MBA programme: Managing the digital transformation

This October, the three-semester part-time Master's programme Digital Transformation Management at the Professional School of Leuphana University Lüneburg will start its second year.

The programme uses an e-learning format to impart knowledge for the successful management of digital transformation in organisations. The programme combines current scientific findings from business informatics and economics with topics from business practice. The digital teaching concept is geared towards a good work-learn-life balance for students. There is a classroom event every semester, which provides space for excursions and networking among students.

The degree programme provides the necessary knowledge and skills to tap into the potential of digital transformation in an entrepreneurial or management context. For this, opportunities and challenges are first analysed in order to then be able to tackle the necessary steps for the transformation of organisations. Particular attention is therefore paid to the transfer of learning outcomes into practice.

The offer is aimed at professionals who want to advance their careers through comprehensive expertise on the topic of digital transformation and through academic profile building. Applications are possible until 15 July.

Prospective students have the opportunity to arrange a personal consultation with programme coordinator Ulrike Kahlfeldt (dtm-mba@leuphana.de, Fon 04131.677-1867) or to get to know the MBA better at the Professional School's digital information day on 1/2 July 2022. All information about the degree programme and the information offers can be found at http://www.leuphana.de/dtm.