



MASTER IN BUSINESS ADMINISTRATION IN
DIGITAL INNOVATION

Harness the Power of Digital Business and Lead the Transformation.

ON CAMPUS | ONLINE

Welcome

**MBA in Digital
Innovation**

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.

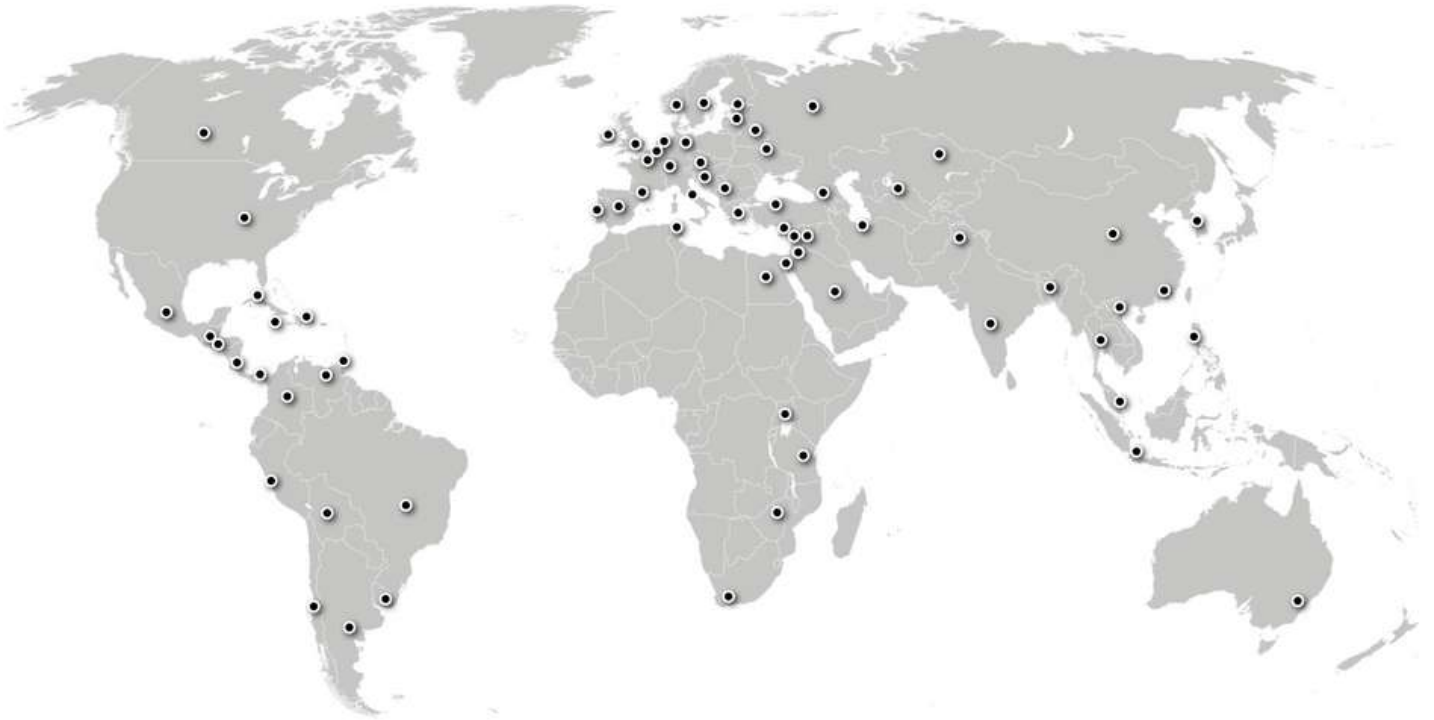


Josep Clotet
CEO Barcelona Technology School

BTS

BTS in numbers

MBA in Digital
Innovation



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

MBA in Digital
Innovation



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



Jordi Arrufí

Lead Professors

MBA in Digital
Innovation



Enric Bayó
Creative
Technology



Enrique Mora
Artificial
Intelligence



Caroline Marsh
Management &
Leadership



Samuel Lacarta
Digital
Transformation



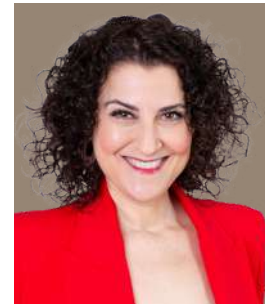
Jordi Arrufi
Final Project



Guillem Villa
Change
Management



David Belgoff
Blockchain



Judith García
