ME!



# PROGRAMME PATHWAYS

SELECT A PATHWAY TO START YOUR DEGREE JOURNEY TODAY!

	UCAM CATHOLIC UNIVERSITY OF MURCIA		KEYCE ACADEMY COLLÈGE DE PARIS*	
	Master of Professional Development	International MBA	Master Spécialisé (MS)	MBA International
<b>Degree Type</b> Tailor your degree to your goals. ESEI grants a private degree upon programme completion. To obtain the partner university's degree, you must meet their admission criteria.				
<b>Specialisation Modules</b> Unlock essential skills and knowledge vital for your field with 10 focused 6-week modules, employing a project-based approach for effective learning.	<b>Digital Leadership</b> , Big Data Analytics & Business Intelligence, <b>Business Model Innovation</b> , Digital Marketing Strategy and Technologies, <b>Product and Project Management</b> , Artificial Intelligence in Business, <b>Design Thinking &amp; Innovation</b> , Innovation and Change Management, <b>Digital Transformation in HR</b> , Digital Business Strategy.			
<b>Impact Labs</b> Acquire practical skills for your career journey through Impact Labs, fostering career readiness and professional development.	✓	✓	✓	✓
<b>Professional Development</b> Blend academic learning with a 3-month internship to cultivate practical skills, understand workplace dynamics, and refine professional communication.			✓	✓
<b>Sustainability and Social Impact</b> Engage in Sustainability workshops to spearhead global CSR projects, forging connections with organisations for hands-on learning experiences.		✓		✓
<b>Agile Methodology</b> Embrace Agile principles to accelerate product development, emphasising communication, collaboration, and accountability for results-driven projects. Includes ICP Certification.		✓		✓
<b>Career Coaching</b> Enhance your career progression through personalised coaching, refining your personal brand, overcoming obstacles, and charting a roadmap for success.		✓		✓
<b>Thesis Final Project</b> Apply learned skills in a thesis project, fostering critical thinking and practical application to explore career-relevant topics in depth.	✓		✓	✓
<b>Capstone Project or Elective Modules</b> Opt for a Group Capstone project to launch a business idea or delve into electives modules to explore diverse interests and expanding your knowledge base.		✓ Capstone and Electives are required		✓
<b>ECTS Credits</b>	60 ECTS	90 ECTS	90 ECTS	120 ECTS
<b>Government Recognition</b>	Spanish Título Propio	Spanish Título Propio	French Official Degree	French Official Degree
<b>Duration</b>	1 Year	1 - 1.5 Year(s)	1 Year	1.5 - 2 Years
<b>Total Tuition Fee</b>	10,500€	14,500€	15,100€	20,100€

\*Keyce Academy – Collège de Paris pathway available from Spring 2025.

## BEYOND THE CLASSROOM

Explore diverse extra-curricular activities, industry visits and learning expeditions offered during the programme: ESEI Talks, TEDxESEISchoolBarcelona, Women in Sports, visits to N26, Travel Perk, Semrush, Oracle NetSuite, SAP, Tripadvisor, Microsoft, Salesforce, and more. Engage in enriching experiences, study trips to Dublin, Madrid, Valencia, and Malaga, and learn from leading global companies and international organisations.

(Activities and company visits may vary each year. Extra costs related to visits, such as accommodation and transportation, are not included in tuition.)

## ADMISSION REQUIREMENTS

- 1/ Bachelor Degree and Transcripts
- 2/ Proof of English Proficiency
- 3/ Impact Statement
- 4/ Updated C.V
- 5/ One Reference Letter
- 6/ Copy of ID / Passport

Additional Requirements may apply for UCAM or Keyce Academy - Collège de Paris Degrees

MORE INFO HERE



*ESEI has one of the best multi-cultural environments, and that is one of the main strengths of the school. Thanks to ESEI, I found my passion in digital transformation, and over the next five years, I envision myself thriving in a global setting, furthering my expertise in this dynamic field.*

**ARNAU ALARCÓN**  
OD Manager - Digital Transformation at Danone