



**Master in
Strategy and Digital
Business (MSc)**



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

ESCP quick facts

The World's

1st

Business School
(est. 1819)

Multi- accredited:

AACSB, EQUIS, EFMD MBA,
EFMD EMBA, plus 6 national
recognitions

145

academic alliances in Europe
and the world in 48 countries

10,000+

students in degree
programmes representing

135

different nationalities

200

research-active professors
representing 33 nationalities
across our campuses

6,000

high-level participants
in customised trainings
and executive education

6

European campuses
in Berlin, London, Madrid, Paris,
Turin, and Warsaw

A comprehensive

portfolio

of 48 programmes: Bachelor, Master
in Management, 28 Specialised
Masters, MBA, 2 PhDs, 13 Executive
Masters, EMBA, Global EPhD, as well
as a custom and open programme
offer.

80,000+

active alumni in
over 190 countries
in the world



Programme objectives

In the Master in Strategy and Digital Business, you will gain the strategic, digital and entrepreneurial skills for the job markets of today and tomorrow. Based on a strong cooperation between company partners and our world-class faculty, you will acquire competencies in strategy, complex problem solving and decision making – exactly the skills you need in a more global and digital job market.

Your European Academic Director



Prof. Dr. Philip Meissner
Chair of Strategic Management
and Decision Making
ESCP Berlin Campus



Admission requirements

- A Bachelor degree with a **minimum of 180 ECTS**
- A university background preferably in economics, interest in strategy and entrepreneurship
- Fluency in English: TOEFL, TOEIC, IELTS scores or English test on campus
- Work experience not required (if given, a maximum of 2 years is recommended)

2024 fees

- Tuition fees: € 15,550 / year
- Service fee: € 1,000 / year
- Application fee: € 130

Apply by 29 February 2024 to receive an Early Bird tuition fee reduction of 10%.

*Fees may be subject to change. Please check our website for possible updates.

How to apply

1



ONLINE APPLICATION
WWW.ESCP.EU/MSDB

2



PROFILE EVALUATION

3



PERSONAL INTERVIEW
IF ELIGIBLE

Your contact



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www.escp.eu/msdb

Master in Strategy and Digital Business (MSc)

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 digitalisation 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

This full-time programme...

- Offers a combination of theory classes and live practical cases, thanks to a strong cooperation between practice partners and our world-class faculty
- Equips you with digital literacy and the ability to code for digital business creation
- You will meet high professional practitioners in your courses, e.g. in transformation boot camp. You will also focus on Digital literacy and the ability to code, a field, which we believe is crucial for being competitive in the future

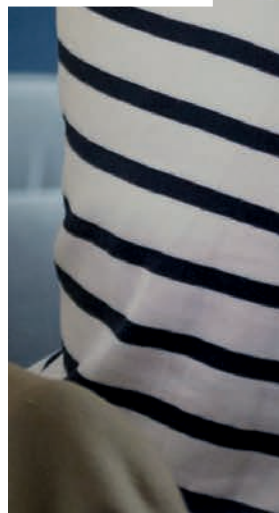


With every industry and product becoming more digital, being able to understand and manage digitalisation is a crucial determinant for success in the job market.

Prof. Dr. Philip Meissner

Strong international dimension

- Two-year full-time master programme in Berlin and Paris
- Taught in English with additional foreign language classes
- Complete your internship or write your master thesis anywhere in the world
- A global faculty and international class mix
- Study trip to Singapore, to gain exciting insights into Singapore's innovation and tech ecosystem



Your curriculum

All courses are taught in English.



YEAR 1			YEAR 2		
Sept-Dec Term 1	Jan-April Term 2	May-July Term 3	Sept-Jan Term 4	Feb-April Term 5	May-July Term 6
BERLIN	PARIS	BERLIN	BERLIN	WORLDWIDE	WORLDWIDE
Strategy <ul style="list-style-type: none"> Strategic management International strategy 	Advanced strategy <ul style="list-style-type: none"> Transformation bootcamp International strategic innovation Product management 	Entrepreneurial knowledge <ul style="list-style-type: none"> Leadership Legal aspects of entrepreneurship 	Research methods	Master Thesis for MSc	Internship
Foundations of management <ul style="list-style-type: none"> Global entrepreneurship Managing emerging technologies Problem solving and communication Intercultural management 			Managing complexity		
Disruptive skills <ul style="list-style-type: none"> Hackathon 	Disruptive skills <ul style="list-style-type: none"> Digitalisation & society Study trip to Singapore 	Disruptive skills <ul style="list-style-type: none"> Start-up school TED talk seminar 	Electives in strategy and digital business (e.g.) <ul style="list-style-type: none"> Entrepreneurial finance Design thinking Digital marketing Ethics of AI Digital leadership 		
Coding course			Consultancy project (conducted by our strategic partner Bain & Company)		
Language course & career development					

Legend: ■ = Strategy ■ = Entrepreneurial management ■ = Digital business & entrepreneurship ■ = Electives ■ = Research ■ = Skills

→ Our partner

To provide you with practical skills and first-hand business experience in digital transformation, we are working jointly with a strong partner company, offering their expertise in digitalisation and strategy, and adding important industry insights to the programme.

Strategic partner:



- Core Course “Managing Emerging Technologies” (Term 1)
 - Consultancy Project (Term 4)
- “Students will experience the everyday business of a leading management consultancy while working with us on selected digitalisation projects” (Dr. Dirk Vater, Director & Partner | Bain & Company)



Key facts

- **Degree:** Master of Science (MSc)
- **Credit points:** 120 ECTS
- **Study Locations:** Berlin and Paris, plus study trip to Singapore
- **Language:** English
- **Duration:** 24 months
- **Start:** September 2024

Practical tools and methods for a career in strategy and entrepreneurship

- Lecture-based learning on strategy, entrepreneurship, project management, people management, innovation, coding and business plan writing
- Project-based learning and application of skills in the field
- Elective courses in the field of strategy and (entrepreneurial) management
- Preparatory courses for planning and conducting a research thesis
- Compulsory language courses

Career opportunities

- Start a career in the world of strategy and consulting
- Work as an intrapreneur who drives change processes in organizations or NGOs
- Join an established start-up or found your own company in a European and international context

Master in Strategy and Digital Business (MSc)

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



**6 national
recognitions**

BERLIN

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LONDON

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Kingdom

MADRID

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PARIS MONTPARNASSE

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TURIN

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WARSAW

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International Relation Office
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03-301 Warsaw, Poland