

Master in Strategy and Digital Business (MSc)

ESCP
BUSINESS SCHOOL

IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

ESCP
quick facts

6 ESCP campuses
in Berlin, London, Madrid, Paris, Turin, and Warsaw

Multi-accredited:
AACSB, EQUIS, EFMD MBA, EFMD EMBA, 5 European Higher Ed Standards

Over **140**
academic alliances in Europe and the world in 47 countries

8,000+
students in degree programmes representing

122
different nationalities

170
research-active professors representing over 33 nationalities across our campuses

5,000
high-level participants in customized trainings and executive education

The World's
1st
Business School
(est. 1819)

A comprehensive
portfolio
of 46 programmes: Bachelor, MiM, 27 Specialised Masters, MBA, 2 PhDs, 12 Executive Masters, EMBA, Global EPhD, as well as a custom and open programme offer.

68,000+
active alumni in over 150 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)

2022 **fees**

- Tuition fees: 28,500 € (+ application fees)*
- Apply by 28 February 2022 to receive a 2,850 € Early Bird tuition reduction.

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

How **to apply**

1. **ONLINE APPLICATION**
   WWW.ESCP.EU
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...**

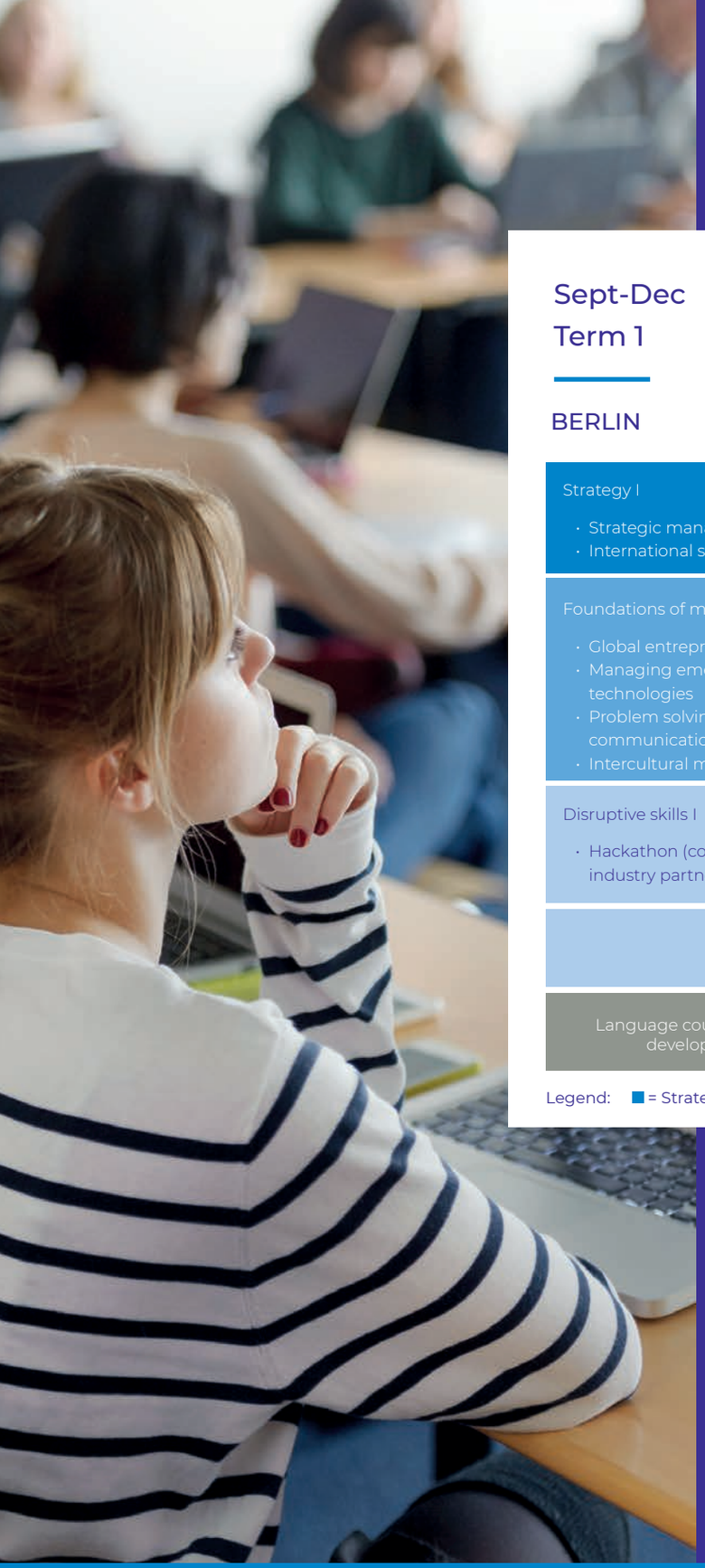
- Offers a combination of theory classes and live practical cases, thanks to a strong cooperation between practice partners and our world-class faculty
- Equips you with digital literacy and the ability to code for digital business creation
- Provides an in-depth understanding of the Chinese market

> ***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



Your **curriculum**

All courses are taught in English.

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 I · Strategic management · International strategy	Strategy II · International marketing · International strategic innovation · Financial decision making	Entrepreneurial knowledge · Leadership · Legal aspects of entrepreneurship	Research methods	Master Thesis for MSc	Internship
Foundations of management · Global entrepreneurship · Managing emerging technologies · Problem solving and communication · Intercultural management			Managing complexity		
Disruptive skills I · Hackathon (conducted by our industry partner Henkel)	Disruptive skills II · Digitalisation & society · Doing business with China	Disruptive skills III · Start-up school · TED talk seminar	Electives in strategy and digital business (e.g.) · Leading transformation in organisations · Design thinking · Digital marketing · Ethics of AI		
Coding course			Consultancy project (conducted by our strategic partner Bain & Company)		
Language course & career development	Language course	Language course			

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

Our partners

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

Strategic partner: BAIN & COMPANY
- 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)

Industry partner: Henkel X
- Hackathon (Term 1)
- Elective Course “Leading Transformation in Organisations” (Term 4)

“In order to shape the future of Henkel and stimulate the industry, we want to listen to and actively involve the new generation of entrepreneurs and founders. I look forward to our collaboration in this Masters programme” (Dr. Rahmyn Kress, Chief Digital Officer | Henkel)



Key facts

- **Degree:** Master of Science (MSc)
- **Credit points:** 120 ECTS
- **Study Locations:** Berlin and Paris
- **Language:** English
- **Duration:** 24 months
- **Start:** September 2022

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

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

AACSB ACCREDITED | EQUIS ACCREDITED | EFMD ACCREDITED MBA | EFMD ACCREDITED EMBA | **5 European Higher Ed accreditations**

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