



# Master's Degree in Leadership in Digital Transformation



**Awarded dual degree by ESIC Business &  
Marketing School, Spain**



The market redefined the rules:

# Transform or disappear

**70%**

of the time, companies fail in their transformation efforts.”

Mckinsey, 2023

**74%**

Companies are having trouble achieving and scaling the value of AI adoption.”

BCG, 2024

“Barely the  
**5%**

AI pilots achieve rapid income acceleration”

MIT-Nanda, 2025

## Economy and global environment

- Macroeconomic and geopolitical uncertainty
- Investor pressure

## Talent and human capital

- Shortage of critical skills.
- Continuous retraining.

## Customer and society

- New digital expectations.
- Demand for transparency and sustainability.

## Competitive and technological environment

- Accelerated technological disruption.
- Shorter innovation cycles.

## Regulation and governance

- Data privacy.
- Cybersecurity and responsible AI.



# Why do digital transformation initiatives fail?

## Leadership

Lack of a clear and motivating purpose.

Limited aspirations – Safe game.

Goals based on intuition rather than data.

Key decisions made too late.

## Transformation

Lack of governance and sustainability structure.

Superficial changes in processes and culture.

Focus on tasks rather than strategic outcomes.

## Digital

Lack of technological integration with the strategy.

Data and technology without business impact.

Failure to leverage AI as a cross-functional enabler.



# Master's Degree in Leadership in Digital Transformation

The Master's Degree in Leadership in Digital Transformation offers cross-cutting knowledge and skills applicable to your industry, enabling you to lead digital transformation processes to generate value for the end customer and profitability in the business.



Cutting-edge methodologies and best practices for business transformation.



Use of emerging technologies as an enabler of business transformation.



Training with experience and an international perspective.



Double Degree with ESIC Madrid.



# Pilars of the Learning Process

## Aprender a conocer

- Learning to Know
- Digital Strategy
- Digital Economy
- Knowledge Management
- ESG
- Applied AI

## Learning to Do

- Integrative Projects
- Process Management
- Agile Methodologies
- Digital Transformation

## Learning to Live Together

- Adaptive Leadership
- Culture and Change Management
- Customer Experience
- Working in Global Teams

## Learning to Be

- Ethics and Leadership in AI
- Sustainability and Responsibility
- Executive Storytelling
- Global Strategic Vision



# Double degree

**Master in Digital Business**  
with ESIC Business & Marketing School of Madrid

We integrate the expertise of two highly prestigious national (CESA) and international (ESIC) business schools.

With our international experience, we train professionals capable of generating value with intercultural skills and a global perspective. This is achieved through international faculty at CESA and a two-week immersion program at ESIC in Madrid.

We focus on international training that meets the labor and economic demands of a globalized world with competitive and digital markets.

# Cycles of Program

4 semesters  
44 credits  
25 subjects

Emphasis  
on Digital  
Technologies

Emphasis on  
Customer  
Experience

Emphasis  
on Data  
Analytics

Title

## Master's Degree in Leadership in Digital Transformation

Schedule

**Thursday:**  
5:30 p.m. to  
9:30 p.m.

**Friday:**  
4:00 p.m. to  
8:00 p.m.

**Saturday:**  
8:00 p.m. to  
12:00 a.m.

*\*Full-time availability for international courses during the following hours:  
Monday to Thursday from 5:30 p.m. to 9:30 p.m. - Friday and Saturday from 8:00 a.m. to 6:00 p.m.*

