

Branch: IT and communication



Code: DIGENT

Option: Digital Enterprise

Level: Bachelor

Prerequisites : Scientific baccalaureate or equivalent

Opportunities:

SCIENTIFIC DATA

With a focus on data science, you will work at the interface between computer science, mathematics, business management and statistics after your studies. Your goal is to use the data collected by your company in the most cost-effective way possible. You are not only responsible for evaluating the data, but also for putting it into a business context.

DIGITAL MARKETING EXPERT - WITH A FOCUS ON DIGITAL MARKETING

As a digital marketing expert, your main tasks are to plan and successfully implement marketing measures and to measure and evaluate their success. You will use various techniques to design business models, processes, strategies and IT systems for successful digitalization.

Description

Your digital business studies at Uut will provide you with exciting knowledge from two worlds. You'll bridge the gap between the traditional and the modern economy. Uut's modularly structured Digital Business degree programme brings you up to date in both information technology and business administration. In

addition, the appropriate methods, tools and systems will be provided in the combined degree programme as well as in the distance learning programme.

Specific competences:

As a Bachelor Digital Business, your head is programmed for success. You can digitize business processes, plan and implement marketing measures and measure their success. With a specialization in digital marketing or data science, two modern professional fields with excellent career prospects are open to you. Are you fascinated by business models based on digital technologies? No wonder: all our communications are digital, people shop online using their fingerprints and Industry 4.0 is moving people and machines towards a more efficient world. Those who are doing a Bachelor's degree in Digital Business today and can confidently navigate it are at the forefront. Digital Business Managers digitize business processes, adapt them dynamically to the market and help start-ups to take off. The best career opportunities in all possible sectors of the global economy.

Quality and competences:

As a Bachelor Digital Business, your head is programmed for success. You can digitize business processes, plan and implement marketing measures and measure their success. With a specialization in the fields of digital marketing or data science, two modern professional fields with excellent career prospects are open to you.