

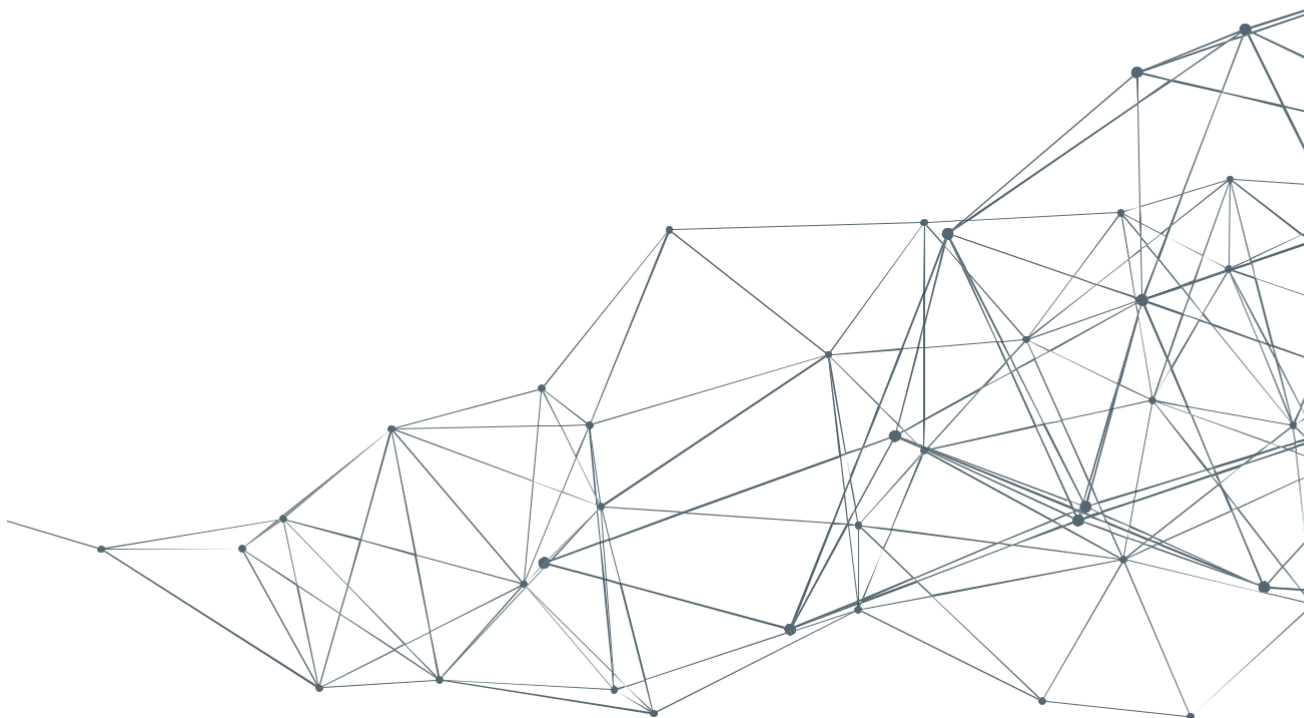


European
Leadership
University

Tech MBA

Master of Business Administration in Tech

Master the Leadership & Technology Skills for the Digital Era.



The Tech MBA at a Glance

Programme Title	Tech MBA
Duration	18 Months
Start Dates	November
Education Model	Online
Credits	60 ECTS
Courseload	14-20hrs a week
Accreditation	ASIC



Programme Details

Why Tech MBA?

Businesses are facing unprecedented challenges in their environment: Technology offers new opportunities for innovation, the new workforce wants flexible working arrangements and tools, consumers are adapting very quickly to the convenience of mobile apps and instant gratification, new competitors are disintermediating the traditional value chains.

Companies will have to adapt to this new normal, and as the rate of change is increasing they will have to do this rapidly, or they will lose their licence to operate.

