

# Executive Masters

**Agile  
Business**





SHAPE  
THE DIGITAL  
FUTURE

Shape the Digital Future

Executive Master in

**Agile  
Business**

Adapt corporate structures to the fast changing  
digital world needs

# Welcome to BTS

Enabling people to shape the digital future

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If you are passionate for technology and want to contribute to drive the digital transformation, Barcelona Technology School is your place.

The digital ecosystem in Barcelona is now warmer than ever. The strategic alignment of the government, the industry and educational institutions like BTS, are mixing the best ingredients to boost the European capital of innovation.

The result of Barcelona's digital strategy is excellent: international companies are landing in Barcelona to relocate their digital and tech headquarters and open professional opportunities for those who are ready.

**Josep Clotet**  
General Manager



# 45+

Countries  
**International Diversity**



**50 %**

Tech & Business  
Background Participants

**45 %**

Women  
Gender Diversity

# Strategic Advisory Board

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**Sudha Jamthe**  
Silicon Valley



**Marko Gargenta**  
San Francisco



**Ricardo Baeza**  
Silicon Valley



**Aleix Valls**  
Barcelona



**C. Mastrodonato**  
London



**Angel Garcia**  
Barcelona

The members of the BTS Strategic Advisory Board are industry leaders with wide experience managing strategic digital projects in companies such as Ebay, Twitter, Yahoo, Mobile World Capital, Konica Minolta or StartupBootCamp.

This Team helps Barcelona Technology School to take care of the quality and contents of the programs.

# BTS Academic Directors

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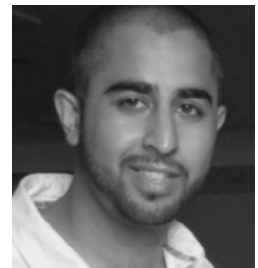
**C. Mastrodonato**  
London



**Aleix Valls**  
Barcelona



**Marie Glad**  
Stockholm



**Ravi Daswani**  
London

# BTS Lead Professors

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**Marie Glad**  
User Experience



**Ravi Daswani**  
Digital Business



**Lali Soler**  
Data Driven Business



**Pablo Sordo**  
Mobile Development



**Marc Planagumà**  
Big Data



**Richard Lagrand**  
Entrepreneurship



**Miquel Rodríguez**  
Agile



**Pablo Quintano**  
Creative Technology



**Víctor Pascual**  
Data Visualization



**Liana Napalkova**  
Data Science Foundations



**Liesner Acevedo**  
Real-time Data Analysis



**Pau de Jorge Aranda**  
Classical Data Analysis



**David Laniado**  
Big Data



**José Luis Muñoz**  
Big Data Legal & Security



**Andrea Gelsomino**  
Web Development



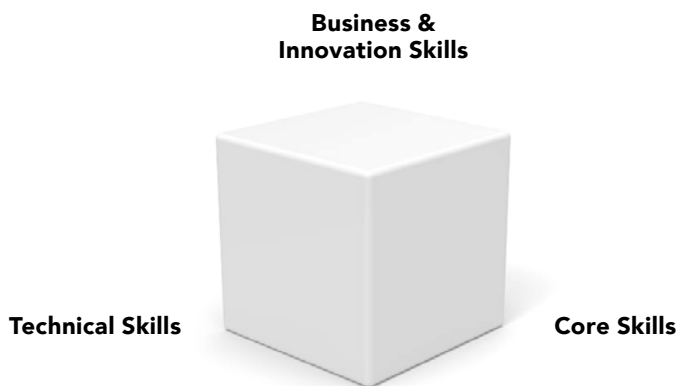
**Daniel Cesario**  
Cloud Computing

# 3D Learning

## Methodology

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Barcelona Technology School has developed its own practical, active and participatory methodology with emphasis on “learning by project” where participants generate their own digital solutions.



