

Executive Master in

Digital Technology Management

Manage reliable digital technology strategies.



Shape the Digital Future

Executive Master in
**Digital Technology
Management**

The most demanded skills for CTOs and CIOs to
manage scalable technology opportunities.

SHAPE
THE DIGITAL
FUTURE



WELCOME TO BTS



Welcome

Enabling people to shape the digital future

If you're 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

BTS in numbers



#1

University of Barcelona
Ranked #1 in Spain

+70

Students Nationalities
International Diversity

50%

Tech & Business
Background Participants

45%

Women
Gender Diversity

98%

Student
Employability rate

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.

Program Director



Sergio Gago
Barcelona

Lead Professors



Victor Pajuelo
Data Science



Gerard Chiva
Product Management



Sandro Mancuso
Software
Development



Enric Bayó
Creative Technology



Sergio Gago
IT Management



Xavier Gumara
Agile



Guillem Vila
Change Management



C. Mastrodonato
Infrastructure



Nash Billimoria
Management
& Leadership



Toni Raurich
Go to Market
Strategies



Xavier Palmero
Agile



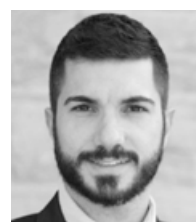
Angel Garcia
Entrepreneurship



Eloi Noya
Corporate Finance
Foundations



Laura González
Management &
Leadership



Isaac Guasch
IT Management



Pablo Quintano
Creative Technology

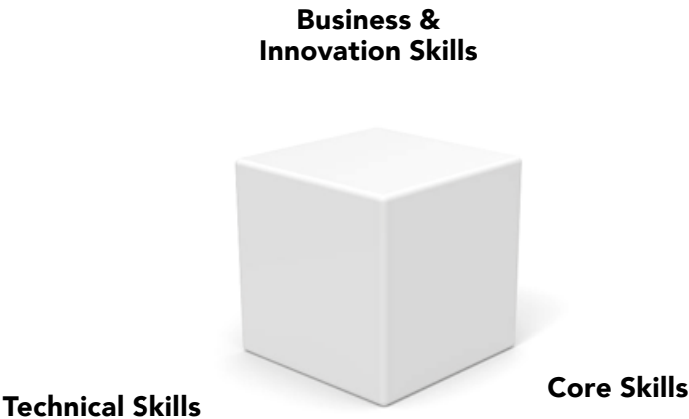
BTS EXPERIENCE



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.



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

Technical Skills	Business & Innovation Skills	Core Skills
Web Development	Digital Transformation	Empathy
Mobile Development	Digital & Mobile Business	Communication
User Experience	Creative Technology	International Scope
Big Data	Innovation	Flexibility
Machine Learning	Entrepreneurship	Collaboration & Network
Cloud Computing	FinTech	Transversal Vision
Internet of Things	Legal Tech	Curiosity
Cyber Security	Change Management	Compromise
Software Craftsmanship	Digital Talent & Culture	Responsibility
Blockchain		

BTS Ecosystem

Industry Immersion

Barcelona Technology School has assembled an ecosystem of companies that support BTS programs, providing industry exposure.

Project Mentors

Real & experienced professionals will mentor your digital projects

Digital Companies

Visit and learn from the tech leaders

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 BTS:

