



MASTER IN

DIGITAL PRODUCT MANAGEMENT

Design, build and manage scalable digital products

ON CAMPUS | ONLINE

Welcome

**Master in Digital
Product
Management**

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.

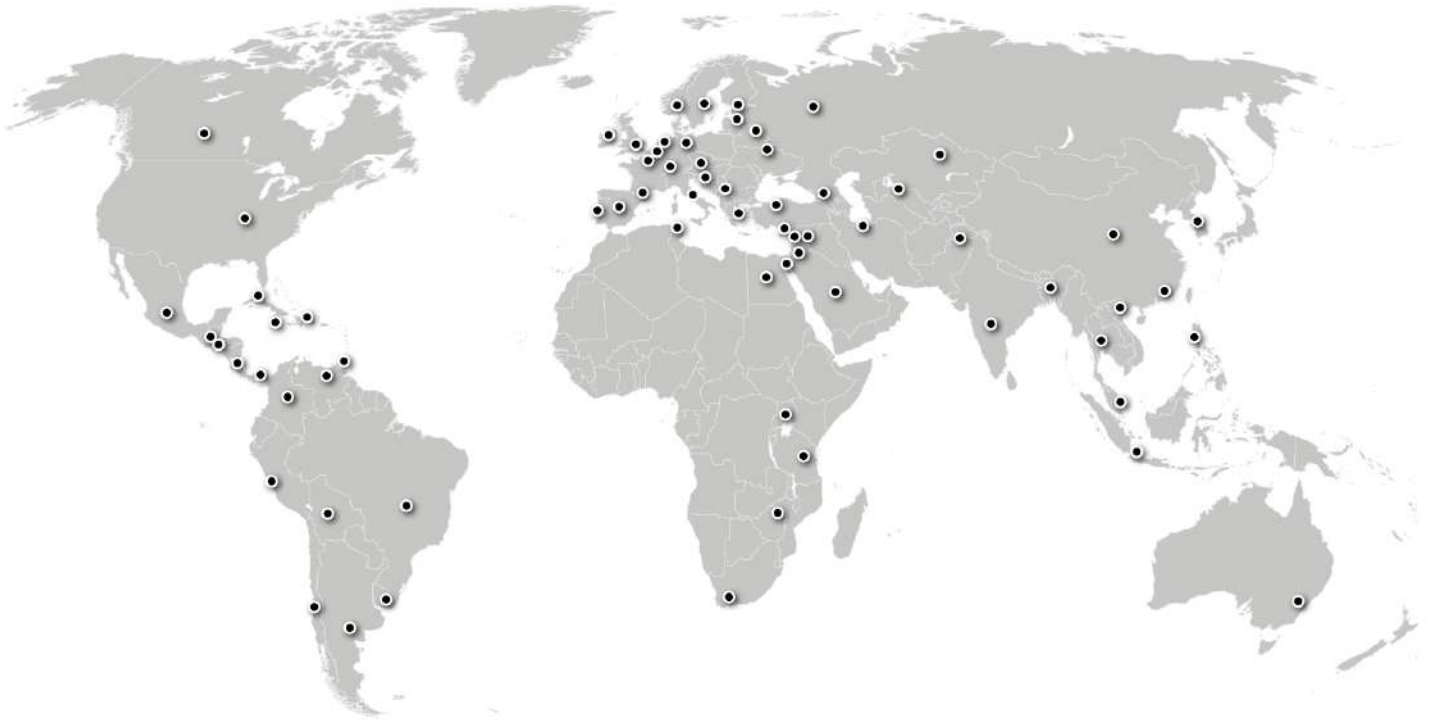


Josep Clotet
CEO Barcelona Technology School

BTS

BTS in numbers

Master in Digital
Product
Management



BTS | QS Stars
TOP Universities

+130

Student nationalities
International diversity

50%

Tech & Business
Background Participants

45%

Women
Gender diversity

97%

Student
Employability rate

BTS

Strategic Advisory Board

Master in Digital
Product
Management



Sudha Jamthe
Silicon Valley



Ricardo Baeza
Silicon Valley



Sergio Gago
Berlin



Angel Garcia
Barcelona



C. Mastrodonato
London

The members of the BTS Strategic Advisory Board are industry leaders with wide experience managing global and strategic digital projects.

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

Program director



Eloi Pardo

Lead Professors

Master in Digital
Product
Management



Mapi Dufol
Creative
Technology



Marc Sansó
Digital Business



Roger Lloret
Product Data



Martin Longobuco
Disruptive
Technologies



Eloi Pardo
Final Project



Alejandro Scasserra
Agile Product
Management



Pol Hortal
Entrepreneurship



Javier Alloza
Technology
Management



Víctor Ventura
User Experience



Jon Liberal
Cloud & DevOps



Agustin Galache
FinTech



Xavier Palmero
Agile Management



Alejandro Toro
Web & Mobile
Development



Anna Gracia
Innovation

BTS EXPERIENCE

SHAPE THE DIGITAL FUTURE

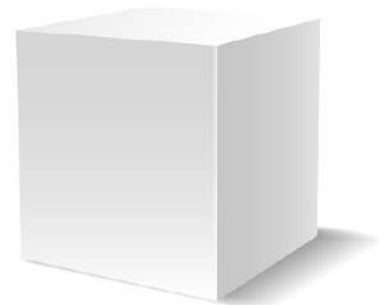


3D Learning

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

- Artificial Intelligence
- GenAI - LLMs
- Technology development
- Cyber security
- Blockchain
- Big data
- Cloud and Devops
- Internet of things
- User experience
- Technology management

