



**GRENOBLE
ECOLE DE
MANAGEMENT**

TECHNOLOGY & INNOVATION

une école



DIGITAL BUSINESS STRATEGY

ADVANCED MASTER'S DEGREE ¹



Yann Gourvenec

- › Program Director
- › Founder and CEO of Visionary Marketing, a digital marketing agency
- › 30 years of experience in marketing, information systems and Web marketing



Paris

START DATE

October

DURATION

15 months

PROGRAM STRUCTURE

Part-time : participants may work during the program.

Classes are generally held three days a week per month.

PROGRAM FEES

€ 16,900

LANGUAGE

English



CONTACT

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Advanced Master's Recruitment Officer

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APPLY ONLINE

EN.GRENOBLE-EM.COM/DIGITAL

AS COMPANIES AROUND THE WORLD FACE THE CHALLENGES OF A DIGITAL TRANSFORMATION, THE DIGITAL BUSINESS STRATEGY ADVANCED MASTER'S PROVIDES STUDENTS WITH THE KEYS TO UNDERSTAND, MANAGE AND LEAD CHANGE.

At its heart, this advanced master's is 100% digital-oriented. It combines topics in management sciences, information technology and other web-related fields of study to create a top-notch international program that meets the needs of learners who are passionate about the digital world. The degree focuses on digital strategy topics and tools that are essential to be on the cutting-edge of the digital revolution. The program's 360° approach gives students the skills they need to manage challenges in digital technology and digital transformations. Join the Digital Business Strategy program to drive innovation, develop your digital management capacities and be on the forefront of future business transformations.

PROGRAM MISSION

- › To provide digital business strategy training to understand digital challenges and lead change within organizations.
- › To enable leaders to make the right digital technology decisions and implement their strategic choices effectively.
- › To meet the needs of companies for postgraduate professionals with competitive skills in digital strategy projects and change management.

WHO SHOULD APPLY?

- › Leaders seeking to drive digital transformation and innovation.
- › Managers looking to leverage digital opportunities for growth.
- › Students and professionals passionate about the digital world and ready to lead the way.

¹ DEGREE LEVEL

An Advanced Master's (Mastère Spécialisé[®]) is a professionally oriented post-Master's program. It is a designation granted by the French Conférence des Grandes Ecoles which guarantees the program's excellent academic quality and highly professional orientation.

KEY BENEFITS

- › A cutting-edge program ahead of the latest trends in digital and internet project management.
- › A program entirely focused on digital strategy.
- › Highly-qualified teachers and professionals from the digital sector.
- › Innovative and digital teaching methods (in English): live business cases, blended learning, MOOCs, video interviews, a web platform, etc.
- › Partnerships with leading companies worldwide.
- › An enriching and multicultural learning environment.

ADMISSION CRITERIA

- › Any Master's degree (MA, MSc, MS, MEd...) or doctoral degree.
- › Or any BA, BS or equivalent undergraduate degree and three years' relevant work experience.
- › Advanced English language proficiency (TOEFL - IBT: 80/computer based:213/paper based: 550; TOEIC: 850; or equivalent).

APPLICATION

- › Complete transcripts, CV and cover letter.
- › Admissions interview.

PROGRAM²

› Induction Seminar	3 days
› Hands-on Digital Module	3 days
› Web Marketing Strategy	3 days
› Digital Marketing Techniques	3 days
› Project Management	3 days
› Mobile Marketing	3 days
› E-Commerce & U-Commerce	3 days
› Social Media Management	3 days
› Research	1 day
› Market Intelligence	2 days
› Geo-Strategy & Geo-Economy	3 days
› User Experience	3 days
› Digital Technologies & Innovation	3 days
› Flipped Teaching	1,5 day
› Legal Issues in Digital	1,5 day
› Digital Transformation Vertical Analysis	3 days
› Live Business Cases Presentations	3 days

+ Approximately 15 mandatory master classes on various digital topics (over lunch, during lecture days)

“Having spent most of my professional life in different positions in the investment industry, a few years ago I moved jobs and started working at the communication department as digital communications manager. It seemed therefore obvious to me that I had to get up to speed with regard to my knowledge of the various strategic aspects of digital technology. Grenoble Ecole de Management’s Advanced Master in Digital Business Strategy was an obvious choice: a faculty composed of renowned professionals in their specialty, courses taught exclusively in English, and a school rhythm that perfectly fitted my professional schedule. It was also an opportunity to meet students with completely different backgrounds, from young graduates to experienced professionals from various sectors and countries.”



CARLOS MANJÓN CUZMÁN

Class of 2016

PEDAGOGY

- › Innovation in teaching methods: **Learning by doing**
- › Teachers use digital to prepare their lectures and evaluate students, manage projects and assignments.
- › Students write posts on their blog: **digital-me-up.com**. They are also asked to teach each other in flipped teaching sessions.

VALIDATION

The diploma is validated through a written report and the defense of a professional thesis in the presence of a jury.

INTERNATIONAL CAREER OPPORTUNITIES

This program will facilitate your evolution towards a variety of career opportunities worldwide such as:

- › CDOs (Chief Digital Officers) and CDMOs (Chief Digital Marketing Officers), for exec and more experienced students
- › Digital and social media directors and digital managers
- › E-marketing and e-business managers
- › Consultants in digital strategy
- › Web agency directors
- › Project managers for more junior users
- › Web entrepreneurs

ABOUT GRENOBLE ECOLE DE MANAGEMENT

Established in 1984 by Grenoble’s Chamber of Commerce and Industry, Grenoble Ecole de Management is one of the best French (top 6) and European (top 25) business schools. It is based in Grenoble, the French capital of the Alps and of innovation.

Each year, Grenoble Ecole de Management trains approximately 8,000 students and executives, delivering over 50 national and international programs from the undergraduate to the Doctoral level, on several campuses worldwide. It is one of only a few business schools worldwide to hold the triple accreditation crown EQUIS, AACSB and AMBA, a clear indication of the quality of its activities.



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