

**GISMA**

**BUSINESS  
SCHOOL**

# **MSc** **in Leadership** **for Digital** **Transformation**

**Digitalisation: lead the business  
into the next stage.**



## MSc in Leadership for Digital Transformation

**The GISMA MSc Leadership for Digital Transformation provides you with all of the essential tools and practical skills to pursue a career in leading transformation projects and change agendas for the digital economy.**

Digitalisation is changing business models, technologies, and the value proposition of organisations. This means that there is a need for redefining and restructuring efficiency and customer value propositions.

Invest in your career and study this programme which can be delivered at our brand new campus in Potsdam or entirely remote, as part of our Virtual Campus. Benefit from a highly international network of students from over 40 countries at GISMA Business School.

This programme focuses on how to lead this process and guide your organisation into the future from an international perspective. It opens up careers in multiple sectors, including business, government and consulting, as no part of society is immune to these challenging circumstances. In addition, the 2-year programme includes big data, cyber security, or cloud computing know-how, directly provided by renowned digital companies such as Amazon or Alibaba.

This programme is awarded by GISMA Business School.

### **Why study at GISMA?**

GISMA Business School is a state recognised University of Applied Sciences which also benefits from AMBA accreditation which was awarded for our Global MBA, an honour shared by only 6 business schools in Germany and 2% of all business schools worldwide. The prestigious AMBA accreditation represents innovation and excellence in education, which is core to our values at GISMA.

### **Who is the course suitable for?**

The programme is for aspiring managers and consultants who want to prepare themselves to take on senior leadership roles in the digitisation process related to all business functions and drive change in their organisations.

This postgraduate degree is perfect for graduates in business management or a similar undergraduate business programme as well as graduates of closely related disciplines such as economics, psychology, law, or other

social sciences. This programme may also complement a prior undergraduate degree in engineering, computer science, computer engineering or closely related sciences.

Business and/or management experience after the first academic degree is not necessary but highly desirable.

### **Who is the course suitable for?**

You will have the option to study at our Potsdam campus or at our virtual campus. If you decide to study at our Potsdam campus, you will spend your lectures in class at our brand-new campus. These face-to-face phases are complemented by guided and interactive e-learning sessions. You will work on cases, reflect on readings, take part in online discussions, and participate in group exercises and projects.

If you prefer our virtual campus, you'll learn the programme 100% remotely via GISMA Business School's innovative e-learning platform. The course will be taught via interactive classes streamed in real time from our campus in Potsdam, Germany. Streamed lectures will be recorded, and are available together with our complementary teaching and e-learning package. The course delivered online will allow you to study around your commitments, with live lectures you can easily access regardless of which time zone you're in. You will work on cases, reflect on readings, take part in discussions, and participate in group exercises and projects.

### **Career progression**

The programme is for aspiring managers and consultants who want to prepare themselves to take on senior leadership roles in the digitisation process related to all business functions and drive change in their organisations.

## MSc in Leadership for Digital Transformation

### Course modules

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#### Leadership and Decision Making

- HR Management and Organization Design
- Cognitive Psychology & Leadership
- Management of People in Cross Cultural Environments
- Behavioural Competencies in Virtual Teams
- Emotional Agility in International Business
- CEO Decision Making & Case Studies

#### Project Management and Sustainability

- Project Management
- CSR, Diversity and Ethics

#### Study abroad or Internship or Business Project

#### Digital competencies

- Innovation Management and Digital Transformation
- T.I.M.E. in a Digital World
- Digital Marketing and Analytics
- Cybersecurity and Digital Risk Management
- Electives in Cloud Computing, Big Data and Cyber Security from Amazon, Alibaba and Co.

#### Scientific and Methods Competence

- Research Methods and Scientific Work
- Master Thesis

The modules and electives provide a broad range of learning opportunities, and the broad spectrum of learning outcomes range include,

- This programme covers a broad range of topics from all areas of international business management. This includes international strategic management, project management, global supply chain management, international marketing, leadership, and finance.
- You'll also have the chance to study an elective in cloud computing, big data, and cyber security in cooperation with a leading company such as Amazon or Alibaba.
- As this programme aims to prepare students for senior management roles in international business, people management and ethics is a substantial part of the curriculum.