Business & Innovation Skills

- Digital transformation
- Agile management
- Creative Technology & Innovation
- Entrepreneurship
- Digital talent and culture
- Change management & Leadership
- Product management
- Fintech | Legal tech | Digital Health

Core Skills

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



Invest in your future

**Master in Digital
Product
Management**

Industry-Connected Faculty.

Learn from experienced professionals who are actively working in the digital product industry. Gain insights from their real-world knowledge and benefit from their network of industry contacts.



Project-Based Learning.

BTS's curriculum emphasizes practical application through real-world projects. You'll have the opportunity to work on a product launch or development challenge, giving you valuable hands-on experience.



Career Support.

The program offers career guidance services to help you land your dream job. This includes LinkedIn management workshops, speed-datings, interview preparation, and potential job placement assistance.



Industry Immersion

Barcelona Technology School has assembled an ecosystem of companies that support BTS programs, providing industry exposure and bringing professional experience to the students through internships and job opportunities.

Project Mentors

Real & experienced professionals will mentor your digital projects

Digital Companies

Visit and learn from the tech leaders

University of Barcelona

Ensures academic accreditation, quality and certification

Academic Board

Highly qualified instructors and well-known professionals

Career Mentors

Get professional orientation for your digital career

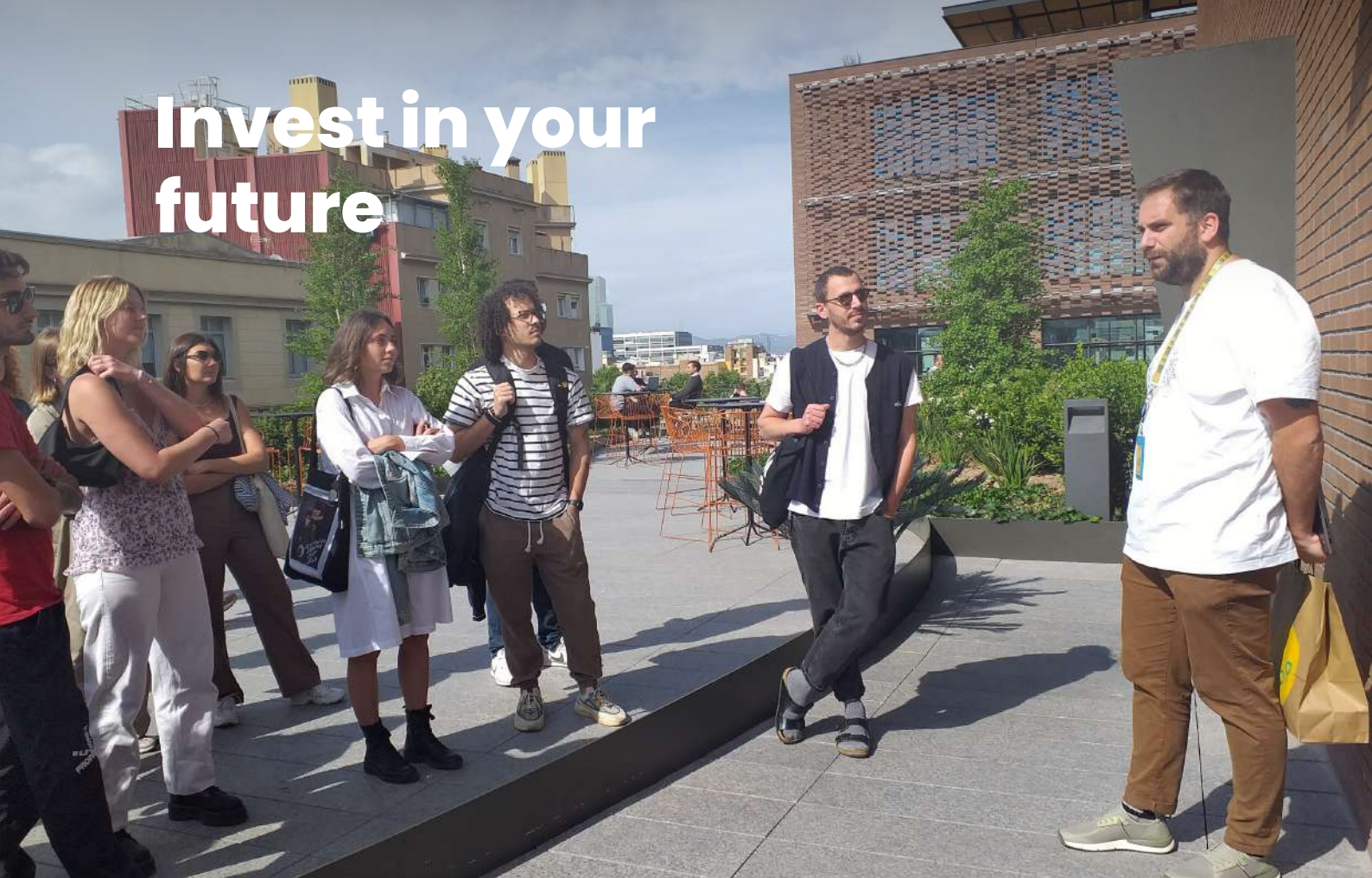
Entrepreneurs & Incubators

Inspire your own projects and new disruptive digital business

Digital Labs & I+D+i

Digital Labs & innovation projects exposure

Invest in your future



BTS Ecosystem – Companies and Partners that take part in the student experience and professional development:

amazon

Microsoft

Meta

Google

Adobe

BSC Barcelona Supercomputing Center
Centre Nacional de Supercomputació

Boehringer Ingelheim

PEPSICO

sanofi

Nestlé

accenture

Glovo

Gartner

eDreams

TikTok

vodafone

Rakuten

Pier01
BARCELONA TECH CITY

GFT

VW

NATURITAS

Hewlett Packard Enterprise

cognizant

PAL ROBOTICS

NIKE

MediaMarkt

ocado TECHNOLOGY

Ogilvy

NTT DATA

hp

NOVARTIS

Openbank

wallbox

Deloitte

N26