Digital Marketing



**Juan Álvarez de
Lara**
Intrapreneurship



David Carrascal
IT Management



Martín Longobuco
Data-Driven
Business



Eloi Noya
Modern Finance



Isaac Guasch
Cybersecurity



Xavier Palmero
Agile Management



Emma Bawden
Digital Talent



Jorge Monclús
Legal Tech

BTS EXPERIENCE

SHAPE THE DIGITAL FUTURE



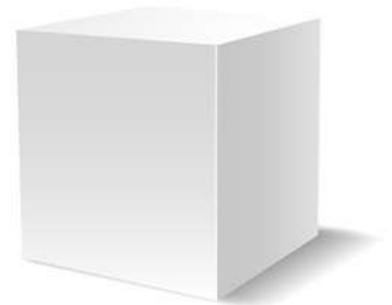
3D Learning

**MBA in Digital
Innovation**

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

**MBA in Digital
Innovation**

Industry-Connected Faculty.

Learn from experienced professionals who are actively working in the digital 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 real 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

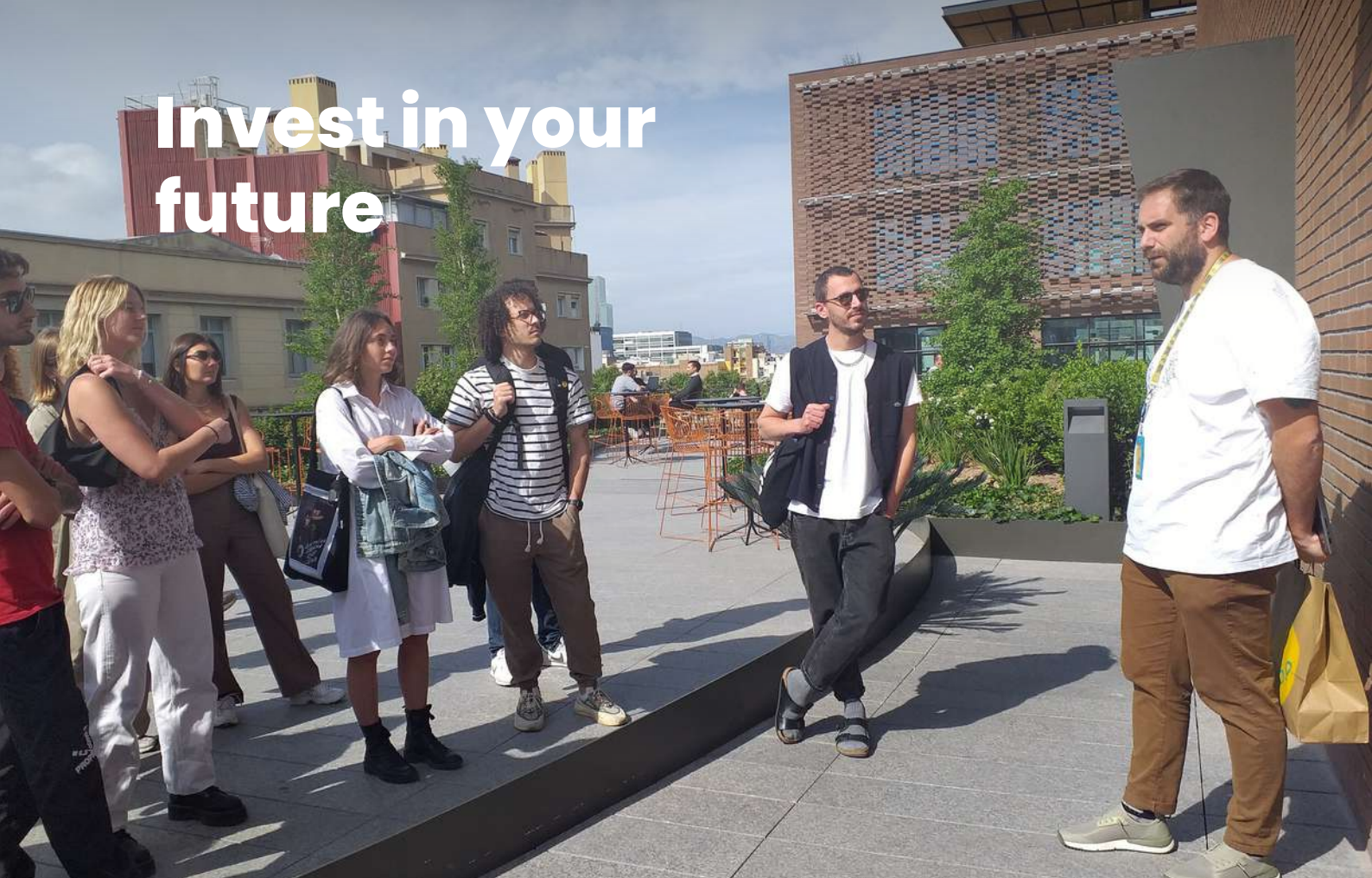
Entrepreneurs & Incubators

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
Centro Nacional de Supercomputación

