

AIS Collection of IS Institutions and Educational Resources

| Institution Name | College/School | Full Postal Address |
|---|---|---|
| TBS Education | TBS Education | Carrer de Veneçuela, 116, Barcelona, Catalogna, 08019 Spain |
| Country | AIS Region | |
| France, Spain | Region 2: Europe, Africa, The Middle East | |
| Web Link: | Contact | |
| https://barcelona.tbs-education.com/ | Roxana Ologeanu Taddei | |
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Institution Summary

Formerly known as Toulouse Business School, TBS Education is a European Business School that offers Bachelor in Management, Master in Management and Master of Science programs as well as PhD and executive education courses. The school was founded in 1903 and stretches over 4 campuses in Toulouse, Paris, Barcelona and Casablanca. The quality of the TBS management programs and the excellence of its faculty and research activities have been awarded the highest international accreditations (AACSB, AMBA and EQUIS), which are recognized by universities and companies around the world.

Programs and Courses Summary

Tbs Education Entree Lascrosses 2021

TBS EDUCATION, A TRIPLE ACCREDITED BUSINESS SCHOOL

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Efmd Global Equis Accredited Tbs Business School

All TBS study programs are integrated into the European 'Licence-Master-Doctorate' university system. They include undergraduate programs (Bachelor Program), Master programs (Master in Management, Grande Ecole) and postgraduate programs (Executive MBA, Aerospace MBA, DBA) as well as a choice of Master in Science programs, such as Auditing, Banking, Finance,

Sustainable Development, Logistics, Tourism, Law, Health, Aviation, Marketing, Entrepreneurship, HR, and much more. In addition, the TBS offers specific training programs in Business Management for executives.

On the Barcelona Campus, several Msc programs are provided.

Information Systems Programs

| | |
|------------------------------|---|
| Program Description | <p>The MSc Digital Transformation & Business Innovation is targeted at young professionals who are looking to launch their careers in the emergent digital transformation and innovation sectors. This MSc program emphasizes the importance of using digital technologies to create new – or modify existing – business processes and new value propositions. This MSc bases its structure on the connection between innovation, change management, data-driven strategy, IT projects and analytics.</p> <p>Based in the heart of Barcelona, a leading international digital hub, this TBS course will equip you with professional expertise with a deep understanding of this sector. You will learn how to guide companies to adapt to new technological shifts and reshape business processes to create value for customers. At the intersection of IT, business, sales, and marketing, you will be equipped with strategic and data analytics skills to initiate, lead and manage digital transformation and help CEOs to make data-driven strategic decisions.</p> <p>With a practical focus, the program will give you the chance to work on real-life problems using real datasets and top-of-the-art methodologies and tools.</p> <p>Besides close collaboration with industry leaders and experts, this Master's in digital transformation and business innovation will also allow you to undertake an optional 4-to-6-month internship in a top national or international company.</p> |
| Level | MBA |
| Teaching Mode | On campus |
| Semester duration of program | 2 |
| Learning objectives | Understand and apply the principles of digital transformation, by connecting technologies, data and people with focus on value creation. |

Highlights of the program

Digital Transformation & Business Innovation

Highlights

Program content

Career opportunities

Admissions

Fees & funding

Barcelona

English

18,500€ to 22,100€

1 year

90 ECTS

Full Time

02 October 2024

The Master of Science in Digital Transformation & Business Innovation follows the new business paradigm, establishing digital strategies and data analytics right in the middle.

The course takes place over 3 terms. Thus, during the 1st term and 2nd term, you will learn concepts such as digital technologies, digital strategies, IT, Generative AI (eg ChatGPT) and Data Governance along with the most advanced digital analysis techniques in the field (Business intelligence & Data visualization) , within the Professional Expertise framework.

Moreover, you will work on a Company Consulting Project to put into practice what you have learned in class with a real-life company.

In the final 3rd term, you will be requested to prepare a Master's Dissertation. Also, you will have the opportunity to undertake a 4-to-6-month internship in a top national or international company.

Embedded in the program course, you will benefit from the Soft Skills Certificate and our Optional Language Course.

Students will be prepared to obtain the following certifications* as a bonus to their program:

Beyond the classes, students will visit several companies and will work on two big projects with companies (such as Decathlon and Fujitsu). They will get two certifications: Data Visualization: Tableau Desktop Specialist
Cloud Computing (Microsoft Azure Fundamentals)

Information Systems Courses

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|----------------------------|--|---|---|
| Course Name | | Digital Business Strategy | Data Governance |
| Course Description | <p>This first unit focuses on leveraging the opportunities of digital technologies (AI, cloud, blockchain, metaverse, etc.) The most recent tools are presented in hands-on classes, as well as their potential for business innovation. An introduction to mobile app development will also be provided.</p> <p>Digital Technologies Landscape AI for Innovation Mobile App Development</p> | <p>This unit focuses on the strategic choice of digital technologies to create value from those technologies and to design new value propositions and business models. In this perspective, the emerging trends of corporate digital platforms and stores will be presented and discussed.</p> <p>Digital Value Proposition & Business Models Digital Platforms & Corporate Stores Data & AI-driven Strategic Decisions</p> | <p>This unit focuses on requirements related to data management and the implementation of a data culture in the organization. In addition, you will learn how to implement a data governance policy in a company as well as the security and privacy regulation.</p> <p>Data Literacy Data Governance Management Data Regulation, and Ethics.</p> |
| Learning objectives | | | |
| Level | MA | MA | MA |
| Teaching Mode | On campus | On campus | On campus |

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|----------------------------|--|--|---|
| Course Name | Customer Behaviour in Digital Age | Digital transformation and project management | Data Analytics and frameworks |
| Course Description | <p>This unit focuses on customer data provided by social media or other digital technologies (such as mobile apps) and how to get insight from those data in order to understand better customers' behaviors which, in turn, will nurture the evolution of the business strategy.</p> <p>Introduction to Python Cloud computing Social Media & Web Analytics Customer Behavior Analytics</p> | <p>This unit is related to the management of digital transformation projects, with a focus on organizational change, the integration of new digital skills as well as the design of digital business processes.</p> <p>Project Management of Digital Transformation Digital Change Management Business Process Modeling & Innovation</p> | <p>This unit provides an introduction to data analytics and visualization and to programming in order to understand and configure market available tools for data analytics in a company.</p> <p>Data Architecture Cloud Computing Business Intelligence & Data Visualization</p> |
| Learning objectives | | | |
| Level | MA | MA | MA |
| Teaching Mode | On campus | On campus | On campus |