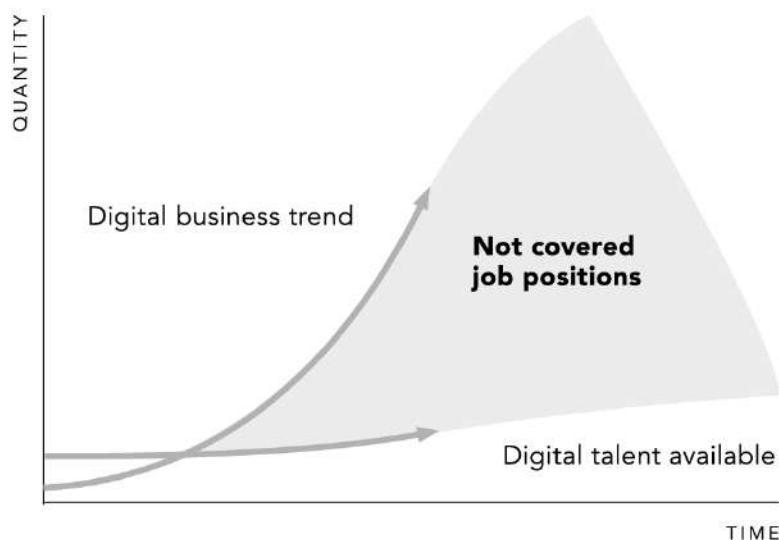
Invest in your future

Master in Digital Product Management

Digital companies need your talent

Tech industry is exploding and the key digital companies need your talent. Barcelona Technology School connects your career with the digital sector while offering you the most demanded digital knowledge & skills.

Digital Talent Gap



By this year there will be 4.500.000 unfilled digital jobs worldwide

Source: Bureau of Labor Statistics' Occupational Outlook, Handbook and Career Guide to Industries.



Recognition and Accreditations

Master in Digital
Product
Management



**QS Stars
TOP Universities**

BARCELONA TECHNOLOGY SCHOOL

BTS rated for Excellence by QS

QS is considered one of the TOP 3 international rankings of universities in the world. Its Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS StarsTM methodology, and rated for Excellence Barcelona Technology School.

Teaching



BTS rated as five stars institution.

Employability



BTS rated as five stars institution.



Live the Barcelona's vibes

Master in Digital
Product
Management



CAMPUS LOCATION

COOLEST
10 STREETS IN THE WOLRD*

Barcelona Technology School's campus is perfectly situated in the Eixample district, making it an ideal choice for international students.

The campus is located in a renowned street for its lively atmosphere filled with cafes, shops, and cultural spots, offering a true taste of Barcelona's unique lifestyle.

The BTS campus is also exceptionally well connected, with easy access to Barcelona's main attractions, such as La Sagrada Familia, the Gothic Quarter, and the beach.

This prime location allows students to explore the city easily, enhancing their experience as they immerse themselves in Barcelona's rich culture, history, and dynamic social scene.

BTS Campus location:

Cooltest 10 streets in the world according to TIME OUT LONDON 2024.

My Digital Impact

Master in Digital
Product
Management

Having a purpose for professional happiness

A Team of mentors will help you define your own purpose according to what you love, what you are good at, what you can be paid for and how you can improve the world with such amazing skills. This ensures you focus your energy on a job you really love, which is the best way you can drive a great digital impact.



We help Barcelona Technology School students to achieve their professional goals and find happiness in life doing what they love the most.