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

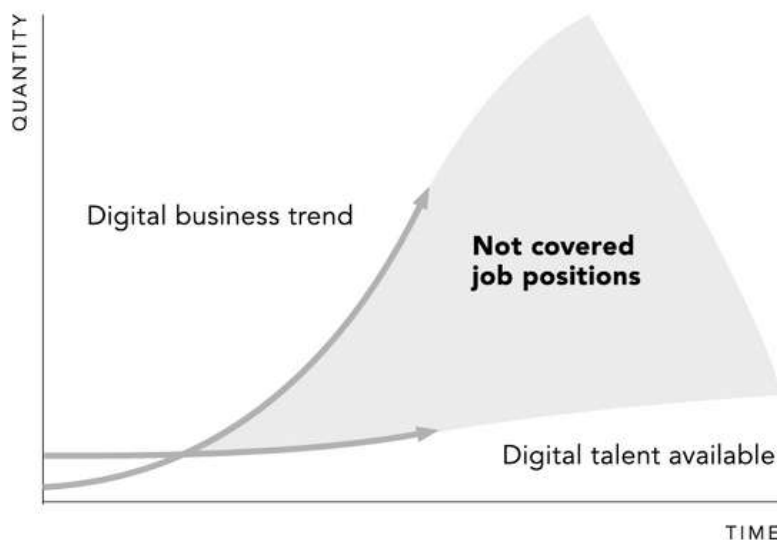
Invest in your future

**MBA in Digital
Innovation**

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

MBA in Digital Innovation



**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 Stars™ 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

MBA in Digital
Innovation



CAMPUS LOCATION

COOLEST
10 STREETS IN THE WORLD*

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

MBA in Digital
Innovation

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

MBA in Digital
Innovation

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

MBA in Digital
Innovation

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.

