



UNIVERSITY
OF MANNHEIM



ENGAGE·EU
EUROPEAN UNIVERSITY

Joint Certificate Programme in Digital Transformation

January - July 2025 | Application starts Fall 2024



Overview

The Joint Programme in Digital Transformation addresses the world's greatest digital transformations, technologies, and solutions, offering students the opportunity to enhance their skills and prepare for a digital future through cutting-edge courses.

As a student enrolled in the Joint Programme in Digital Transformation, you can design your studies individually and flexibly in accordance with your ideas and preferences. You can choose three out of seven courses offered by the various partner institutions of ENGAGE.EU: Platform Strategies, Data Strategy, Competing in the Age of AI, Digital Technologies, Leading in the Digital Age, Digital Growth and Intellectual Property, Digital Ethics. All courses are taught as virtual block courses on two weekends.

The Joint Programme in Digital Transformation is topped off by a mandatory in-person summer seminar taking place at the University of Mannheim in summer 2025.

Courses

Digital Growth and Intellectual Property

Université Toulouse 1 Capitole

Lecturer: Dr. Jamal Azzam & Dr. Nicola Mirc

Competing in the Age of AI

Luiss University

Lecturer: Giorgio Piccardo

Leading in the Digital Age

NHH Norwegian School of Economics

Lecturer: tbd

Platform Strategies

Tilburg University

Lecturer: Dr. Shiva Shekhar

Digital Technologies

University of National and World Economy

Lecturer: Dr. Sabrina Kalinkova

Data Strategy

Ramon Llull University

Lecturer: Joan Carles Peiró Ruiz

Digital Ethics

WU Vienna University of Economics and Business

Lecturer: Prof. Dr. Martin Kornberger

Summer Seminar

University of Mannheim

Programme Structure

The programme will start at the end of January 2025 with an online kick-off and teambuilding event, followed by seven virtual courses in the Spring semester 2025 (from January to June). Each course will be delivered in a 'block' format on Fridays and/or Saturdays. As a student in the Joint Programme, you choose three out of the seven courses to suit your interests as well as to complement rather than duplicate topics that might be included in your own master's courses.

The virtual block courses of the Joint Programme are offered by the participating institutions.

Within each block course, group work and discussions will be organised in multi-competence teams to make good use of the broad range of backgrounds that students come from. The examination format can be defined flexibly to cater for specific requirements, e.g. online exam, team/individual essay, or team presentation, etc.

The programme will culminate in a mandatory physical summer seminar meeting in July for all students taking part in the certificate programme. During the seminar, you will get the opportunity to put your acquired knowledge into practice with digital transformation company case studies. At the end of the seminar, you will be awarded with a certificate and with a transcript for the individual courses.

As the programme is an independent, add on certificate there is no automatic recognition of grades into your degree. A recognition might still be possible at the discretion of home universities for individual cases – please check with your home university.

Organising Team

Kathrin Blitzke

Team Coordinator Study Abroad | Project ENGAGED Learning at University of Mannheim

Victoria Meil

Chair of Quantitative Marketing and Consumer Analytics, University of Mannheim

Selina Hoffmann

Project Management ENGAGE.EU Short Programmes, University of Mannheim



Your Profile

- You are enrolled in a master's programme at an ENGAGE.EU alliance university.
- You are interested in exploring digital transformation as a major driver of societal change in Europe and analysing the impact of this transformation in the areas of business, law, and political society.
- You want to acquire new competencies for the digital paradigm shift and develop solution approaches for complex issues arising from digital transformation.

How to apply

The application form is available at <https://www.engageuniversity.eu/engage-eu-joint-programme-in-digital-transformation-2024/> and you will be asked to provide:

- A presentation file (PowerPoint or similar) explaining what you see as the central challenges in digital transformation facing society today. The file should contain 10 slides. It should focus on coherent and relevant argumentation of the topic, be innovative and informative, and put across your personal motivation.
- A curriculum vitae highlighting education, work experience, language skills, study/work abroad, other relevant skills and experiences with regards to digital transformation.
- Academic records (transcript of exams)

Dates

- Applications must be submitted by 30 October 2024 at 13:00 CET. All documents have to be in English.
- Results will be communicated by 20 November 2024.

Credits

- ECTS will be rewarded for each completed block course plus the in-person summer seminar.

Contact

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<https://www.engageuniversity.eu/engage-eu-joint-programme-in-digital-transformation-2024/>



Company Partners



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