This is driven by a Japanese concept called IKIGAI, which describes the secrets for a long and meaningful life. To achieve this goal you have to identify your reason for being and your own purpose.

BTS will help you to find your IKIGAI and a Team of mentors will advise you during this exciting journey that will boost your digital impact on the society.

My Digital Impact

**Master in Digital
Product
Management**

Get advice from international digital leaders

BTS Mentors are generous people that believe in the power of sharing. They are happy to share with you their vision and wide experience as digital leaders in top global tech companies. Get advice from digital sages that will help you to drive your purpose and develop a great career in the digital industry.



Sudha Jamthe
Silicon Valley



Ravi Daswani
London



Ken Herron
Singapore



Charles Ikem
Padova



C. Mastrodonato
London



Emma Bawden
Barcelona

BTS Mentors. A Team of professionals with experience leading digital projects in companies such as:

Google

accenture

facebook

ebay

PEPSICO

ocado
TECHNOLOGY

GFT

Nestlé

holaluz

PUIG

Adevinta

sanofi

YOUR CHOICE

ON CAMPUS | ONLINE



On campus

Master in Digital Product Management

Barcelona learning experience

We believe that our students should be aware of how the real-professional world looks like in the digital industry. Besides our practical methodology, we provide professional insight, we go outside the classroom to see directly how disruptive technologies change the way we work and innovate. Take a look to the videos showing some past experiences. These are also opportunities to do networking and gain potential professional opportunities:



BTS Campus location:

Cooldest 10 streets in the world according to TIME OUT LONDON 2024.

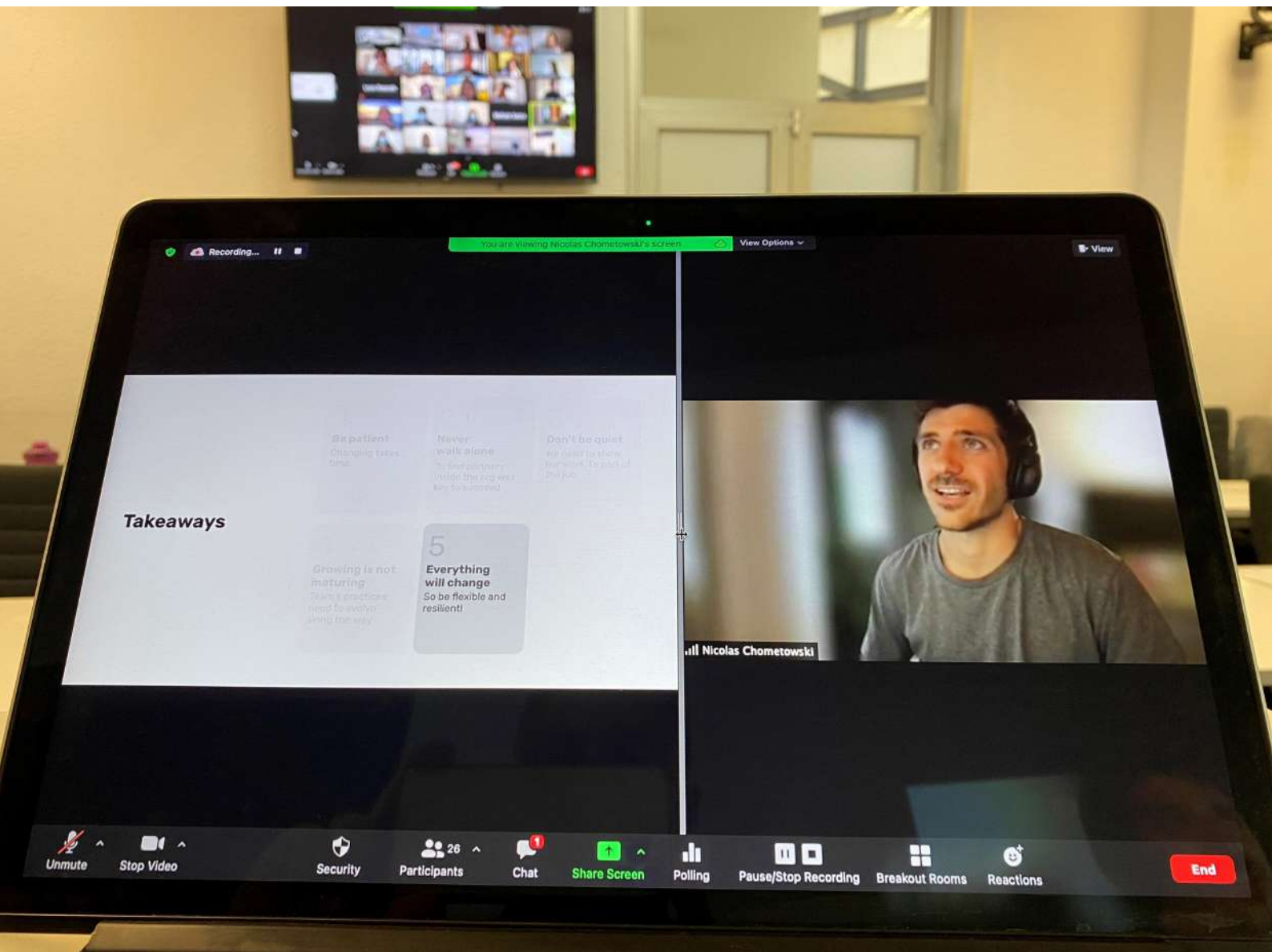


Adapted to your needs

On the other hand, If relocating to Barcelona is not an option, you can still experience the program through our Online formats, with the same comprehensive curriculum and high academic standards, ensuring a cutting-edge academic experience from anywhere in the world.