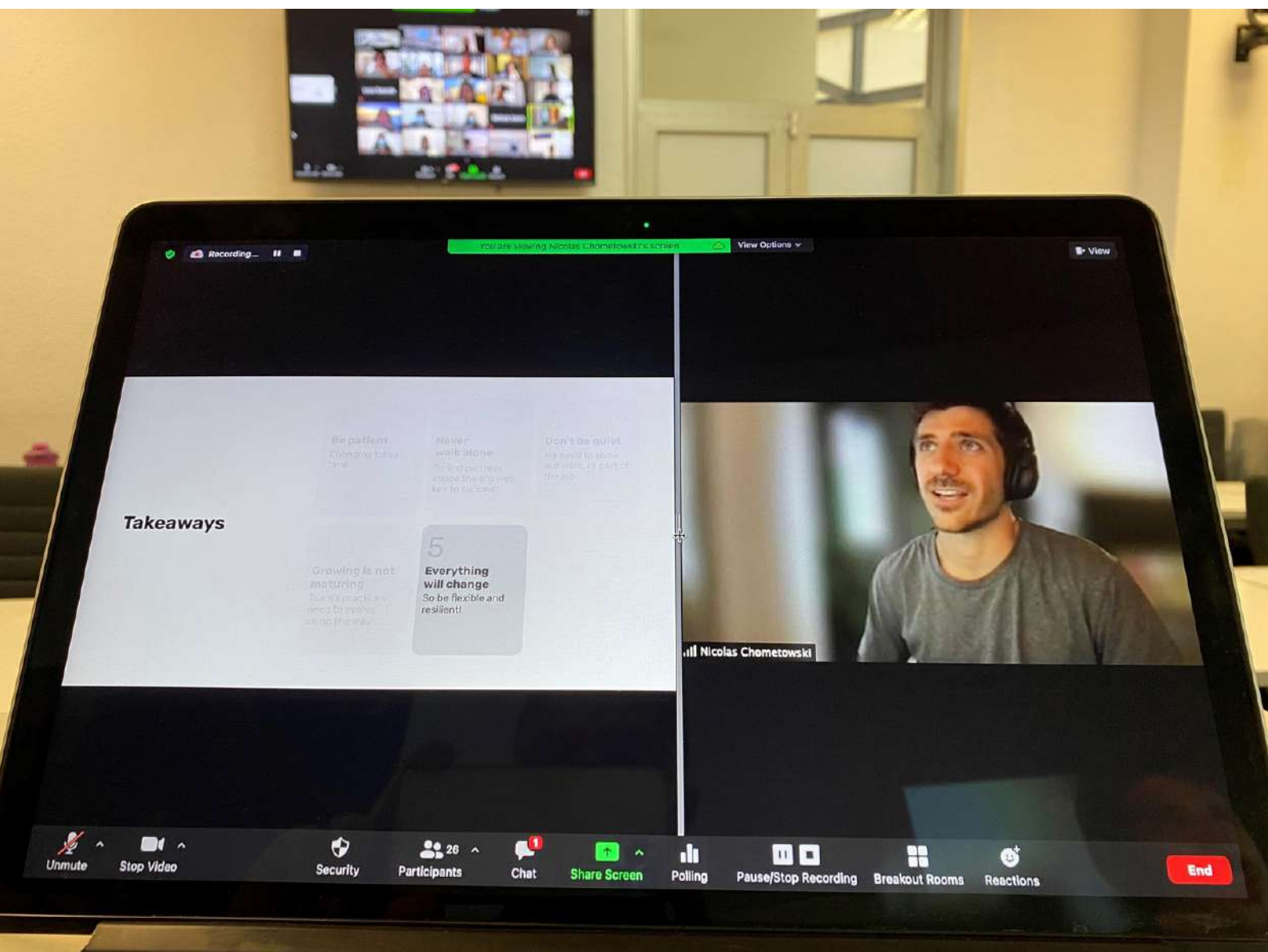


Adapted to your needs

On the other hand, if moving to Barcelona is not an option, you can opt for the Online version of your program, which has the same contents and quality, allowing you to combine your current activities with a cutting-edge academic experience.

