



# MASTER'S IN DIGITAL BUSINESS STRATEGY AND ORGANIZATIONAL TRANSFORMATION

Redesign the corporate future: lead digital evolution with a strategic and technological vision based on U.S. standards.

# PROGRAM DESCRIPTION



Lead business evolution with our Master's in Digital Business Strategy and Organizational Transformation, a U.S. standard program designed for those seeking to redesign business models in the technological era.

Through a 100% asynchronous and bilingual methodology, you will integrate technological innovation with effective change management, optimizing operational efficiency and customer experience. This program allows you to make decisions based on a solid strategy in digital environments, and to lead transformation processes focused on sustainable growth and digital risk management. Earn a U.S. degree with international validity.

## WHY CHOOSE THIS MASTER'S AT DRU?

1.



### FOCUS ON AI AND EMERGING TECHNOLOGIES

You will use simulators, virtual environments, and AI to create real-world solutions from day one.

2.



### U.S. DEGREE

Obtain an international academic degree issued from Miami, Florida, with global validity.

3.



### LEADING BUSINESS INSTRUCTORS

Direct training with executives who lead digital transformation in real-world industries.

4.



### STRATEGIC MASTERY

Specialized modules in Digital Business Strategy and Business Finance.

# STRATEGIC AND TRANSFORMATION SKILLS YOU WILL LEARN



## Digital Business Architecture

Implement and manage disruptive business models with global digital strategies.



## Leadership and Change Management

Lead organizational transformation with empathy, ethics, and a transformative vision.



## Data-Driven Decision Making

Use business analytics and performance measurement to define high-impact strategies.



## Digital Supply Chain Management

Optimize logistical operations by integrating emerging technologies into the value chain.



## Cybersecurity and Risk Management

Evaluate digital vulnerabilities and lead initiatives to safeguard company assets and information.



## Artificial Intelligence applied to Business

Integrate AI solutions into business strategy to boost competitiveness and innovation.

## GRADUATE PROFILE

Upon completion, you will be a strategic leader capable of:



Designing comprehensive digital transformation strategies that redesign the business core.



Evaluating strategic results using performance metrics and data analysis.



Leading multidisciplinary teams through complex organizational changes.



Integrating technology with a business vision to ensure growth in digital environments.

## PROGRAM DETAILS



- **Official Degree:** Master of Science in Digital Business Strategy and Organizational Transformation.
- **Duration:** 2 years.
- **Format:** 100% Online - Asynchronous (Full Flexibility).
- **Language:** Bilingual (Spanish or English) + Free English courses with ICPNA.

# CURRICULUM

## FIRST YEAR

|                                         |                               |                                      |
|-----------------------------------------|-------------------------------|--------------------------------------|
| DIGITAL BUSINESS STRATEGY               | ORGANIZATIONAL TRANSFORMATION | LEADERSHIP AND CHANGE MANAGEMENT     |
| DIGITAL INNOVATION AND ENTREPRENEURSHIP | DATA-DRIVEN DECISION MAKING   | DIGITAL MARKETING AND COMMUNICATIONS |

## SECOND YEAR

|                                                |                                  |                         |
|------------------------------------------------|----------------------------------|-------------------------|
| BUSINESS ANALYTICS AND PERFORMANCE MEASUREMENT | DIGITAL SUPPLY CHAIN MANAGEMENT  | AI IN BUSINESS          |
| CYBERSECURITY AND RISK MANAGEMENT              | GLOBAL DIGITAL BUSINESS STRATEGY | CAPSTONE: FINAL PROJECT |

## CONTACT INFORMATION

LET'S CONNECT!

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LET'S TALK!

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