

A woman with long brown hair and glasses is looking slightly to the side. Overlaid on her face and the background are various digital elements: a network of blue dots connected by lines, a candlestick chart with labels '+4.2%' and '-1.8%', and currency symbols like '€' and '\$'.

Master Degree in Leadership in Digital Transformation at **CESA**

SNIES
109394

Image generated by AI. For illustrative purposes only; not real.

Dual Degree Program with ESIC, Spain

We are strategic, analytical, and leaders in digital transformation that drives real impact.

Transforming Ourselves to Lead in the Age of AI

Organizations are calling for a new profile:

Leadership for Successful Digital Transformation:

Guiding change with vision, strategic alignment, and a focus on results.

Creating Value with AI

Turning data and technology into efficiency, innovation, and growth.

Hybrid Talent

Integrating business capabilities, technology, and human skills to accelerate transformation.

AI is accelerating changes in business models, operations, and the customer experience. The challenge isn't adopting technology—it's **turning it into results** through a systematic approach, leadership, and execution.

What Makes This Program *unique*

The difference
isn't the
technology
it's leadership

The **Master's in Leadership in Digital Transformation** trains leaders to integrate strategy, culture, technology, and execution to bridge the gap between vision and results, using artificial intelligence (AI) applied to business.

Designing
digital
strategies
with real
impact

Turning
AI and
technology
into business
value

Leading
complex
organizational
transformations
Making

decisions
using data and
AI in highly
uncertain
contexts

🌐 **Learning Based on Real-World Projects**

From assessment to implementation, with practical deliverables.

🌐 **Business School Approach**

Transformation through business, not through tools.

🌐 **Strategic Integration**

Strategy + technology + organizational culture, all within a single model.

🌐 **CESA Business Network**

Strategy + technology + organizational culture, all in a single model.

🌐 **AI as a Foundation**

AI for Strategic Decision-Making and Value Creation.

Sixteen Months

First Period	Second Period	Third Period	Fourth Period
Virtual and Digital Environments	Culture and Organizational Development	Agile Methods	Emphasis on Digital Technologies
Leadership and Management of Global Teams	Business Strategy and Innovation	Process Automation	Emphasis on Consumer Experience
Knowledge Management	Entrepreneurship and Digital Business Development	Digital Marketing	Emphasis on Data Analytics
Finance for Digital Transformation	Mobile and Apps	Data Visualization	Senior Thesis II
Digital Transformation	E-commerce	Customer Analytics	Total credits: 9
Introduction to Customer Experience	Introduction to Data Analysis	Thesis	<i>Students choose 1 emphasis option.</i>
Research Seminar I	Research Seminar II	Total credits: 12	<i>Each emphasis track requires a minimum of 12 students to be offered.</i>
Total credits: 11	Total credits: 12	Note: The university reserves the right to start cohorts only if the required number of applicants has enrolled. If a cohort does not begin, CESA will refund 100% of the tuition fees paid by the applicant.	- Management - Digital Technologies - Customer Experience - Data Analysis - Senior Project

Choose from our concentration options

Specializations:
Master's in Marketing Management

Sales Management

Communication and Branding Management

Experience and CX Management

MBA Emphasis

Digital Transformation

Demand Management

Corporate Finance

Innovation Management

Master's Degree in Leadership in Digital Transformation (Emphasis)

Digital Technologies

Consumer Experience

Data Analysis

**You can choose from different areas of emphasis in our master's programs (dates and availability are subject to restrictions)*

CESA Experience

Internationalization

- + International workshops.
- + International faculty.
- + Business study tour.

Center of Excellence

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

Networking

- + Knowledge exchange among senior executives, colleagues, and faculty.
- + Connections with business leaders.
- + Multidisciplinarity in academic life.
- + Active alumni community.

Library

- + More than 1,018,254 e-books
- + More than 26,919 print titles
- + 11,962 subscriptions to specialized journals.
- + More than 5,157 academic publications
- + Access to the best business databases (Passport, EMIS, Bloomberg, Financial Times).
- + Access to Coursera and Harvard Business Publishing.

Support Centers

- + Finance Lab.
- + DIGA (Support Center for Reading, Speaking, and Writing).
- + SUMA (Support Center for Mathematics and Statistics).

Well-being

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



