

Strategy and Digital Business

ESCP Business School Berlin
Master of Science



Overview

Lead a digital business in a globalized world

By studying the Master in Strategy and Digital Business Programme, you will gain the strategic, digital and entrepreneurial skills for the job markets of today and tomorrow. Based on a strong cooperation between practice partners and our world-class faculty, you will acquire competencies in core areas like strategy, complex problem solving and decision making.

Also, you will focus on two fields, which we believe are crucial for being competitive in the future: Digital literacy and the ability to code as well as an in-depth understanding of the Chinese market.

Studying in the European entrepreneurial powerhouses Berlin and Paris, you will gain comprehensive theoretical and practical insights, which will equip you for a career in the world of strategy, consulting and digital business creation.

This master programme is the right choice if you want to...

- Be equipped for a more digital and global job market
- Work in an international and entrepreneurial context or become a strategy consultant
- Develop a strategic and international mindset
- Push thinking on how digitalization will change and influence the economy
- Meet inspiring teachers, company representatives and peers who share your passion
- Receive a renowned degree from a highly-ranked business school

Get ready for the job market in a digital world

The requirements of the job market are changing quickly. Companies are becoming more digital and increasingly work in an agile way. This is not only true for start-ups. Today, some of the largest companies in the world like Facebook, Google or Tencent are digital companies. This requires a new set of skills from graduates, which you will learn in this master programme. You will learn how to code, how to manage agile projects, how digital marketing is done and how you can use design thinking to come up with new products or services.

About ESCP's MSc

The choice of a full-time MSc corresponds to a professional project and gives young graduates and young managers a combination of high-value skills sought by recruiters. This programme provides academic expertise and presentation of the best professional practices. Our goal is to train experts who will be rapidly able to progress in a globalized world. Choosing a "Full-Time Intensive" format allows, at the end of a short and dense tuition, to have an immediate access to decision-making leadership positions.

Entry Level: Bachelor degree (180 ECTS)

ECTS: 120

Duration: 2 years (fulltime)

Language: English



Contact

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Programme

Core competencies

A combination of theory classes and of live practical cases covering the areas of:

- Managing Emerging Technologies
- Techniques for Complex Problem Solving and Decision Making
- Critical Thinking and Communication Skills
- Strategic and International Management
- The Chinese Market and Doing Business in China
- International Entrepreneurship
- Research Methods, Complex Systems and Organizational Change
- Language Courses and Career Development

Course Modules

- Strategy (e. g., Strategic Management, International Management)
- Electives (e. g., Strategic Decision Making, Design Thinking, Ethics of AI)
- Advanced Strategy (e. g., International Marketing, Financial Decision Making)
- Coding (e. g., Hackathon)
- Disruptive Skills (e. g., Doing Business with China, TED Talk Seminar)
- Research (e. g., Master Thesis)
- Entrepreneurial Knowledge (e. g., Leadership)
- Foundations of Management (e. g., Global Entrepreneurship, Problem Solving and Communication)

Company Consultancy Projects - Experiential learning

You will accomplish a Company Consultancy Project during the MSc in Strategy and Digital Business, which allows you to put into practice the concepts acquired in the classroom. The projects provide students with collaborative and intercultural work experience on a case provided by our strategic partner Bain & Company.

In groups of 4-5, students are expected to perform an in-depth analysis and make recommendations for actions that can realistically be implemented by the company. At the heart of the programme, the Company Consultancy Projects are a key element of the programme that enables students to get to know a sector or a specific function. They require significant commitment and focus from the students.

Skills improvement

Through the Company Consultancy Project, students learn how to work efficiently as a team and hone their skills in:

- Project Planning and management
- Data collection and analysis
- Development of hypotheses and recommendations
- Customer service
- Public speaking and presentations

Throughout the project, tutoring is provided by an ESCP professor. Students learn how to approach an issue with a critical mindset, and how to react swiftly in unexpected situations with a creative and open-minded attitude.

Career Prospects

Careers

As industries and products become more digital being able to understand and manage digitalisation is a crucial determinant for success in the job market.

The Master in Strategy and Digital Business prepares students for the digital and global job market, whether you want to join an established start-up or found your own company in a European and international context, become strategy consultant or work as an intrapreneur who drives change processes in organisations or NGOs.

The Careers Service

- Prepare your Career Plan: The Careers Service team supports you in preparing a well-structured Curriculum Vitae and cover letter in order to increase your chances of making an impression on companies. In addition, careers support also provides you with a structured method and process to prepare a plan, in order to start and build an effective job-seeking strategy.
- Job Fairs and Recruitment Day: Of particular relevance are the Job Fairs and Recruitment Days organised by the ESCP Careers Service on each campus. Students are welcome to attend the job fairs on any of ESCP's campuses, no matter the current study location. Thanks to these

large events you have the opportunity to directly get in touch with HR and managers of leading companies.

The Alumni Network

Once you have completed your Master, you have the opportunity to be part of the Alumni Network that updates ex-students about newest Internship and Job offers for the national and international business environment.

Admission

Requirements

- A Bachelor degree with a minimum of 180 ECTS from a state accredited institution of Higher Education i.e. university
- A university background preferably in economics; interest in strategy and entrepreneurship
- (Students from a non-business/economics background are required to participate in a preparatory course prior to the start of the programme. This course includes the fields Accounting, Marketing, Finance, Economics and Controlling)
- Fluency in English: TOEFL, TOEIC or IELTS scores or English test on campus
- Work experience not required (if given, maximum 2 years)

Admission step 1 - Application Form

To apply for the Master in Strategy and Digital Business Programme, you must submit the following documents:

- Letter of motivation (half page)
- Photocopy of passport or identity card
- Your resume (curriculum vitae)
- Transcripts of records of all years of higher education (certified copies) and current weighted average mark and/or expected final grade
- Bachelor degree - if you hold it already - original or certified copy

Admission step 2 - online tests and personal interview

Candidates who have successfully passed the background evaluation will be invited to the online Admission Day. The Day consists of:

- Online deductive and numerical logic test (you will find more information and examples [here](#))
- Individual interview
- English test (written, oral) - Applicants whose first language is English or who provide the result of a standardized language test not older than two years are exempt (TOEFL written 600; TOEFL IBT 100; TOEFL computer based 250; IELTS 7)

Admission step 3 - confirmation

Candidates will be admitted on a rolling basis.