Startupbootcamp



accenture

eurecat
Technology Centre of Catalonia

MOBILE
WORLD CAPITAL
BARCELONA

Generalitat
de Catalunya



ntent

altran

Ajuntament de
Barcelona

ICEX INVEST IN SPAIN

PAL
ROBOTICS

learnlight

netmind

STRANDS

capside
architects of the digital society

nae
doing ahead

BIGDATA CoE

4YFN
CONNECTING STARTUPS

cornerjob

MERKLE
COMET

ZINIO



naturitas

softonic

mytaxi

Inno
Cells

GFT

Glovo

Pier01
BARCELONA
TECH CITY

Kernel
analytics

marketeer

nu
volar

PICCADILLYLABS

Typeform

EXECUTIVE MASTER IN

DIGITAL TECHNOLOGY MANAGEMENT

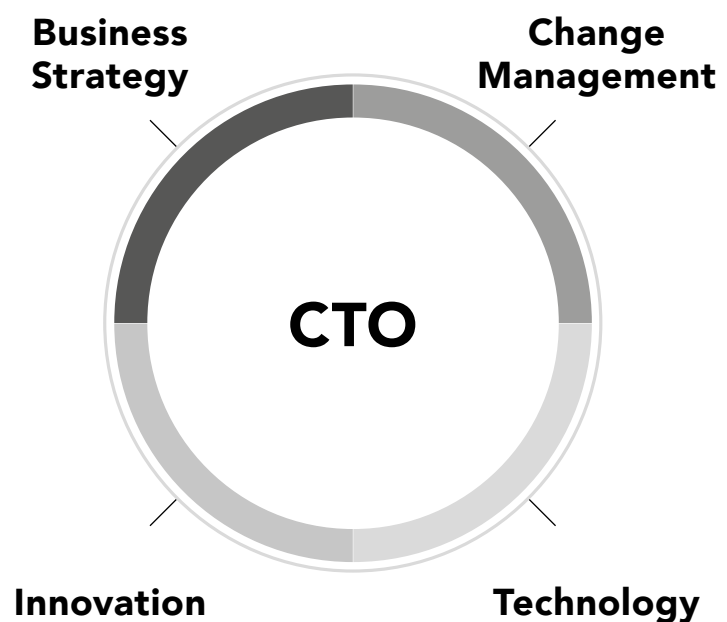
The most demanded skills
for CTOs and CIOs to manage
scalable technology
opportunities



The Master

Executive Master in Digital Technology Management

Digital companies require CTOs (Chief Technical Officers) who are not just able to deeply understand the technology itself and run teams, but also to efficiently analyze disruptive technologies from a business perspective, adopt innovation and manage uncertainty in a constant changing environment. These leaders need to be multidisciplinary, have business acumen and be able to understand all parts of a company.



Contents



Data Science Foundations

We live in a data-centric world, with more than 2500 petabytes of data generated every day and growing, as the cost of data collection and storage goes down. However, knowledge requires applying intelligence to that information, and the techniques to process this sheer amount of data are increasingly complex, and require a mix between a disciplined, mathematical approach with an important dose of creativity and multidisciplinary.

Today CTOs must be able to build efficient data science teams with successful workflows and applications. From hiring the lifecycle management and how to embed it into business processes.



Agile

The participants 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 an idea from Vision to Deployment from an Agile perspective and define requirements with User Stories.



Corporate Finance Foundations

Corporate finance is a subject aimed to provide the students with tools to help making effective financial decisions and to proper planning the finance needs behind any transformation activity in a business organization.

In a post-industrial world, where innovative management models represent the only sustainable competitive advantage, we must rethink how organizations are managed and redefine the way financial decisions are made.

In this module, CTOs will gain insights of what is the actual work of CFOs and what they need from them. How to seamlessly work together and build a good working relationship. Understanding the basic finance concepts is also a critical element for CTOs who need to take the next step in their careers.

Contents



Product Management

The secret ingredient for a successful technology company is the right combination of product and technology minds. More and more companies consider the Product & Technology teams a single one that acts united taking care of all stakeholders and how to build the solutions for them. However, to get there a good relationship, empathy and understanding is mandatory between those two roles. This course will cover product and technology. How roadmaps are developed, and how to create them in combination with technology, how to organize the teams and measure their efficiency. It will be taught from a product perspective, adding the vision of technology. The course will review the different types of companies where different approaches are required (i.e. end product tech companies VS service shops among others). And will tackle the typical case and organizational modes using business cases, real life examples, interviews and class exercises.



