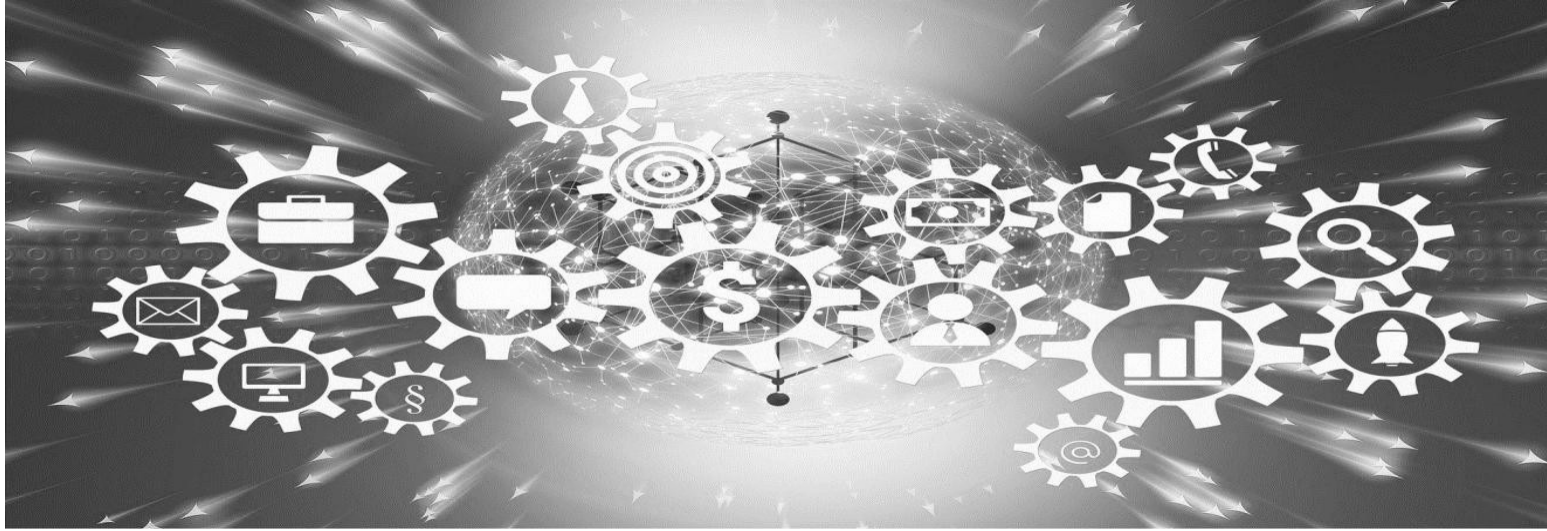


Branch: Business Administration



Code: NUMTRA

Option: Numerical transformation

Level: Master

Prerequisites:

Opportunities:

DIGITAL TRANSFORMATION MANAGER

As a digital transformation manager, you actively shape the future focus of a company. You lead strategic consulting projects, develop digital strategies for the future positioning of an organization and identify new fields of action according to the three approaches of digitalization: growth, customer experience, efficiency.

DIGITAL CONSULTANT

As a digital consultant, you advise management on digital marketing and sales tasks. You support all areas of the company in the transition from traditional business models to digital. In doing so, you integrate the current trends in the digital world and always keep an eye on the online behavior of the target group.

DIGITAL PROJECT MANAGER: IN

Digital project managers are responsible for change projects in companies that are characterized by a specific project framework: for a specific period of time, a 'mixed' team of employees from different departments is put together to work on the best possible implementation of the project. Digital project managers take on the lateral leadership of these agile teams.

Description:

During your master's degree, you will focus on sector- or subject-specific areas and become a sought-after specialist for artificial intelligence, digital insurance, digital marketing, new work or management consulting. UUT's generalist master's program ensures maximum flexibility in choosing your future career field.

Specific competences:

Technology is your passion and innovation your driving force. You find change an interesting challenge. Digital innovations are your path to a successful future. With your interdisciplinary master's degree in digital innovation at UUT, you will become an important shaper of digital change in society and in your company.

Quality and competences:

This degree program will not only provide you with solid management and consulting expertise, but also with significant practical experience in managing extensive digitalization processes. As a result, you will become a sought-after digital leader who is very familiar with agile management methods and who successfully leads companies into a process-optimized digital future with extensive soft skills.