Registration  
Open

**January 13,  
to August 6,  
2026**

Duration

**4 Semesters**

Mode

**On-site**



# Sixteen months

First Period	Second Period	Third Period	Fourth Period
<b>Virtual and Digital Environments</b> (1 Credit)	<b>Organizational Culture and Development</b> (2 Credits)	<b>Agile Methodologies</b> (1 Credit)	<b>Emphasis in Digital Technologies</b> (8 Credits)
<b>Leadership and Management of Global Teams</b> (2 Credits)	<b>Business Strategy and Innovation</b> (2 Credits)	<b>Process Automation</b> (2 Credits)	<b>Emphasis in Consumer Experience</b> (8 Credits)
<b>Knowledge Management</b> (1 Credit)	<b>Entrepreneurship and Digital Business Development</b> (2 Credits)	<b>Digital Marketing</b> (3 Credits)	<b>Emphasis in Data Analytics</b> (8 Credits)
<b>Finance for Digital Transformation</b> (1 Credit)	<b>Mobile and Apps</b> (2 Credits)	<b>Data Visualization</b> (2 Credits)	<b>Thesis II</b> (1 Credit)
<b>Digital Transformation</b> (3 Credits)	<b>E-commerce</b> (2 Credits)	<b>Customer Analytics</b> (3 Credits)	<b>Total credits: 9</b>
<b>Introduction to Customer Experience</b> (2 Credits)	<b>Introduction to Data Analysis</b> (2 Credits)	<b>Thesis Project</b> (1 Credit)	<b>Students choose one emphasis.</b> <b>Each emphasis requires a minimum of 12 students.</b>
<b>Research Seminar I</b> (1 Credit)	<b>Research Seminar II</b> (1 Credit)	<b>Total credits: 12</b>	
<b>Total credits: 11</b>	<b>Total credits: 12</b>		

- Management
- Digital Technologies
- Customer Experience
- Data Analysis
- Graduation Project

**Note:** The university reserves the right to begin cohorts only after the required number of applicants have enrolled. If a cohort is not started, CESA will refund 100% of the academic fees paid by the applicant.



