

# 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 / MBA 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.

Accredited by UCAM who holds a 5-Star QS rating and strong positions in QS World University Rankings and Times Higher Education Impact Rankings, reflecting excellence in teaching, internationalisation, and industry collaboration.

## 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.



ESEI Telephone  
**+34 934 174 677**



Email: [info@esei.es](mailto:info@esei.es)  
Web: [www.eseibusinessschool.com](http://www.eseibusinessschool.com)



Location: Ricardo Villa, 8  
08017 Barcelona, Spain

SCAN ME!



# PROGRAMME PATHWAYS

## UCAM CATHOLIC UNIVERSITY OF MURCIA

Degree Type	MASTERS	MBA
<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> , <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>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 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 &amp; Elective Modules</b> Opt for a Group Capstone project to launch a business idea and delve into electives modules to explore diverse interests and expanding your knowledge base.		✓
<b>ECTS Credits</b>	60 ECTS	90 ECTS
<b>Government Recognition</b>	Spanish Título Propio	Spanish Título Propio
<b>UCAM Academic Rankings</b>		
<b>Official Degree Awarded</b>	Master's Degree in Continuing Education in Business Management	Masters Degree in International MBA in Business Management
<b>Duration</b>	1 Year	1 - 1.5 Year(s)
<b>Total Tuition Fee</b>	10,500€	14,500€

### BEYOND THE CLASSROOM



**20+ Guest Speakers**  
Direct access to industry professionals



**10+ Industry Visits**  
Business exposure beyond the classroom



**4+ Panels**  
Debates and insights from experts and leaders



**3+ Simulations**  
Decision-based, practical learning



**5+ Real Company Projects**  
Applied work with real organisations.

Based on yearly average

### 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

**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**  
ESEI Alumni - Master in Digital Transformation in Business