SHAPE
THE DIGITAL
FUTURE

Executive Masters

Digital Transformation Leadership

Shape the Digital Future

Executive Master in

Digital Transformation Leadership

Drive exponential opportunities based
on digital transformation

Welcome to BTS

Enabling people to shape the digital future

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

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

C. Mastrodonato
London

Aleix Valls
Barcelona

Marie Glad
Stockholm

Ravi Daswani
London

BTS Lead Professors

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
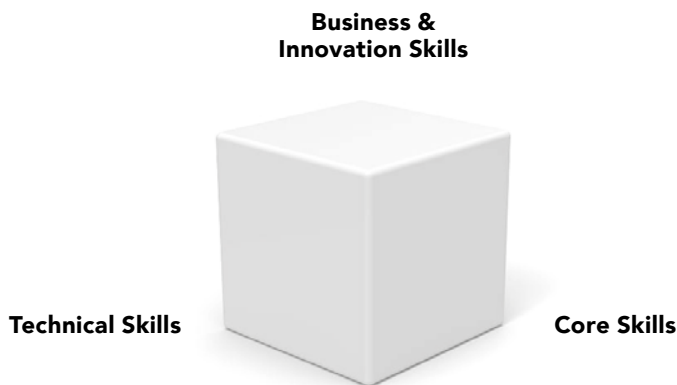Big Data Legal & Security

Andrea Gelsomino
Web Development

Daniel Cesario
Cloud Computing

View more at: www.barcelonatechnologyschool.com

3D Learning

Methodology

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.

Business & Innovation Skills

Technical Skills

Core Skills

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

Technical Skills

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

Business & Innovation Skills

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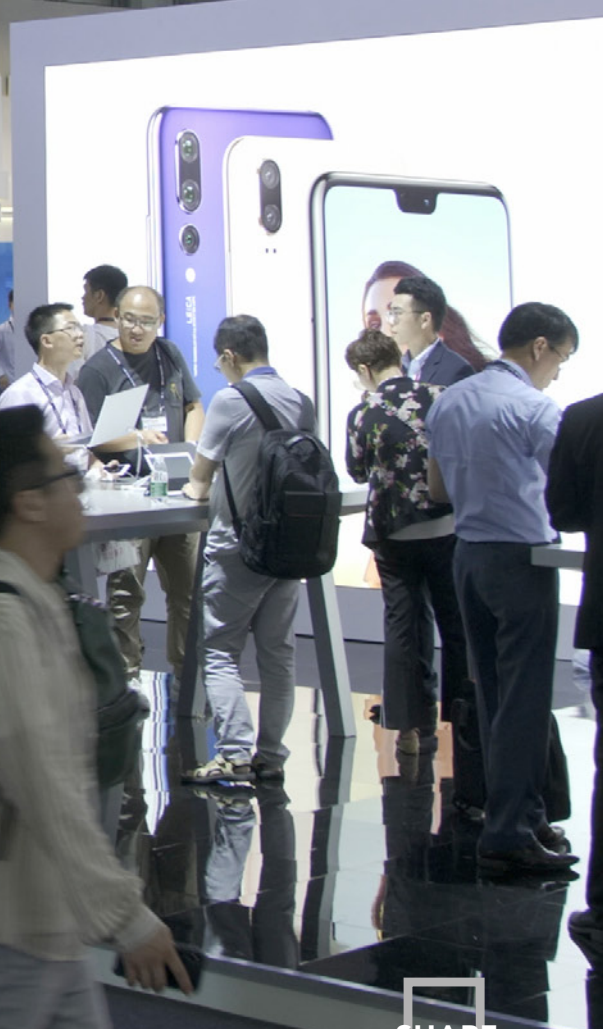Digital Talent & Culture

Core Skills

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

HUAWEI
Better Experience

BTS Ecosystem

Industry Immersion

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.

Project Mentors
Real & experienced professionals will mentor your digital projects

Digital Companies
Connect with the digital industry

Academic Board
Highly qualified instructors and well-known professionals

Entrepreneurs & Incubators
Inspire your own projects and new disruptive digital business