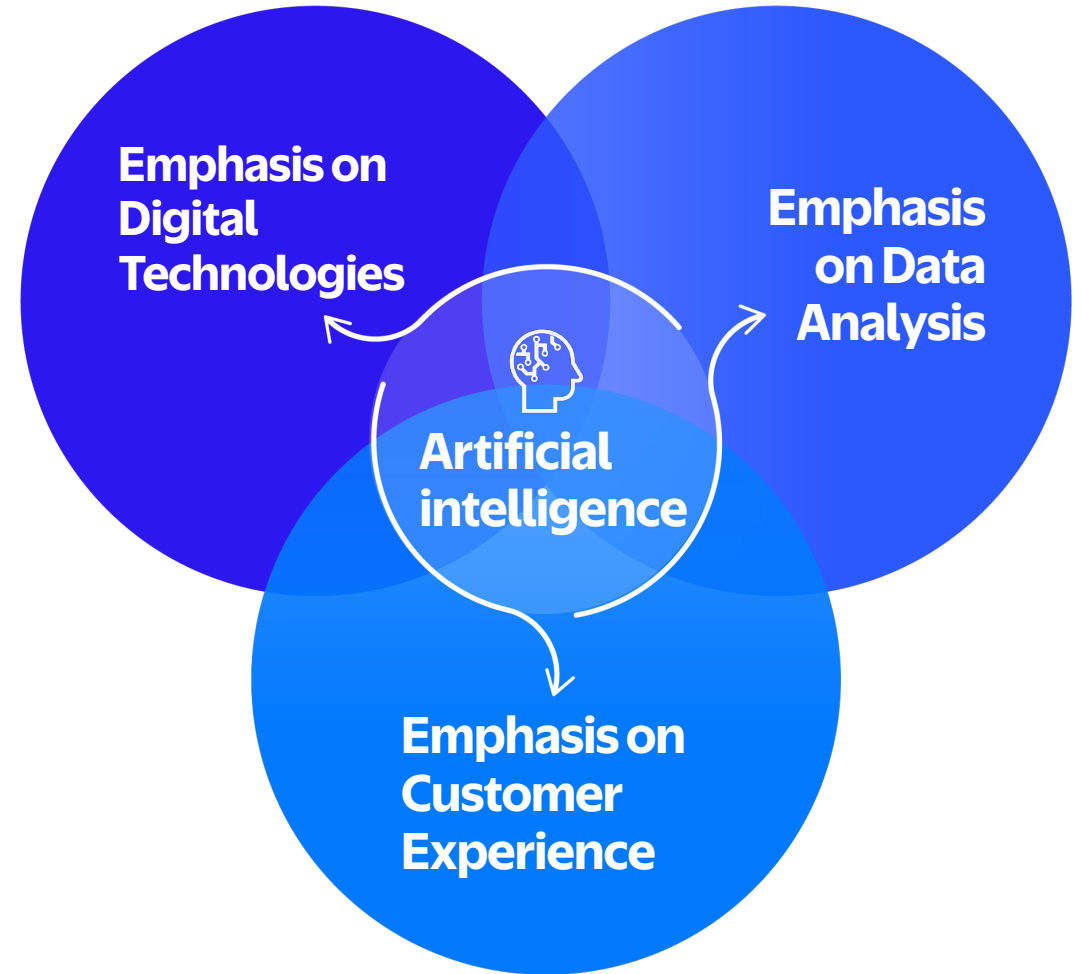


# Emphasis options of the program

Today's world demands hyper-personalization in customer service and business processes.

This is only possible by leveraging the power of artificial intelligence, supported by a sound data structure and the optimal use of existing technology.

We focus on these three key areas to ensure a holistic and higher-value perspective for the organization.



# Experience CESA

## Networking

- Knowledge exchange between + senior executives, peers, and professors.
- Connection with business leaders.
- Multidisciplinarity in academic life.
- Active alumni community.

## Internationalization

- International workshops.
- International faculty.
- Business study tours.
- Strengthening of a second language (English).
- Exchange programs.

## Support Centers

- Financial laboratory.
- DIGA (Support Center for reading, speaking, and writing).
- SUMA (Support Center for mathematics and statistics).

## Centers of Excellence

- Entrepreneurship and Innovation Center.
- Corporate Governance Center.
- Leadership Center.

## Library

- More than 27,000 volumes on business administration, finance, and economics.
- Over 860,000 titles available.
- 11,962 subscriptions to specialized journals.
- Access to leading business databases (Passport, EMIS, Bloomberg, Financial Times).
- Access to Coursera and Harvard Business Publishing.

## Wellness

- Career guidance and job placement.
- Sports clubs.
- Recreation and relaxation.
- Psychological counseling center.
- Cultural activities.

## Educational Technology

- Plataformas especializadas en educación.

# Upon completion of the master's degree

You will be a well-rounded leader with the ability to:

- **Inspire and mobilize teams with strategic vision**, ethical purpose, and change management skills.
- **Transform organizations by redesigning processes**, business models, and structures, guided by principles of sustainability and good governance.
- **Leverage emerging digital technologies** (AI, data, cloud, cybersecurity) with a thorough understanding of the legal and regulatory framework.
- **Connect innovation and business** to respond to market demands and create customer-centric value.
- **Integrate social and business impact**, ensuring that digital transformation is responsible, sustainable, and competitive.





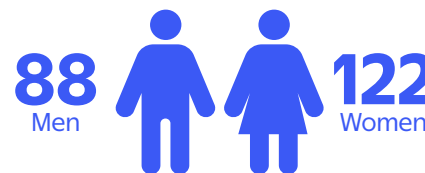


# A Multidisciplinary Academic Ecosystem

The Master's in Leadership in Digital Transformation brings together professionals with diverse perspectives, creating a space where engineering, management, and other strategic areas converge to drive innovative solutions. This combination strengthens collaboration and enhances the ability to lead complex changes in digital environments.



**210**  
Total number  
of students



**153**  
Total  
graduates



## Multidisciplinary talent in action

- Business Administrator
- Industrial Engineer
- Systems Engineer
- Electronic Engineer
- Industrial Designer
- Economist
- Communicator
- Psychologist
- Finance and International Trade Professional
- International Relations Professional
- Lawyer
- International Business Professional
- Medical Surgeon
- Political Scientist

# Digital transformation projects



# Francisco Quintana



Senior executive with over 35 years of experience leading organizations in the Information and Communications Technology sector in Latin America. He has held management positions at companies such as Bizagi, Oracle, Intellego, and Hewlett-Packard, driving digital transformation strategies, automation, and the adoption of artificial intelligence. He holds a degree in Systems Engineering with training in Senior Management (INALDE) and a specialization in Artificial Intelligence for Business (Wharton School). He is a board member, professor, and a leading figure in digital leadership in the region.



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