This methodology reflects digital industry demand for new professionals with skills such as:

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### Technical Skills

- Web Development
- Mobile Development
- User Experience
- Big Data
- Machine Learning
- Cloud Computing
- Internet of Things
- Cyber Security
- Software Craftsmanship
- Blockchain

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### Business & Innovation Skills

- Digital Transformation
- Digital & Mobile Business
- Creative Technology
- Innovation
- Entrepreneurship
- FinTech
- Legal Tech
- Change Management
- Digital Talent & Culture

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### Core Skills

- Empathy & Communication
- International Scope
- Flexibility
- Collaboration & Network
- Transversal Vision
- Curiosity
- Compromise & Responsibility





SHAPE  
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# BTS Ecosystem

## Industry Immersion

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Barcelona is the most dynamic Southern Europe's startup ecosystem, being home to over 1,300 startups which mostly develop their activity in the digital economy. The city also counts with a variety of tech labs and digital leading brands which make the city an ideal place to study and develop digital transformation skills.

Barcelona Technology School has assembled an ecosystem of companies that supports BTS programs, providing industry exposure and connections to the students.

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### **Project Mentors**

Real & experienced professionals will mentor your digital projects

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### **Digital Companies**

Connect with the digital industry

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### **Academic Board**

Highly qualified instructors and well-known professionals

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### **Entrepreneurs & Incubators**

Inspire your own projects and new disruptive digital business

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### **Digital Labs & I+D+i**

Digital Labs & innovation projects exposure

# SHAPE THE DIGITAL FUTURE

Some of the companies that support the BTS Ecosystem

Startupbootcamp



accenture

eurecat  
Technology Centre of Catalonia

MOBILE  
WORLD CAPITAL  
BARCELONA

Generalitat  
de Catalunya



ptent

ALTRAN



ICEX  
Iberian Export-Import  
CORPORATION

PAL  
ROBOTICS

learnlight

netmind

STRANDS

capside  
on behalf of the digital society

nae  
doing ahead

BIGDATA  
CoE

4YFN

cornerJob

MERKLE  
COMET

ZINIO



naturitas

softonic

mytaxi

Inne  
Cells

GFT

Glovo

Pier1  
BARCELONA  
TECH CITY

Kernel  
analytics

marketeer

nu  
volar

PICCADILLYLABS

Typeform

# Executive Master in Agile Business

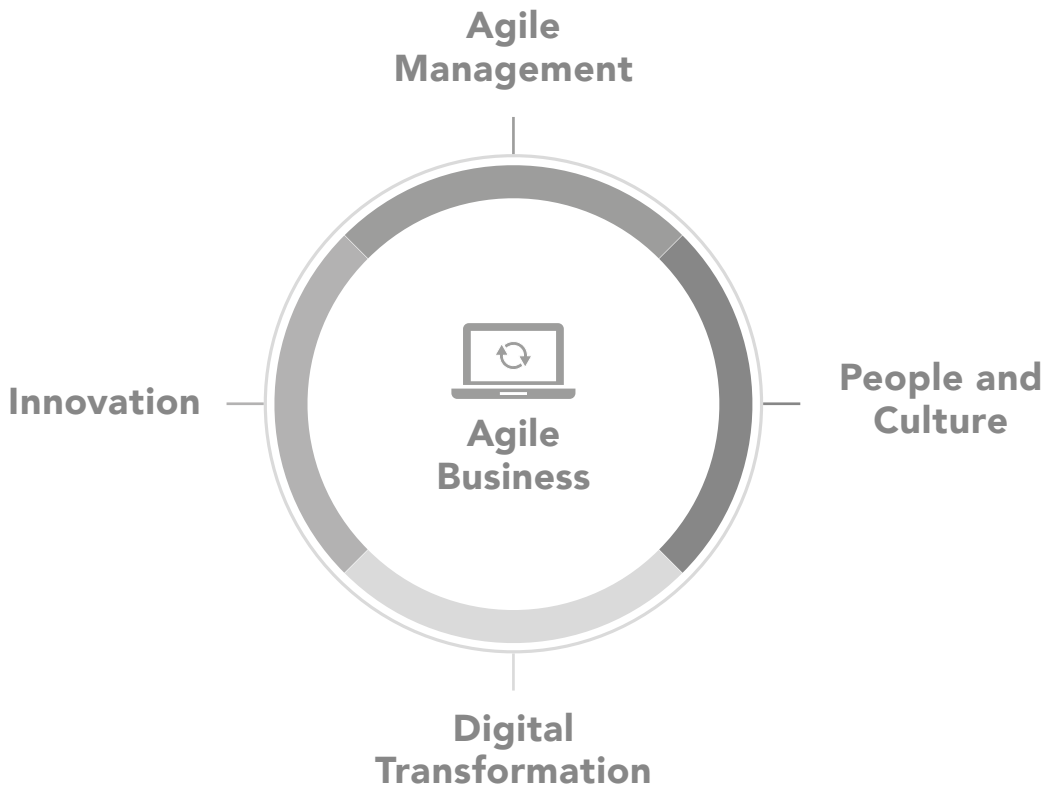
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Adapt corporate structures to the  
fast changing digital world needs

