

MANAGING BUSINESS IN THE DIGITAL AGE

A Postgraduate Program in English



**Europejska Wyższa Szkoła
Biznesu**

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Program Overview

Organizations have drastically changed the way they do business in the wake of the digital revolution. Digital technologies (mobile, social media, cloud, big data, internet of things, 3D printing, etc.) are reshaping value creation, growth, and the delivery of products and services around the world. Virtually all major businesses see digital transformation as a top priority, but some companies need a little push to build a digital-ready business. What they need are the right management skills for this digital age.

The program covers some of the most important management skills to help business leaders and managers lead their employees and businesses into the digital age. It focuses on how digital technologies have altered the way businesses operate, with respect to communications, distribution, sales and marketing, procurement, and the management of information, and how to build these technologies into a winning business strategy.

Participants will learn everything from understanding and leveraging the drivers of digital transformation to building a digital business strategy, to leading organizations, and helping them navigate through the digital disruption.

Objective

To provide deep understanding and practical frameworks to help participants develop a digital strategy to transform their business and thrive in a technologically disruptive environment. ***The program will put participants on the right path to become digital transformation leaders.***

Target Audience

The program is addressed to working professionals (specialists, managers, executives, leaders) from a variety of industries and backgrounds who seek to understand both the theoretical and practical aspects of digital business and help transform their organizations to harness digital future.

Benefits to Participants

On completion of this program, participants will gain:

1. A fundamental understanding of how digital technologies are shaping new business models and how to harness the power of new technologies to improve operations and increase business value.
2. The ability to articulate what disruptive technologies mean for their industries and create effective business strategies to manage digital transformation.
3. Practical skills in developing and implementing a digital transformation strategy.

Duration and Number of Hours/ ECTS Points

Two semesters, 180 contact hours, 60 ECTS points

Language of Instruction

All classes will be conducted in ***English***. Likewise, a final project must be written and presented in English.

Teaching Faculty

The teaching faculty are experts in digital technologies and champions of business models based on these technologies, and are predominantly practitioners, currently involved in work on digital transformation. They have been selected not only based on their practical knowledge of the subject matter but also because of their ability to provide a dynamic learning experience and deliver the latest material in an engaging, practical, down-to-earth way.

Curriculum

S/N	Course Title	No. of Contact Hours	No. of ECTS Points
1	Digital Revolution and Its Impact on Business	18	4.5
2	Industry 4.0	18	4.5
3	Design Thinking	18	4.5
4	Communicating in the Digital Age	18	4.5
5	Business Strategy for the Digital Age	18	4.5
6	Digital Leadership	18	4.5
7	Managing Change in the Digital Age	18	4.5
8	Marketing for the Digital Age	18	4.5
9	Digital Supply Chain Management	18	4.5
10	Managing Information in the Digital Age	18	4.5
11	Capstone Project: Developing a Digital Transformation Strategy	-	15
Total		180	60

Delivery Mode

Hybrid (F2F and on-line)

Program Dates

Start: November 2021

Finish: June 2022

Entry Requirements

First degree in any discipline

English language competency test (IELTS or equivalent with an acceptable score)

Certificates

Participants will receive a Certificate of Postgraduate Studies (in Polish – Świadectwo Ukończenia Studiów Podyplomowych), and a Certificate of Completion and transcript in English, issued by the European University of Business.

Tuition Fee

The program fee of **6 500** PLN includes instruction, course materials, certificates and transcripts.

Deadline for Application Submission

EUOB will be accepting applications until the **end of October**. Please fill out and send to us an electronic application form (downloadable from our website), alongside scanned copies of the required documents, by e-mail to: studia.podyplomowe@euob.eu or hard copies of the form and documents to the postal address given above.