

CURRICULUM OF MASTER'S IN DIGITAL BUSINESS STRATEGY AND ORGANIZATIONAL TRANSFORMATION

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

Business Analytics and Performance Measurement	Digital Supply Chain Management	AI in Business
Cybersecurity and Risk Management	Global Digital Business Strategy	CAPSONE: Final Project