

CURRICULUM OF MASTER'S IN BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP IN INNOVATION AND TECHNOLOGY

Strategy and Digital Transformation	Business Management and Operations
Innovation, Entrepreneurship, and New Business Models	Integrated Projects
Data, Artificial Intelligence, and Governance	

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

Financial
Management

Marketing
Management

Operations
Management

Business Finance

Business Model
Innovation

CAPSTONE:
Final Project