



# MSc International Business 4.0

Specialisation Leading Green & Digital Transformation

If you are looking for a high-quality online Master's programme that will give you a solid basis in sustainability in an international & digital context and allow you to make a meaningful contribution to the global green transformation, this MSc is for you. With this programme, dedicated to students from around the world, you will acquire global managerial competencies to implement disruptive digital technologies in order to drive sustainable transformation of businesses and organisations.



## Master's degree

Increase your skills thanks to high quality online courses designed by a team of professors and instructional designers



## Flexibility

Connect anytime and anywhere and start learning online



## Key topics & trends

Discover the latest subjects and trends with online courses and highly interactive weekly live sessions



## Inspiring professors

Taught by ESSCA professors and professional/industrial experts in digital and sustainable transformation



## Best infrastructure

Canvas LMS that provides fluid online learning and tutored by our Student Success Manager



## Network

Build your international network to boost your career

## ESSCA School of Management: preparing the next Gen Leaders

Founded in 1909 in Angers, France, ESSCA School of Management is a triple accredited Business school (AACSB, AMBA, EQUIS), offering a wide portfolio of programmes and degrees.

# Programme

September - January

## International Management Semester

- > Management 4.0 & International HR
- > New Technologies for Business & Being a Maker 4.0
- > International Strategy & Trade
- > Digital & Virtual Marketing
- > Breakthrough & Sustainable Operation Management
- > Big data & Data Analysis for International Business
- > International Project Management
- > Finance & Fintech for International Markets
- > Case Study Research
- > Career Development

February - July

## Specialisation Semester Leading Green & Digital Transformation

- > Sustainability Concepts applied in Industries
- > Transformation Industry 4.0 to X.0
- > Internal & External Consulting in Green & Digital Transformation
- > Traffic Acquisition and Google Analytics
- > Blockchain, Cryptocurrencies & Smart Contracts
- > Building and Engaging Web3 Communities
- > Strategy of Sustainable Transformation & AI
- > Experience in the Metaverse
- > Internal & External Consulting in Green & Digital
- > Sustainable & Digital Transformation Strategy
- > Leader Communication in a Cross-Cultural & Changing World
- > Innovation & Creativity

## Online Learning Curriculum

### Career Development

#### > Professional coaching

Career coaching to guide you towards professional world by offering a bespoke professional mentoring based on your profile, skills, and resume.

### Learning Expedition

#### > Residential stay in Paris

Composed of company visits and meeting with experts, the goal of this immersive learning experience is for you to acquire knowledge and expertise in your field to obtain skills and tips.

### Consulting Project

#### > Company challenge

Working on real case challenge for a company leading today's digital and sustainable transformation, it provides you the opportunity to link the strategic, digital and managerial skills acquired in the programme and apply to real-life challenges and issues.

### Case Study Research

#### > Academic dissertation

You will develop academic skills in research related to case studies and international problem-solving and learn how to use scientific literature to meet management challenges.



### MORE INFORMATION

[esscaonlinecampus.edu.eu](https://esscaonlinecampus.edu.eu)

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