You can choose between one of the following online formats, according to your interests and availability:

- **Live online:** join real-time and highly interactive online classes.
- **Flexible online:** advance at your own pace.



STUDENT WELLBEING



Sports

Master in Digital Product Management

All the BTS students enrolled into a on-campus Master program have especial conditions to access one of the best sport clubs in the city which is located right in front of the beach. Enjoy indoor and outdoor swimming pools, gym and lead classes, spa, paddle courts and much more. Play sports, make friends or simply take a relaxed bath on the sea.

Club activities

- SPA
- Fitness
- Swimming
- Aquatic sports
- Padle tennis



GLOBAL CHAPTERS

SHAPE THE DIGITAL FUTURE



Global chapters

**Master in Digital
Product
Management**

The Global Chapters programs are an international experience for students & entrepreneurs that want to discover the epicenters of the world's digital ecosystems.



CHAPTER 1

New York

1 week

English

3.000€



CHAPTER 2

Shanghai

1 week

English

3.000€



CHAPTER 3

Silicon Valley

2 weeks

English

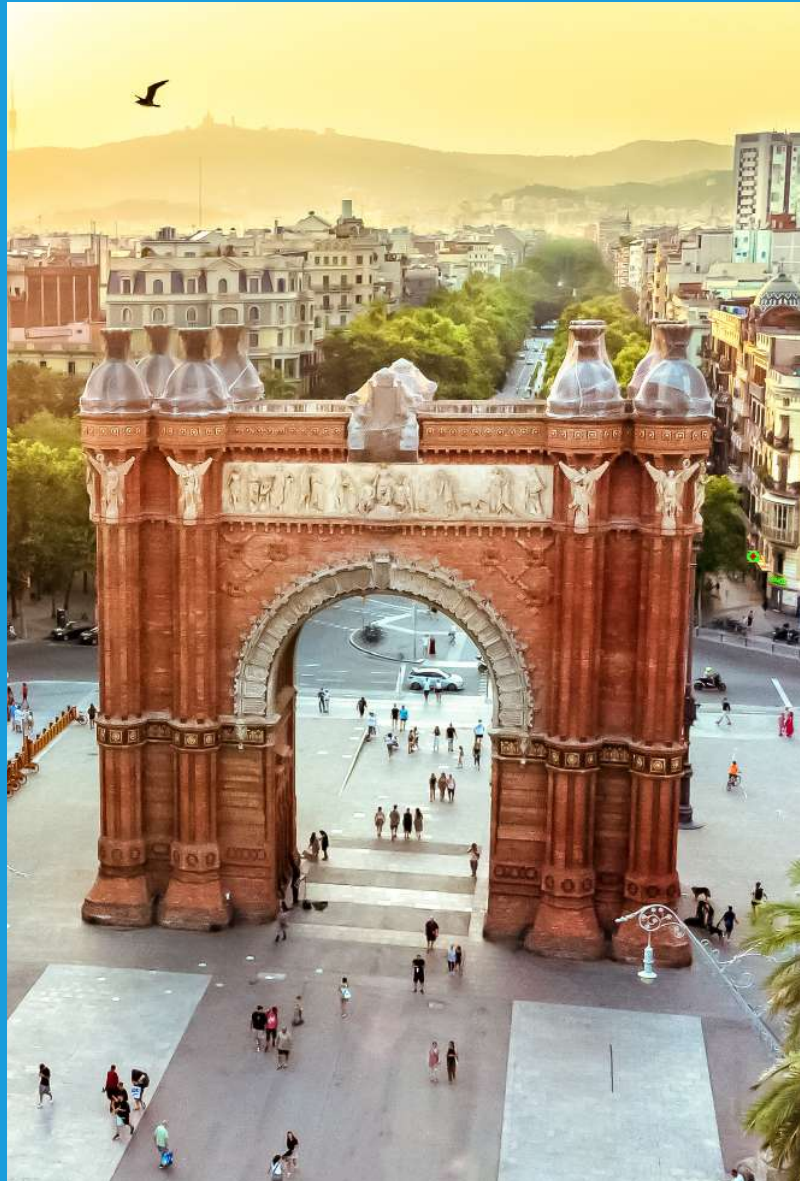
5.000€

This experience exposes students to how business is done in those ecosystems and creates long lasting relationships between students, companies, and business leaders.

