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PRESS RELEASE FOR IMMEDIATE RELEASE

***ESCP's practical approach to studying automation and robotic technologies
with e.DO robotic platform and MATE exoskeleton***

ESCP Business School's MSc in Digital Transformation Management and Leadership (MDT) provides students with a solid understanding of the impact of digital transformation in the current technology-driven trends by providing an opportunity to learn and approach innovative technologies.

Participants develop a deep understanding of the business side of such frontier technologies as:

- Artificial Intelligence
- Big Data
- Blockchain
- Robotics
- Social Media
- Internet of Things

as well as the processes linked to these technologies, including automation, business analytics, project management and others.

The programme takes a non-traditional business education approach while maintaining academic rigour, and focuses on getting students as much practical experience in managing real-life digital transformation projects as possible.

For students from the 'Industry and Automation' specialisation track, the MDT offers a unique course on automation, robotics and flexible manufacturing technologies in partnership with Comau, a world-leading company in the field of industrial automation. It provides new ways to interact with technology and enhance human-machine collaboration. The recent session was delivered by:

- **Ezio Fregnan** - Comau Academy Director
- **Giusseppe Daqua** - Comau Academy Training Specialist
- **Joshua Poolton** - Comau Sales Account Robotics & Automation Products

In addition to MDT students, ESCP London Campus extended the invitation to attend to Master in Management and Bachelor in Management (BSc) students who showed interest in the field.

Over two days, students gained valuable experience and insights in robotics by using and programming real industrial robots. **The centrepiece was Comau's modular open-source**

e.DO manufacturing robots. Students learnt how to control the robots with various programming tools.



The company also presented their exoskeleton, **MATE** - wearable ergonomic support that work in tandem with the user. Exoskeletons are placed on the user's body to reinforce or restore human performance in given tasks.



The learning did not stop there. Students also learnt about IoT, AI and analytics, as well as completing a supply chain business game simulation, with teams competing against each other.

Learning outcomes of the Automation, Robotics and Flexible Manufacturing Technologies module

Knowledge of:

- Digital transformation scenarios
- Business considerations on pillars of Industry 4.0
- Operation and application of industrial robotics

Skills in:

- Critical reasoning
- Computational thinking
- Team working
- Communications

Find out more about the MSc in Digital Transformation Management & Leadership programme: <https://bit.ly/3dCZdQx>

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About ESCP Business School

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: www.escp.eu

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