Digital Labs & I+D+i
Digital Labs & innovation projects exposure

SHAPE THE DIGITAL FUTURE

Some of the companies that support the BTS Ecosystem

Startupbootcamp

hp

accenture

eurecat
Technology Centre of Catalonia

MOBILE WORLD CAPITAL BARCELONA

Generalitat de Catalunya

everis

ntent

ALTRAN

Ajuntament de Barcelona

iCEX INVEST IN SPAIN

PAL ROBOTICS

learnlight

[|||] netmind

STRANDS

capside architects of the digital society

nae_ doing ahead

BIGDATACoE

4YFN CONNECTING STARTUPS

cornerjob

MERKLE COMET

ZINIO

EF Education First

naturitas

softonic

mytaxi

Inno Cells

GFT

Glovo

Pier01 BARCELONA TECH CITY

Kernel analytics

marketeer

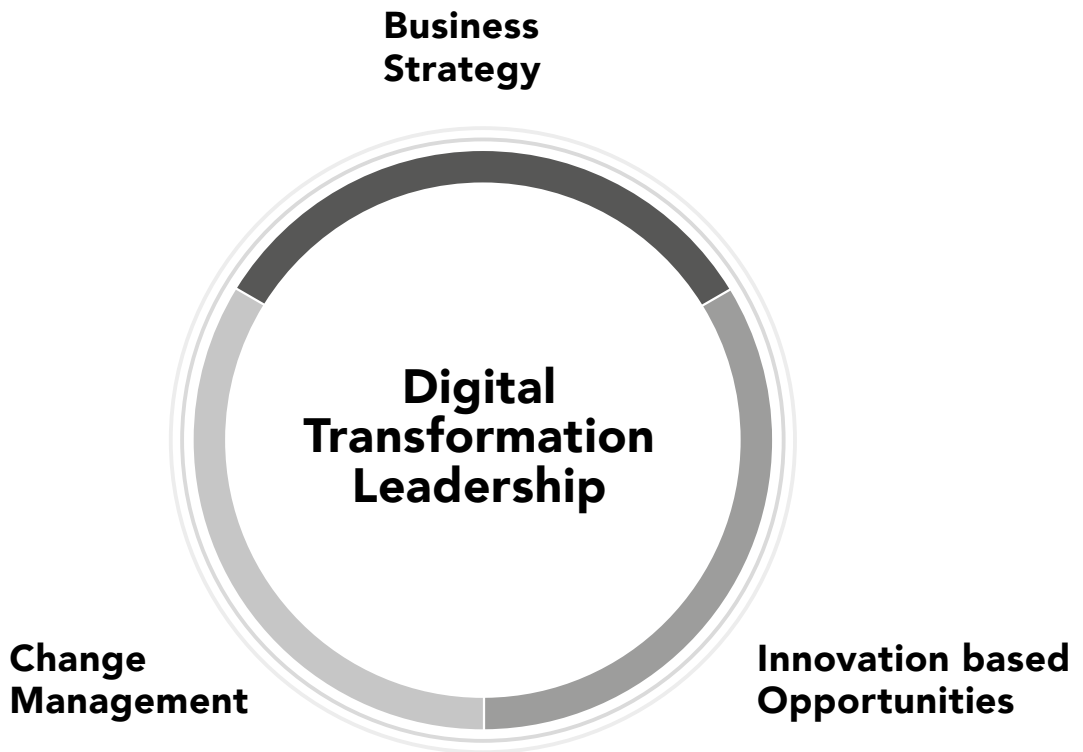nuvolar

PICCADILLYLABS

Typeform

Executive Master in
Digital Transformation Leadership

Drive winner business strategies based on digital opportunities

Executive Master in Digital Transformation Leadership

Digital Transformation requires leaders able to understand disruptive technologies, adopt innovation and manage uncertainty in a constant changing environment. To achieve this goal, corporations need professionals able to shape the digital future with interdisciplinary skills such as:

Business Strategy

Digital Transformation Leadership

Change Management

Innovation based Opportunities

Contents

Executive Master in Digital Transformation Leadership

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.

Agile
The students will immerse in the Agile mindset by experimenting the Agile management practices. At the end of this subject they will be able to practice Scrum, understand Kanban, develop and idea from vision to deployment from an Agile perspective and define requirements with user stories.

Digital Marketing
Students will learn to develop digital marketing strategies that permit generate awareness and visibility for a digital product, attract and retain users and understand how to optimize each phase of the conversion funnel.

Modern Finances
Students will learn to create a financial plan appropriate to the needs of agile companies that operate in digital environments.

Legal Tech
Students will work on the impacts of digital disruptions on regulations in order to advance legal requirements in digital-based corporations.

Disruptive Technologies
The students will discover which technologies are transforming economic models and their impacts in different industries.

Innovation
Students will work on the necessary skills for the generation of innovation, understanding their role in the framework of digital transformation.

Data-driven Business
During this module you will understand the different business models that arise from the data, and how the data generated by digitalization can be used to solve real problems and improve decision making by increasing profits and/or reducing operating costs and fraud.

Contents can be modified according to the needs of the program.

Cyber Security

The objective of this module is to understand the risks and vulnerabilities of a digital project and how to properly protect them. Students will learn the basic principles of security, including confidentiality, integrity and availability.

Digital Talent and Culture

Students will learn to manage the talent of an organization that operates in digital environments, as well as to prepare a suitable corporate culture that ensures the new structural needs that arise when adopting digital business models.

Management and Leadership

The students will work on different models of leadership and management to operate successfully in the digital economy. They will be able to manage IT departments in organizations that use technology intensively, as well as to develop lean management optimizing the creation of value with the necessary resources. Finally, the students will learn to deal with complex change processes that permit to adapt organizations to the digital business needs.

Entrepreneurship

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

Project

During the program students have to work on a final project with the aim to develop a digital transformation strategy for a company that wants to operate successfully in digital environments.

Contents can be modified according to the needs of the program.

Summary

Executive Master in Digital Transformation Leadership

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€

How to apply
Executive Master in Digital Transformation Leadership

1. Application Form
Fill the application form.

2. Motivation Letter & CV
Submit your CV as well as a motivation letter explaining how you think the digital industry will be in the next five years and how you could contribute to the digital transformation.

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.

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Technology School

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BARCELONA

Barcelona Technology School

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