Sample Week Itinerary:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY
Visit large digital corporations	Tour of Silicon Valley	Entrepreneurship culture immersion	Visit the Palo Alto Research Center
FRIDAY	SATURDAY	SUNDAY	
Network building	Private VC and Startup parties	Free	

MASTER IN **DIGITAL PRODUCT MANAGEMENT**



DESIGN, BUILD AND MANAGE
SCALABLE DIGITAL PRODUCTS

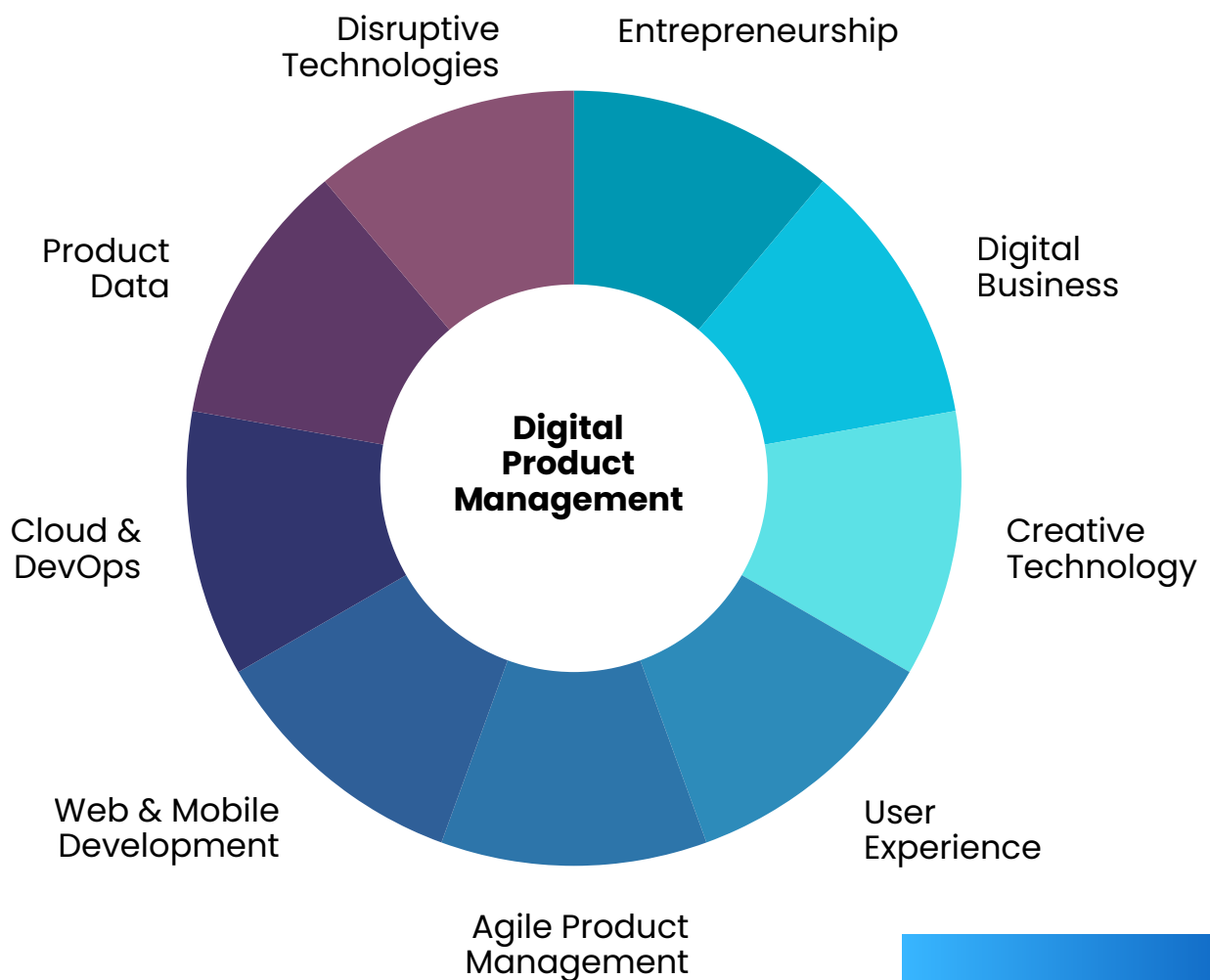
The Master

On campus | Online

**Master in Digital
Product
Management**

Master in Digital Product Management

Digital products are done by cross-functional teams, with experts covering a wide range of skills, such as innovation, software development, cloud computing, data science, user experience and business. As part of the next generation of product managers, you will lead those experts by applying strategical thinking and managing end-to-end product roadmaps.



BTS

Contents



Agile Product Management

The students will learn about the three pillars on Product Management: Strategy, Execution and Leadership. They will identify problems and opportunities, ideate solutions, develop a product vision and objectives, define key metrics to track product performance and understand product structure and map stakeholders into an organization. The students will also immerse in the Agile mindset by experimenting the Agile management practices.



Digital Business

Students will understand the impact of the digital transformation on the economy. They will learn to think strategically about how to analyse trends and how to market any business in the digital world. They will develop and execute digital marketing plans effectively.