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

MBA in Digital Innovation

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

MBA in Digital
Innovation

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

Shangai

1 week
English
3.000€



CHAPTER 3

Silicon Valley

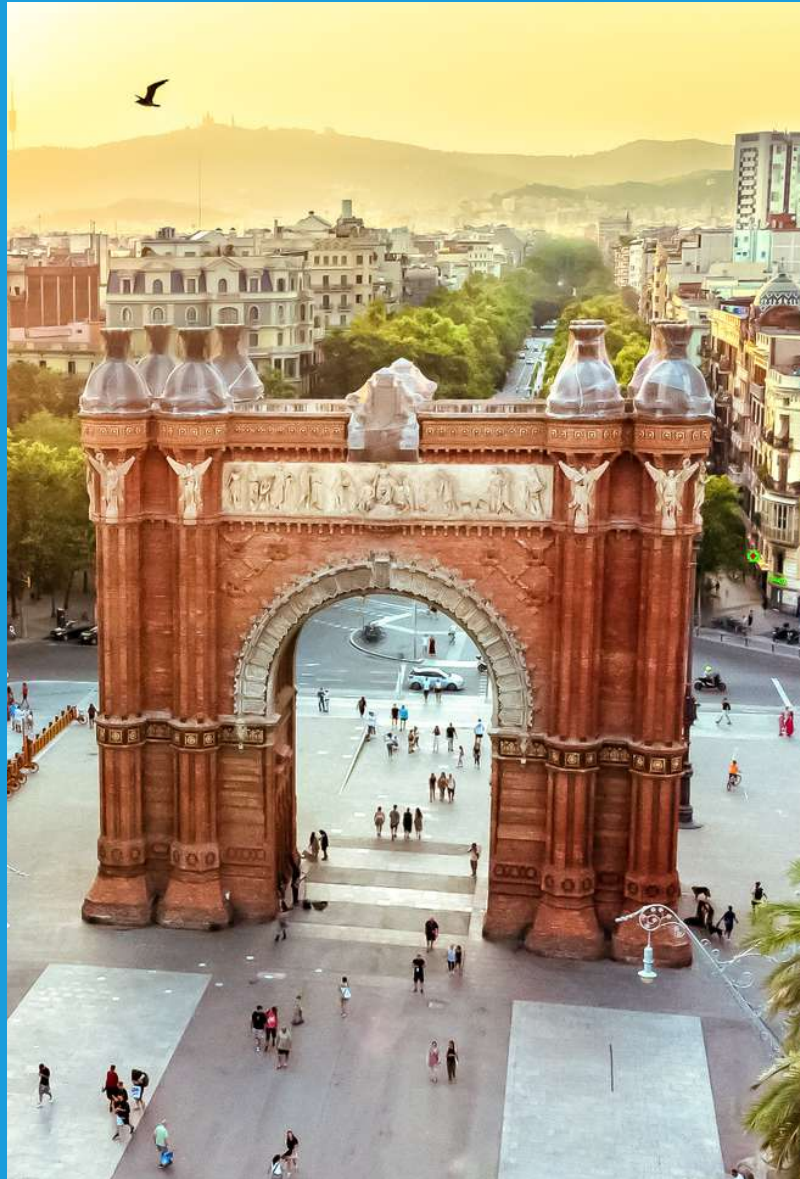
2 weeks
English
5.000€

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 BUSINESS ADMINISTRATION IN **DIGITAL INNOVATION**



HARNESS THE POWER OF DIGITAL BUSINESS AND
INNOVATION TO LEAD THE TRANSFORMATION.

The Master

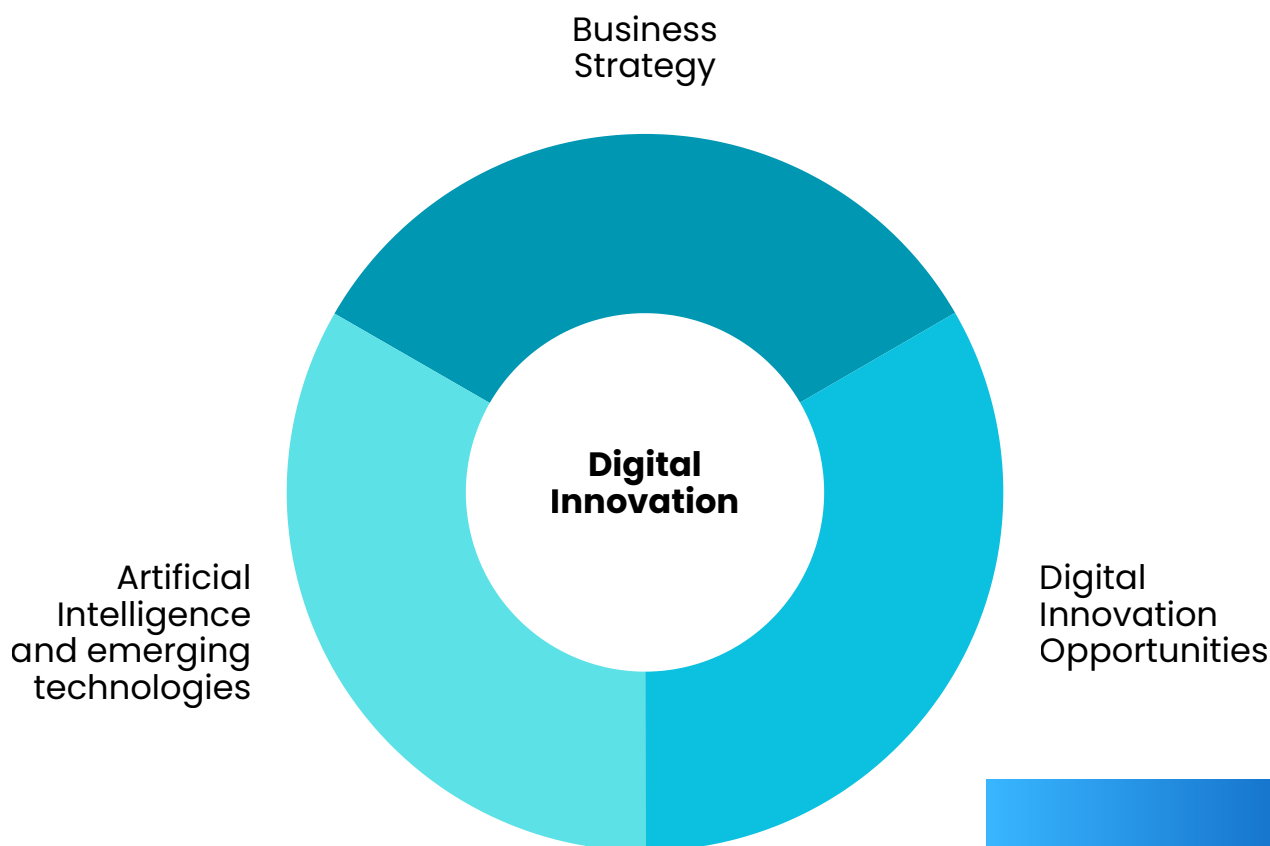
On campus | Online

**MBA in Digital
Innovation**

Master in Business Administration in Digital Innovation

Gain a comprehensive understanding of exponential technologies and A.I. business applications, alongside the crucial skills for navigating management, leadership and crafting winning digital strategies.

