

MASTER OF SCIENCE IN DIGITAL MANAGEMENT



The MSc in Digital Management is a programme that explores Digital Transformation on a global scale.

Within this diverse curriculum, students are exposed to real-world, scenario-based learning that prepares students for a wide range of careers in the digital world.

WHY CHOOSE MBS?

- YOU CAN EARN YOUR DEGREE IN 1 YEAR
- COURSES ARE TAUGHT IN ENGLISH
- YOU WILL COMPLETE A PROFESSIONAL INTERNSHIP
- OVER 76% OF MBS ALUMNI ARE HIRED BEFORE GRADUATION
- BE PART OF A GLOBAL STUDENT POPULATION
- CAREER PLACEMENT ASSISTANCE

BECOME A DIGITAL MANAGER

Learn from academic and professional experts, increase your earnings potential and open doors to a wide range of career opportunities.

OVERVIEW

This unique programme gives students an opportunity to understand the impact of the digital on leadership and organisation, and to master new models of creating and distributing value, and agile methods of project management and performance. The modules include digital strategy, applied Big Data (a one-week case study on company data), agile project management (expecting delivery, dates and estimated budget), change management, digitisation of business processes and web marketing. Throughout the year, students will also foster the “entrepreneurial spirit” alongside open-innovation techniques adapted to large groups to spread the “start-up” spirit.

Courses are in session from October to May; from June to December, students are required to complete a professional internship for 4 to 6 months (90 ECTS over 450 course hours).

PROGRAMME

The objectives of the programme are to enable students to:

- understand and consider the effects of the digital revolution;
- acquire an overview of the tools and methods that allow for initiating a digital transformation around a service offer, beyond the purely technical aspects, whether at the organizational or service level;
- know how to develop economic models and a digital strategy;
- understand the evolution of management disciplines impacted by the digital;
- know how to digitise services by integrating human aspects;
- learn new models of value creation and distribution;
- acquire agile methods of project management and performance;
- have an active role in defining the future of a service or a business;
- complete their knowledge of digital culture: pure players, security, technologies, legal context, etc.;
- know how to analyse and benefit from Big Data;
- master the knowledge and skills necessary to make a significant contribution to the digital economy and the transformation of society as a whole.

DIGITAL



MANAGEMENT

INDUCTION



SEPTEMBER

**WELCOME
TO MONTPELLIER**

**INDUCTION
SEMINAR**

AUTUMN SEMESTER



OCTOBER – DECEMBER

**COMPREHENSIVE
DIGITAL
MANAGEMENT
CURRICULUM**

SPRING SEMESTER



JANUARY – MAY

**DIGITAL
MANAGEMENT
IN ACTION**

PRACTICE



JUNE – DECEMBER

**PROFESSIONAL
INTERNSHIP**

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CULTURAL DYNAMICS AND LANGUAGE COURSES

ENTREPRENEURIAL PROJECT

MASTER OF SCIENCE

ENTREPRENEURIAL PROJECT

Teams of students from various cultural and academic backgrounds will embark on this entrepreneurial journey, drawing on each other's skills to create a viable business. The objective of this project is to create a new and innovative company. To help their collaborative growth, students will be exposed to experienced entrepreneurs and tools across various areas such as innovation, logistics and marketing. Finally, they will be asked to consider all the financial aspects of their company and pitch their project to an academic panel and to potential investors.

PROGRAMME COURSES

MODULE 1: DIRECTION AND MANAGEMENT IN DIGITAL ENVIRONMENTS

INTEGRATION, TEAM BUILDING AND BEHAVIOUR FOCUS

In this course students will learn to analyse complex work-place situations from conflict resolution to motivational team dynamics and how to implement strategic solutions.

THE IMPACT OF DIGITAL ON FINANCIAL COMPANIES

Retail banking and insurance must embark on a vast process of digital transformation to adapt to the new characteristics of their market. Four areas are concerned: optimising the customer experience, redesigning business processes, modifying internal operating modes and transforming the business model.

