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PRESS RELEASE

### ESCP Europe launches the first edition of MSc in Digital Transformation Management & Leadership programme

In September 2019, ESCP Europe London launched the first edition of its [MSc in Digital Transformation Management & Leadership programme](#). The full-time master programme is designed to prepare future generations of innovators to tackle complex business challenges related to digital transformation and frontier technologies. With the inaugural class made up of an equal number of male and female students and fifteen unique nationalities, the programme's Class of 2020 cohort proves to be highly diverse and international.

The MSc in Digital Transformation Management & Leadership is taught in English at [ESCP Europe's](#) London and Paris campuses. Participants spend 12 months in class learning about Cognitive Skills & Leadership, Digital Technologies and Transformation Management, followed by four to six months in a Digital Placement, a key part of their professional development.

The programme curriculum is designed to cover the topics of Artificial Intelligence, Big Data, 3D Printing, IoT, Social Media, Blockchain and Robotics, and their impact on business, economy and society. Moreover, students get to choose one of two specialisation tracks: Financial Services or Industry and Automation, and complete a Company Consultancy Project in the selected area of specialisation.

Prof. Terence Tse, Academic Director of the new Master said: "I am delighted to welcome the first group of students to our MSc in Digital Transformation Management & Leadership, a clear demonstration of our capability as a School to be at the forefront of business education. ESCP Europe Business School is committed to developing leaders of a technology-driven future, providing them with up-to-date knowledge, experience and practices. Our programme will continue to evolve with the latest technological developments and hence the best possible learning for our students."

2019 see ESCP Europe's [Bicentenary](#), and the MSc in Digital Transformation Management & Leadership - with its forward-thinking and non-traditional business education approach - paves the way to the visionary education of tomorrow.

"We are proud to be the first UK-based business school to introduce a dedicated full-time master in Digital Transformation Management & Leadership," said Prof. Simon Mercado, Dean of ESCP Europe's London School and Campus. "This programme is for managers and consultants who want to prepare themselves to take the lead in the digitalisation process preoccupying business across sectors. In offering two specialisations and two international study locations, we are pushing boundaries in digital business education with a strong emphasis on practice and immersion."

To find out more, please visit: [escpeurope.eu/midital](https://escpeurope.eu/midital)

To watch the Induction Day video, please visit: <https://escpeurope.eu/211Six7>

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### **About ESCP Europe**

Founded in 1819, ESCP Europe has produced generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's truly European identity allows it to offer a unique multicultural education style in the field of business and a global view in International Management issues. Each year, ESCP Europe welcomes over 6,000 students and 5,000 executives from more than 120 different countries, providing them with a comprehensive offer of Management courses and specialised programmes (Bachelor, Master, Executive MBA, PhD and Executive Education). ESCP Europe is included among just 1% of business schools in the world that possess the Triple Crown Accreditation (AACSB, AMBA and EQUIS).

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ESCP Europe Business School (London) is the Winner of the [Times Higher Education UK Business School of the Year Award 2018](#).

### **About the ESCP Europe Bicentenary**

A pioneer for the past 200 years, ESCP Europe can be proud of a large number of innovations (the "case method", the gap year) that have been successfully adopted all over the world. Today it is the only pan-European school, with six campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw, and an associated campus in Luxembourg. Beyond celebrating 200 years of a model that we invented, the whole ESCP Europe community participates in its redesign to implement the world of tomorrow. Throughout the year, hackathons, videos and blogs, conferences, Bicentenary Talks, and the unique European Festival Tour will collectively invent the Business School for the 21st Century. The events will take place on all Campuses and involve all parts of the School's rich international community: Faculty, companies, students, alumni, and academic partners.

<http://tomorrow.escpeurope.eu>