Creative Technology & Innovation

Students will experience the process of discovery, interpretation and ideation. They will learn techniques to identify opportunities and understand customer needs. They will integrate the process of conceptualization and creative design that will help them design innovative digital solutions based on disruptive technologies.



Product Ideation

Students will learn practical tools and methodologies to transform innovative ideas into viable products aligned with business objectives. They will experience the full ideation cycle, from empathy, driven research and defining user needs to prototyping and testing—while gaining insights into emerging technologies and innovation ecosystems.

Contents



Product Data

The students will learn about cultivating a data-driven mindset to harness product insights, optimize decision-making, and drive success. Gain insights into leveraging data analytics, market trends, and customer behavior analysis to shape effective product development. Develop a comprehensive data mindset to maximize success in the dynamic digital landscape.



Disruptive Technologies

Students will explore key disruptive technologies such as IoT, Blockchain, AR/VR/MR, Quantum Computing, and emerging fields like New Space and Tech Humanism. They will analyze their impact across industries and understand how these technologies converge to drive innovation. The course prepares students to lead in a rapidly evolving, tech-driven world.



A.I. Leadership

Students will learn to strategically lead AI initiatives by understanding both the technical foundations and business impacts of Artificial Intelligence. They will develop the skills to make informed decisions, drive AI-powered innovation, and integrate ethical and sustainable practices into their strategies. Through a practical, multidisciplinary approach, students will explore AI's capabilities, limitations, and industry applications, preparing them to become effective leaders and change-makers in the digital era.

Contents



Technology Management

Students will learn to navigate common technology-related business challenges and collaborate effectively with Engineering Managers. They will explore digital product management fundamentals, tech cost management, and strategies to increase throughput. The course also covers technology roles and current market trends.



UX/UI

Students will learn to manage user-centered design projects by conducting user research and creating intuitive, user-friendly interfaces. They will develop skills in UX strategy and UI execution, including branding, content strategy, prototyping, testing, and usability, enabling them to deliver impactful digital experiences through collaborative and research-driven design.



Product Cases

Students will learn to think like a product leader by analyzing real-world Product Case Studies that reveal the strategies, successes, and failures behind today's most impactful digital products. This hands-on, discussion-driven course sharpens students' ability to make data-informed decisions, assess business models, and evaluate product-market fit under real-world constraints. By mastering frameworks used by top tech companies, students will learn how to prioritize features, navigate pivots, and communicate strategic product decisions with clarity and confidence.

Contents



Software Development

Students will learn the core principles of modern web and mobile application development, gaining a clear understanding of software architecture, development workflows, and industry best practices. Tailored for non-technical professionals—such as Product Managers, UX Designers, and Digital Strategists—this course bridges the gap between technical and non-technical teams. Through practical insights and real-world case studies, students will learn how to collaborate effectively with developers, make informed product decisions, and contribute to the success of software and digital products. No coding experience required—just a drive to lead in tech-forward environments.



Entrepreneurship

Students will learn to shape opportunities, provide 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.



Project

Students work during all the program on a final project with the aim to manage a real digital product.

Summary

Master in Digital Product Management

ON CAMPUS

TYPE
Full Time On campus Live online
LOCATION
Barcelona, Spain
DURATION
9 months (1 academic year)
LANGUAGE
English
INTAKE
April October
FEES
17.500€
ACCREDITATION
BTS & IL3- University of Barcelona
CREDITS
60 ECTs

ONLINE

TYPE
Flexible On demand learning
LOCATION
Online campus
DURATION
9 months (1 academic year)
LANGUAGE
English
INTAKE
April October
FEES
12.000€
ACCREDITATION
BTS
CREDITS
60 ECTs

Take advantage of the BTS ecosystem and explore professional opportunities during & after the program.

Program awarded by Barcelona Technology School, ranked as an excellence university by QS stars :



QS Stars
TOP Universities

Teaching



Employability



How to apply

If you are passionate about data and A.I. solutions, we just need from you:

1. **Apply online or via email** – Complete the application or send your application directly to admissions@barcelonatechnologyschool.com
2. **Submit your profile:** submit your LinkedIn profile or CV and a motivation letter explaining your vision for the future of the digital industry and your role in its transformation. If your profile aligns with the Master, we'll reach out to schedule a conversation.
3. **Interview:** the Admissions Team will arrange an interview to understand how your profile could match with the Master.
4. **Admissions review:** Our Admissions Board will review your application. We will notify you the Admissions Board decision in the next 48 hours.
5. **Enrollment:** if you are admitted we'll guide you through the next steps to join BTS.

Seats are limited, start your application now!

Admissions Office:

- +34 932 714 244
- admissions@barcelonatechnologyschool.com
- www.barcelonatechnologyschool.com

STORIES OF PAST GRADUATES

Master in Digital
Product
Management



Susana Andrea Leiva | CHILE

"BTS is committed to promoting numerous technology and networking events. Thanks to these, I was able to secure my current job."



Daniel Segovia | URUGUAY

"Studying abroad at BTS with these professors and in Barcelona is a life-changing moment."



