



Master in Strategy and Digital Business

Studies at Berlin and Paris campuses

SCIENTIFIC DIRECTOR

Prof. Philip Meissner

Objectives of the programme

In this programme, you will learn the strategic, digital and entrepreneurial skills for the job markets of today and tomorrow. Based on a strong cooperation between practice partners and our world-class faculty, you will acquire competencies in core areas like strategy, complex problem solving and decision making. Also, you will focus on two fields, which we believe are crucial for being competitive in the future: Digital literacy and the ability to code as well as in depths understanding of the Chinese market. Studying in the European entrepreneurial powerhouses Berlin and Paris, you will gain comprehensive theoretical and practical insights, which will equip you for a career in the world of strategy, consulting and digital business creation.

Career opportunities

As digitalization is one of the main strategic priorities of most companies today, the Master in Strategy and Digital Business prepares you for a career in strategy and consulting but also as an intrapreneur, who drives change processes in organizations or NGOs. In addition, the application oriented curriculum will support you in joining an established start-up or even founding your own company.

Curriculum

A combination of theory classes and of live practical cases covering the areas of:

- Managing Emerging Technologies
- Techniques for Complex Problem Solving and Decision Making
- Critical Thinking and Communication Skills
- Strategic and International Management
- The Chinese Market and Doing Business in China
- International Entrepreneurship
- Research Methods, Complex Systems and Organizational Change
- Language Courses and Career Development

Time spent on campuses

3 terms in Berlin • 1 term in Paris

Language requirements English

Duration 2 years (Start in September)

This master programme is the right choice if you want to...

- Be equipped for a more digital and global job market
- Work in an international and entrepreneurial context or become a strategy consultant
- Develop a strategic and international mindset
- Push thinking on how digitalization will change and influence the economy
- Meet inspiring teachers, company representatives and peers who share your passion
- Receive a renowned degree from a highly-ranked business school

How to apply

- Online application
- TOEFL, TOEIC or IELTS scores
- Personal interview if eligible

TUITION FEES FOR 2018: €22,200



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