This program goes beyond business and technology. You'll master the art of change management, leading organizations through digital transformation with confidence. You will develop the most demanded digital business skills, focusing on strategy, innovation, Artificial Intelligence and data-driven decision-making.



BTS

Contents



Digital Strategy

Develop a digital strategy for business transformation. Learn landscape analysis, vision crafting, and data-driven strategies. Explore transformation frameworks and measure performance for leadership in the digital era. Apply strategic thinking in the evolving digital landscape.



Business Automation

Optimize productivity with business automation. You'll learn to identify repetitive processes and leverage technology to boost efficiency, reduce errors, and free up your team for more strategic work.



Artificial Intelligence

Explore artificial intelligence potential in digital business. Learn fundamentals, business applications, and data's role. Explore ethics, analyze case studies, and drive innovation for competitive advantage.



Digital Marketing & E-commerce

Formulate data-driven digital marketing strategies. Learn core concepts, audience understanding, SEO, paid advertising, social media, and ROI management. Incorporate e-commerce for growth, and how to ideate, plan and execute marketing campaigns.



Modern Finance

Finance and business budgeting for digital companies. Learn management, goal setting, budgeting, risk, FinTech, and planning. Develop strong decision-making skills for financial control and goal achievement.

Contents



Disruptive Technologies

Understand disruptive technologies' impact. Dive into blockchain, IoT, big data, AR/VR, robotics, dronotics and tech trends. Evaluate opportunities, leverage for innovation, and gain strategic advantage.



Legal Tech

Explore tech's impact on law. Learn trends, assess solutions, navigate ethics, and integrate into strategy. Enhance services, drive innovation responsibly.



Digital Innovation

Students will learn techniques to identify opportunities and understand customer needs. Go through process of conceptualization and creative design that will help them design innovative digital solutions based on disruptive technologies & A.I..



Cybersecurity

Protect digital assets with Cybersecurity. Learn principles, analysis, network/application security, data protection, and incident response. Identify, analyze, and mitigate threats for a secure environment.



User Experience

Students will learn to manage user experience design projects, as well as design and create digital solutions focused on the user's needs.

Contents



Management and Leadership

Students will explore leadership & management models for the digital economy. Discover how to foster team's professional fulfillment, while also developing strategies for building high-performing, diverse teams and effectively managing change within their organization.



Technology Management

Students will learn how to manage technology, strategic alignment, and emerging tech. Students will explore no-code solutions, how to integrate for innovation and efficiency, and understand the potential applications within the digital company.



Entrepreneurship

Student will create and develop business models with a start-up mindset, based on customer development and continuous customer validation, managing at the same time financial metrics and dealing with investors.



Project

Apply holistic learning to real-world challenges. Design innovative solutions, address ethics, and demonstrate leadership for lasting digital impact.

Summary

MBA in Digital Innovation

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
15.500€
ACCREDITATION
BTS & IL3-University of Barcelona
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

MBA in Digital
Innovation

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

MBA in Digital
Innovation



Alexandar Chorbadzhyski | GERMANY

"BTS has strong focus on real-world applications and industry relevance. The professors are experienced professionals who come directly from the industry, bringing practical knowledge and real-case insights that go beyond theory."



Nils Jennissen | GERMANY

"Within roughly one year at BTS, I have been able to develop my career, build new skills, and meet new people."



Carolina Guzmán | COLOMBIA

"At BTS, I found exactly what I was looking for—an international, innovative, and dynamic learning experience."

Where BTS Alumni works

amazon

Microsoft

Meta

Google

Adobe

CATERPILLAR®

Glovo?

GFT



NOVARTIS

Openbank

wallbox

vodafone



accenture

CRITEO

Deloitte.

NTT DATA

SANOFI

cognizant

Gartner.

MediaMarkt

aws



eDreams

Rakuten

IBM

ORACLE®

N26

FREE NOW

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 transformation 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 transformation leadership principles and specialized expertise.

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

Management



Specialized

Digital Business + Data Science

MDBI | summer break | MBDA

Digital Business + User Experience

MDBI | 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