GENERAL OVERVIEW OF THE PROGRAM CONTENT

	DIGITAL VISION	INNOVATION & ORG METHODOLOGIES	BUSINESS CONTEXT	DIGITAL BUSINESS EXECUTION	DIGITAL TECHNOLOGY EXECUTION	DIGITAL LEADERSHIP
MASTER CLASSES	Digital Ecosystem Digital Consumer Digital Business Models Digital Technologies	Innovation Ecosystem Design Thinking Agile Methodologies Talent, Culture & Organization Lean Startup	Business Strategy Economics of Digital Business Models Digital Enterprise Digital Strategy Digital Operations Digital Law	Digital Marketing Digital Content UX /UI Prototyping Mobile & Apps Ecommerce Digital Advertising: Social Networks & Search Engines Data Analytics	Platforms Technology and DevOps Automation The New Supply Chain Industry 4.0: Robotics, Sensors & Data Automation	Digital Transformation Startups Mindset: Agile & Lean Management Leadership Models Managing Diversity & Complexity Digital Identity
INDUSTRY LEADER VISITS	Google	accenture	MELIÃ	salesforce	amazon web services	Linked in
HANDS- ON LEARNING	Google for Business Blockchain IOT 3D Printing	Slack Trello Kanbanize Jira	Business Model Canvas Value Proposition Canvas	Wave & Google Studio Google Adwords Google Analytics Balsamiq Facebook ads	Amazon Web Servicies Coding Arduino Salesforce Admin Buzz Analytics	GTD LinkedIn Personal Branding Pitch Bootcamp Storytelling Effective & Visual Communication

PROJECTS & PRACTICE

Challenge 1 > Challenge 2 > Challenge 3 > Challenge 4 > Challenge 5

Backbone Project: Digitization of a traditional business

Internships in Key Industry Leaders

OPTIONAL TRAVEL

Lisbon
web summit

Barcelona
4YFN

Secret City
<ISDI>