**Campus:** GISMA Potsdam campus or online

**Study mode:** Full-time

**Start date:** Jan, Apr, Jun, Sept

**Duration:** 12 or 24 months

### Qualifications

- Bachelor's degree in business, economics or social sciences, psychology, law, engineering, computer science, or closely related sciences
- English proficiency: B2 (IELTS 6.0) or equivalent

### Application documents

- CV
- Passport copy (can be identity card for EU students)
- Letter of motivation
- Proof of bachelor's degree (certified copy; foreign language certificates must be accompanied by a German or English translation)
- Proof of required English language skills

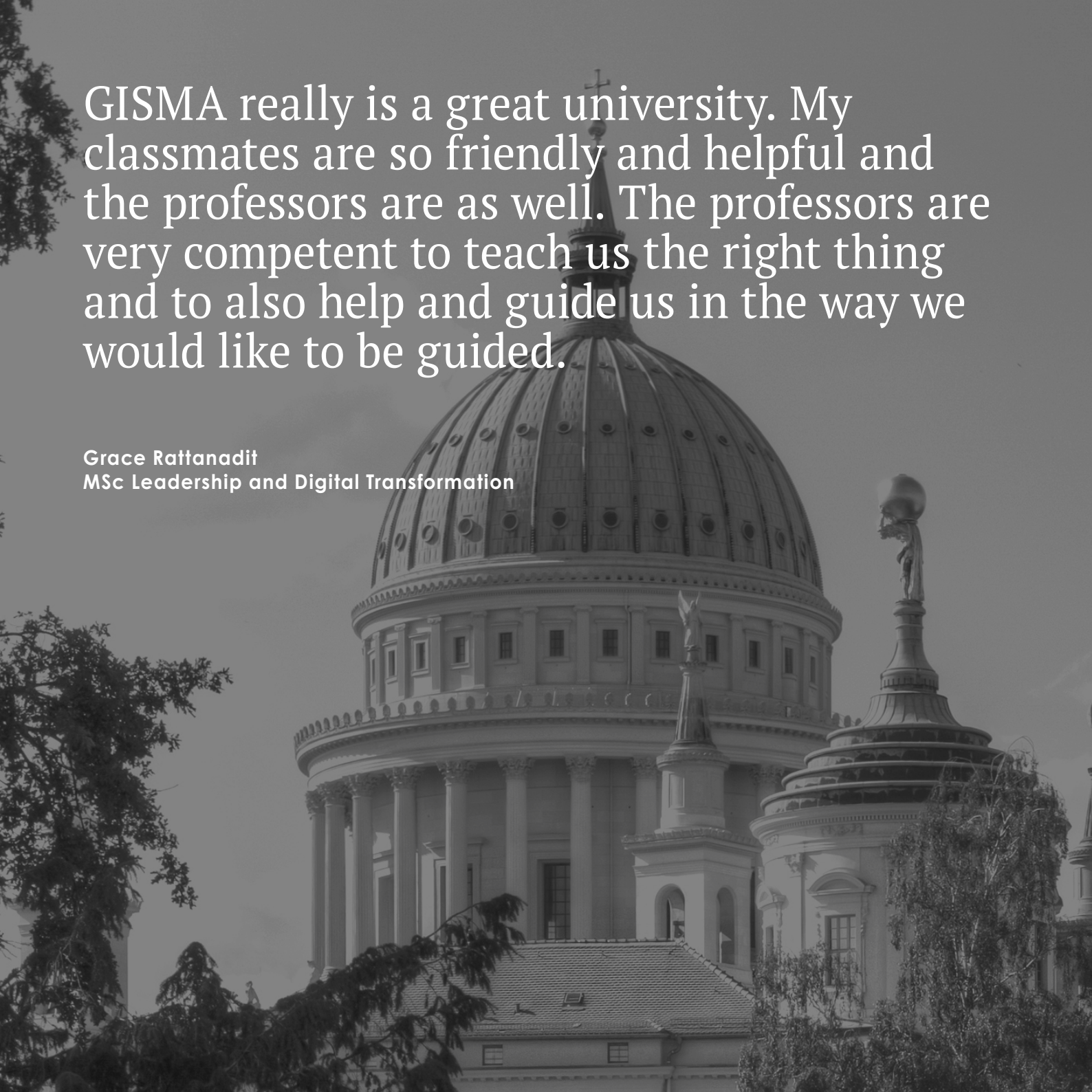
### Pricing

	Total tuition fees - 1 year programmes	Total tuition fees - 2 year programmes	Early bird discount / discount
<b>EU students</b>	€ 13,000	€ 17,000	Up to 20%**
<b>International students</b>	€ 15,500	€ 20,000	Up to 20%**
<b>Online Programme</b>		€ 4,750	Up to 20%

\*\* 20% early bird offer for applications submitted at least 8 weeks before orientation date.

\*Visit [gisma.com/terms-and-conditions](https://www.gisma.com/terms-and-conditions).





GISMA really is a great university. My classmates are so friendly and helpful and the professors are as well. The professors are very competent to teach us the right thing and to also help and guide us in the way we would like to be guided.

Grace Rattanadit  
MSc Leadership and Digital Transformation

## Get in touch

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