Creative Technology

This subject aims at giving participants a critical view of digital innovation, equipping them with the knowledge, abilities and skills to identify new opportunities and transform them into desirable, feasible and viable solutions. It provides a broader understanding of the management of innovation at the operational and strategic levels. The main objective is to understand digital innovation as the main driver for (new and existing) companies competing in an increasingly challenging, complex and uncertain business environment.



Advanced Infrastructure Management

The DevSecOps philosophy is now everywhere. CTOs need to understand deeply the infrastructure implications of their developments and how to create maintainable and scalable platforms. At the end of the day the two biggest costs of a P&T team are people and infrastructure. This course will cover in detail the infrastructure architectures, how to work together with developers, and the system administration part of the SDLC. It will cover security operations and networking. It will also have a specific module on IT management and governance.

Contents



Software Development

The course takes care of the bread and butter for every CTO.

The aim is to create a common ground and understanding of the best practices and frameworks for building the different types of products. Additionally the course will cover how to efficiently lead an engineering team, build a success culture and how to make efficient technology decisions and transfer them to the team.

The course will have a deep focus on Software Development Lifecycle and will complement the Infrastructure course with topics on the DevOps way, including successful CI/CD and testing processes.

Lastly the course will cover how to create and measure efficiency, scale up the teams to gain throughput by either creating a scalable team or offshoring parts of it and work efficiently with other teams, locations and cultures.



Go to Market Strategies

In volatile economies corporations need to take agile decisions based on right value propositions that permit them to activate profitable conversion funnels, attracting traffic and users. During this course, participants will discover the main business models of the digital economy while the market opportunities and the user needs to develop go to market strategies.



Management and Leadership

CTOs are a part of the board and a key role in a technology company. As such they need the required business acumen to participate in those sessions either with the board or potential investors to present the company technology in a business way. The CTO must learn how to navigate the different environments and people profiles, speak to each one in their language and negotiate accordingly.

In order to do that it is critical to fully understand the roles of the other C level executives, their tasks, and their typical expectations from the CTO role. What moves them and the traditional agendas that drive those profiles. The goal of this course is to help technical CTOs approach the business world making sure they can bridge both worlds. Defend the technical team but also understand the decisions made by the board or the executive.

This course will be eminently practical, with interviews and live sessions with seasoned CEOs, CPOs, CMOs, as well as investors on what they expect from members.

Contents



Entrepreneurship & Capital

To understand the entrepreneur ecosystems is helping to boost digital innovation in corporations. Participants will learn the process to develop, test and validate new business opportunities, while provide leadership across the organization and build teams that add economic and social value. During this course they will understand how to create and develop business models for start-ups based on customer development and continuous customer validation, managing at the same time financial metrics and dealing with investment needs.



Project

During the program participants have to work on a final project with the aim to develop a technology transformation strategy for a company, where all modules studied and practiced during the course will have to be utilized. Projects will vary from the creation of successful and scalable product and technology teams to the specific needs of scale-up companies; the students will have to use their technical skills in combination with the innovation, communication, and change management capacities achieved during the master.

Summary

TYPE
Part Time Executive Master Degree Available On-campus & Online
LOCATION
Barcelona, Spain
DURATION
9 months (1 academic year)
LANGUAGE
English
INTAKE
October
FEES
18.000€
ACCREDITATION
Barcelona Technology School
CREDITS
60 ECTs

How to apply

If you are passionate about digital technology management, we just need from you:

1. Application Form

www.barcelonatechnologyschool.com

2. Motivation Letter & CV

Send the admissions office your CV as well as a motivation letter explaining how you think the digital industry will change in the next five years and how you could contribute to the digital transformation.

You can submit this documentation directly by email.

✉ info@barcelonatechnologyschool.com

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:

+34 932 714 244

info@barcelonatechnologyschool.com

www.barcelonatechnologyschool.com





SHAPE THE DIGITAL FUTURE



Information and admissions

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Location

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