ORGANISATIONAL BEHAVIOUR AND CHANGE MANAGEMENT

This course is designed to empower students to use complex diagnostic models, familiarise them with the theories behind these models, identify key issues related to organisational change, and develop change management programs.

MODULE 2: STRATEGY, OPERATION AND DIGITAL PROCESSES

STRATEGIC MANAGEMENT

A good strategy is the key to the performance of a company. Through case studies, students will learn in this course to analyse a situation related to the digital revolution and to reflect on possible strategic choices to be implemented.

LEAN MANAGEMENT AND DIGITAL TRANSFORMATION

Technological advances have created opportunities that did not exist a decade ago and it is clear that new developments will occur at an ever faster pace. The objective of this course examines the extent to which successful companies are benefiting from operational excellence and digital advantage. It aims to provide a compelling picture of each of these elements (process improvement, business digitalisation and management of both) to help companies eliminate waste and improve processes and services.

AGILE PROJECT MANAGEMENT

In this course, students will take ownership of agile project management methods and Scrum principles by focusing on the role of the beneficiaries. Students learn how to develop a vision of the project, then the resulting roadmap, identifying user roles and writing user reports. Other topics include stakeholder identification, organization, team development, planning, communication, quality, risk and change management.

DIGITAL CHANGE

The course focus on the main issues that a company must address in order to successfully complete its digital transformation, including the organisational and cultural aspects that often lead to such transformations. We discuss how these transformations require managers to acquire a good technical culture to enable them to make organisational, management and marketing decisions.

INFORMATION TECHNOLOGY AND VALUE CREATION

The role of digital in the creation of new forms of organisations, the transformation of existing work practices and the change in the way we communicate with others have implications at different levels and can create different sources of value if they are managed appropriately. This course provides concepts, frameworks and tools to understand the potential impact of information technology on business value.

MODULE 3: INNOVATION AND ENTREPRENEURSHIP

DESIGN THINKING

It is a subject applicable in all disciplines of management. This course allows students to take ownership of Design Thinking methodologies to produce pragmatic solutions and ideas for innovative products and services. Following this course, participants will learn how to apply a Design Thinking model to solve or eliminate a real-life problem by developing innovative and creative ideas from imagination to prototyping.

INNOVATION MANAGEMENT

The goal is to develop the innovation skills in student business models and prepare them to become innovative managers by giving them an understanding of how to be innovative. Elements are supported by relevant examples of the academic literature or the professional world.

MODULE 4: DATA AND ANALYTICS

STATISTICS

This course aims to develop the quantitative skills that can be mobilised in the professional world and in particular for the analysis of Big Data. Students need to collect, process, analyse and use quantitative data to make decisions, present and argue them..

BIG DATA AND ANALYTICS

This course aims to make students aware of the questions and techniques related to the use of big data. Through examples of classroom implementation, students will learn several ways to analyse the relationships between variables.

MODULE 5: DIGITAL MARKETING MANAGEMENT

DIGITAL MARKETING

Students will acquire the skills necessary to define a digital marketing strategy, analyse the web eco system, manage and pilot an e-commerce project, develop, animate and federate a community on social networks, pilot an online marketing campaign, measure And analyse performance indicators (SEOs). Specifically, at the end of the course, students will be able to define KPIs, measure multi-channel performance, achieve strategic objectives, monitor, measure and analyse a marketing approach on the web, Monitoring strategy (competitive, e-reputation ...), to understand new trends and to identify opportunities for innovation.

BLOG PROJECT

In the world of today, the professional expertise is more and more communicated online and collaborative learning challenges the individual learning project. In addition, acquiring excellent social media skills is a standard requirement of all career opportunity seekers.

DIGITAL COMMUNICATION & SOCIAL MEDIA

This course examines the relationship between current society and the computerised communication technologies known as «social media,» including Facebook, Twitter, YouTube, LinkedIn, Instagram and more. Students will gain practical knowledge of social media: understanding the landscape, learning «best practices» and using different social media technologies to create and disseminate content.