# Executive Master in Agile Business

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The Executive Master in Agile Business will give you the understanding of how to adapt an organization to the new economy needs by developing an Agile Management approach able to deliver projects incrementally from the beginning, using time-boxed iterations, demonstrating progress based on what works and with feedback loops that allow companies to adapt its efforts to the customer needs.



# Contents

## Executive Master in Agile Business

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### Agile Management

Students will learn how agile impacts on traditional culture and introduce new ways of working. You will understand the difference between agile and waterfall management while you discover how to empower people and activate the early release of benefits with a vision of a continuous improvement.



### Digital Transformation

The aim of this module is to understand how the digital transformation is modifying the economy. At the end of the subject, students will be able to build digital business strategies.



### Innovation

Students will work on the necessary skills for the generation of innovation, understanding their role in the framework of digital transformation. This module explores the abilities of creative thinking within the framework of the company, focusing on the generation of innovation opportunities articulated by data. We will teach students to recognize the characteristics and motivations of innovative people.



### Lean Management

After this module, students will be able to apply the “lean” model to business management, optimizing the creation of value with the necessary resources. Participants will be able to analyze and get rid of those agents, processes or tools that represent an additional cost to avoid superficial expenses or operational errors. After this module, students will be able to bring organizations closer to the concept of total quality to focus on the most efficient resources.



### Entrepreneurship

Students will learn to shape opportunities, provide the leadership and build the team to create economic and social value. They will create and develop business models for start-ups based on customer development and continuous validation, managing financial metrics and dealing with investors.



### Scrum

You will learn how to apply this agile methodology to manage iterative and incremental product delivery understanding the importance of the frequent feedback and collaborative decision making. You will be able to guide Teams to respond rapidly, efficiently, and effectively to a change.



### **People and Culture**

You will learn how to adapt your company's structure and engage people with an own corporate digital culture that permits to develop winner digital business.



### **Product Management**

During this subject you will learn what is the product management role and how to guide a product through multiple iterations that depend on the correct alignment of UX, Tech and Business.



### **Change Management**

The students will develop skills to manage the change in the digital economy and adapt the organization to these needs. They will face the needs of change management from the vision of individual change, the change in teams and in the organizations. In this module, participants will learn to prepare the necessary ecosystem before dealing with complex change processes in order to minimize the possibilities of failure.



### **Final Project**

During the program participants have to work on a final project with the aim to develop an agile business strategy for a company that want to operate successfully in its industry.



### **Scaling Agile**

You will be prepared to locate a scaled agile approach that will help your company maximize the benefits of agile, regardless of your team size, project size, or project complexity.

# Summary

Executive Master in Agile Business

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TYPE	LOCATION	DURATION	LANGUAGE
Part-time Executive Master degree	Barcelona, Spain	9 months (1 academic year)	English
ACCREDITATION	CREDITS	INTAKE	FEES
Barcelona Technology School	60 ECTs	October	20.500€





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# How to apply

Executive Master in Agile Business

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## **1. Application Form**

Fill the application form.

## **2. Motivation Letter & CV**

Submit your CV as well as a motivation letter explaining how you think Agile will impact businesses in the next five years and how you could contribute to this change.

## **3. Assessment**


Our Admission Board, as well as the director of the program, will analyze your candidature and if you meet the profile of Barcelona Technology School, we will call you to have a chat.

Admissions Office:

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+34 933 041 721  
info@barcelonatechnologyschool.com

[www.barcelonatechnologyschool.com](http://www.barcelonatechnologyschool.com)



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**Information and admissions**

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