Emanuelle Lima | BRAZIL

"BTS is connecting us with a lot of different events, opportunities for working, for learning about new technologies."

Where BTS Alumni works



DUAL DEGREE MASTER'S PROGRAMS

SHAPE THE DIGITAL FUTURE



WHO IS THE DUAL DEGREE FOR?

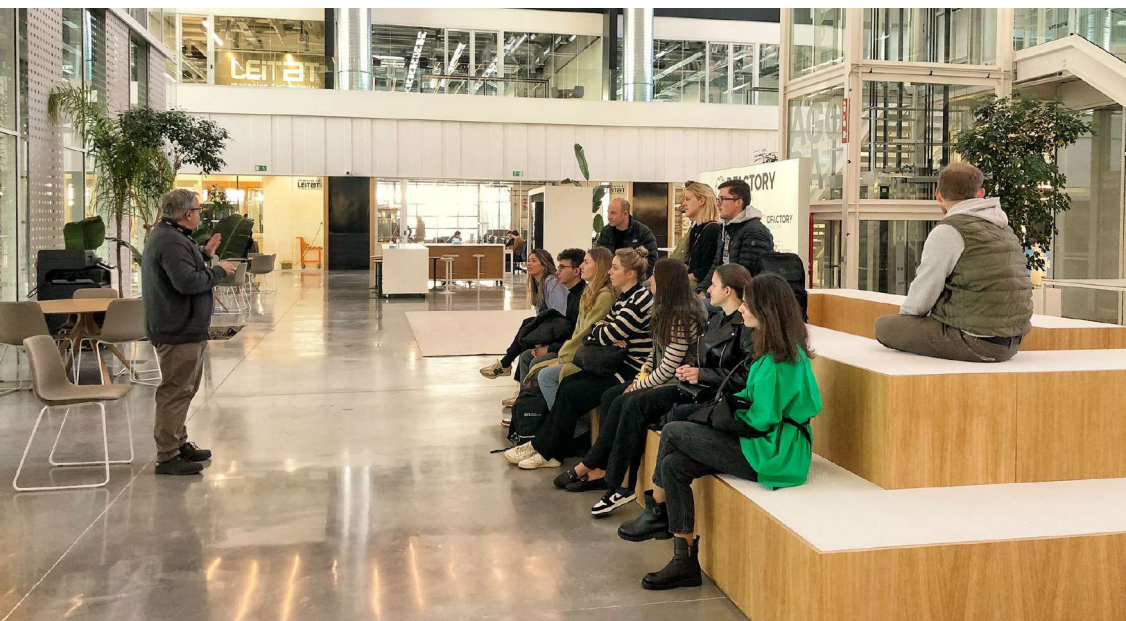
**Dual degree
master's
programs**

Unlock your potential and embark on a transformative educational journey with our cutting-edge dual degree programs.

Designed for ambitious international students passionate about technology and digital transformation, our innovative curriculum will equip you with the perfect blend of technical expertise and leadership skills to thrive in today's dynamic job market.

Imagine mastering the complexities of emerging technologies while developing your strategic thinking and problem-solving abilities. With our dual degree programs, you'll gain a deep understanding of the digital landscape, empowering you to drive impactful change and shape the future of tech-driven industries.

Stand out from the crowd as a global professional with a diverse skill set that combines management, leadership and technology transformation.



BTS

ADVANTAGES OF DOING A DUAL DEGREE

Dual degree
master's
programs

01. skills set

Combine digital product management skills with specific knowledge in data science or user experience for an innovative problem-solving approach.

02. career

The combination of technical knowledge and leadership skills positions you as a highly sought-after candidate.

03. networking

BTS attracts a diverse student community, providing you with a global network and valuable international exposure. Collaborating with peers from different backgrounds and cultures enhances your cross-cultural communication skills and broadens your perspective, preparing you for a globalized workplace.

04. time

Obtain two masters in a year and a half. Study at BTS offers the unique advantage of being located in Barcelona, a vibrant and innovative city known for its thriving tech ecosystem and entrepreneurial spirit.



DUAL DEGREE STRUCTURE

Unlock a world of possibilities with our diverse range of dual degree master's programs, offering you a comprehensive education in both digital product management principles and specialized expertise.

Tailor your academic journey by choosing your professional preferences mixing the management skills of the Master in Digital Product Management among specialized abilities in Data, A.I., User Experience or Content creation.

Management

««»»

Specialized

Digital Product Management + Data Science

MDPM | summer break | MBDA

Digital Product Management + User Experience

MDPM | summer break | MUXD



BTS programs

BTS



BTS | QS Stars
TOP Universities



97% Student
employability
rate.



International ecosystem
of top digital companies
& tech labs.



Development of the
most demanded
digital skills.

**Available
services:**



**Beach & sports
club**, located at
the beachfront of
Barcelona.



Health insurance
Full medical
coverage.



Great opportunities await BTS graduates



**SHAPE
THE DIGITAL
FUTURE**



Information and admissions

info@barcelonatechnologyschool.com
+34 932 714 244

Location

Barcelona. Consell de cent, 419
Barcelona's city center