FRENCH COURSES

It is not necessary for incoming students to speak French as all courses are offered in English. However, French language courses will be offered to students in order for them to have a more engaging cultural experience.

MASTER'S THESIS

Students will be asked to write a master's thesis in order to graduate from this programme. This represents an important component of the MSc learning experience. The objective is to investigate in depth an international business issue and to open doors for contacts and networking.

CAREER ADVANCEMENT SEMINARS

Throughout their year of study, students will be assigned a career coach and will attend seminars that will prepare them for finding the right career opportunity, teach them how to be successful, and give them advice from industry leaders on CV preparation, interview skills and contract negotiation.

PROFESSIONAL INTERNSHIP

Students will complete an internship, providing them with the ability to apply learned concepts and skills. Students will have the option to complete their internship in France or abroad.



HOW TO APPLY ?

1/ COMPLETE THE ONLINE APPLICATION AT:
www.montpellier-bs.com/applyMSC

YOU WILL BE REQUIRED TO UPLOAD
THE FOLLOWING DOCUMENTS:

- CV (in English)
- Copies of diplomas and academic transcripts
- English test scores (TOEFL, TOEIC, IELTS)
Not required for native speakers or applicants
who have completed their undergraduate
degrees in English
- 2 letters of recommendation
- A copy of your identification (e.g. passport)
- Photo (jpeg)

2/ SELECTED CANDIDATES WILL BE SCHEDULED
FOR AN ADMISSION INTERVIEW
(via video conference).

QUESTIONS/CONCERNS:
ADMISSIONS DEPARTMENT
Call us at +33 4 67 10 25 50
apply2mcs@montpellier-bs.com

CLASSES BEGIN: September
TUITION FEES: 13 000 €

LIVING COSTS IN MONTPELLIER

ACCOMMODATION : Between 400 € and 600 € / month
MISCELLANEOUS EXPENSES: Between 250 € to 400 € / month

**MONTPELLIER
BUSINESS
SCHOOL
ACADEMIC
EXCELLENCE
SCHOLARSHIP**

Description: To support the academic excellence of the MSc programmes, Montpellier Business School offers scholarships to the most outstanding candidates.

Eligibility: Open to all candidates and awarded on the basis of the overall quality of their application i.e. academic excellence demonstrated in the MSc application, in the additional scholarship application and in the selection interview.

Procedure: Scholarship decisions are made during the application procedure. Selected students will be informed upon being proposed a place on the programme.

JOB OPPORTUNITIES

The MSc in Digital Management supplies graduates with the advanced knowledge and skills needed to pursue management positions.

This programme was conceived by top managers from different industries who noticed the fast increase in the demand for graduates with proper understanding of the digital transformation of the global labour market. Graduates will be able to qualify for positions such as:

- DIGITAL MANAGER
- DIGITAL STRATEGY CONSULTANT
- E-MARKETING MANAGER
- DIGITAL PROJECT MANAGER
- E-BUSINESS MANAGER
- DIGITAL AND SOCIAL MEDIA DIRECTOR
- WEB AGENCY DIRECTOR
- WEB ENTREPRENEUR
- HEAD OF DIGITAL TRANSFORMATION
- DIGITAL DESIGN PROJECT MANAGER
- DIGITAL BUSINESS ANALYST

CAREER MANAGEMENT CENTRE

Students have access to the Career Management Centre and its trained career advisors, who work with students one-to-one for every step of their career path, from their initial self-assessment through to the job hunt and beyond. The Career Management Centre also connects students with the MBS Alumni Association, which consists of 12,000 graduates holding positions in International Business Development, Strategic Marketing, Sales, Purchasing and Logistics, Accounting and Management Control, Consulting and Financial Analysis, Human Resources Management, and Corporate Relations and Communication in over 70 countries around the world.

AN EXCELLENT EMPLOYABILITY RATE FOR OUR GRADUATE

The recognised quality of the degrees awarded by Montpellier Business School is a strong asset for job seekers. Approximately 76.8 % of students from our programmes are hired BEFORE they even graduate (average over a period of 5 years).