



Postgraduation • Lisboa

LEADERSHIP IN DIGITAL TRANSFORMATION



Direction

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Secretariat

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Duration

0 Years

Credits

7 ects

Presentation

STUDY PLAN

1st Year / Common Core

Anual	ects
Business Seminars	0
Customers - Creating Value from Digital Marketing to Customer Experience	1
Data - a Business Asset	1
Digital Transformation - the New Value Chains, the 4 Pillars of Change, Business Models	2
Innovation - in Startups and Large Companies	1
Startup Toolkit - Templates and techniques for moving from idea to practice	1
Technologies - Disruptive Accelerators	1

Linha direta
para o teu futuro



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