The only way forward is digital transformation. Companies will have to master the new world of digital technologies, the hard skills of data and technology, and the soft skills of fast innovation, agile development and rapid experimentation.

There is a growing demand for business leaders who can effectively combine their strategic and business skills with technology acumen and agile leadership skills.

With a Tech MBA with us, you will go beyond a traditional MBA and learn to develop a new mindset, and acquire the skills to transform and innovate your digital business developing new business models and strategies while you get equipped with the skills and tools to lead your teams in a more agile way.

The Target Competencies

1. Digital transformation and strategies
2. Data-driven leadership
3. AI strategy building
4. Business Technology translation
5. Agile leadership
6. Coaching and facilitation
7. OKR and performance management
8. Design thinking
9. Growth hacking
10. Innovative business development

Curriculum

MODULE 1

Digital Transformation, Business Strategy, Emerging Technologies and Digital Feedback Loop

4 weeks

- The drivers of digital transformation
- The technology as agitator and enabler
- Competitive positioning and future proof strategies
- Linear vs exponential and the need for speed, not just digital transformation
- Building blocks of a digital organisation
- Digital Feedback Loop as central framework
- Introduction to emerging technologies and, developments
- Gartner's Hype cycle
- 5 most relevant technologies

MODULE 2

AI and Machine Learning in Business

4 weeks

- Introduction to AI, main concepts, narrow and general AI
- AI in historical setting and combination of technologies
- Thinking AI: Machine learning (Supervised, Unsupervised, Reinforcement Learning)
- Interactive AI: Natural Language Processing
- Visual AI: Image recognition, augmented reality
- Textual AI: Text recognition and conversion
- Functional AI: IoT and Robotics
- Analytical AI: Predictive analytics
- Successful use cases from Porter's value chain
- Implementing AI projects: Design, Develop, Deploy
- AI and Ethics: Explainable AI, managing risks in AI

MODULE 3:

Business Strategy in AI

4 weeks

- Digital capabilities and organisational maturity
- 4 pillar model in driving AI in your organisation
- AI strategy cycle
- AI capabilities framework
- AI Centre of Excellence
- Practical approach to assess the maturity of the organisation
- Best organisational structures

MODULE 4:

Data Analytics and Data Management

4 Weeks

- Introduction to data analytics
- Characteristics of data and types of data
- Analytics maturity curve and 4 types of analytics
- Analytics value chain
- Tools for data analytics and insights
- Data management, governance, architecture, tools, languages and APIs

MODULE 5:

Leading Data-Driven Organisations

4 weeks

- Characteristics of a data-driven organisations
 - Characteristics and mindset of a data driven leader
 - Creating a data & insights-driven culture
 - Data literacy, skills & competencies and roles needed in your organisation
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<p>MODULE 6:</p> <p>Robotic Process Automation (RPA)</p> <p>4 Weeks</p>	<ul style="list-style-type: none"> ● RPA technology and key components in layman's terms explained ● The common and not so common use cases for businesses ● Competitive opportunities with RPA ● Links and overlap with other technologies ● How to get real business value from RPA ● What does it mean for your company
<p>MODULE 7:</p> <p>Immersive Technologies</p> <p>4 Weeks</p>	<ul style="list-style-type: none"> ● Immersive technologies and key components in layman's terms explained: AR - VR - Metaverse ● Immersive technology use cases, now and future ● Competitive opportunities with this technology ● Links and overlap with other technologies ● How to get real business value ● What does it mean for your company
<p>MODULE 8:</p> <p>Blockchain, Cryptocurrencies and NFT's</p> <p>4 Weeks</p>	<ul style="list-style-type: none"> ● Blockchain technology in layman's terms explained ● The common and not so common use cases for businesses ● Competitive opportunities with Blockchain ● Reality check for Crypto's and NFT's ● How to get real business value ● What does it mean for your company
<p>MODULE 9:</p> <p>Internet of Things (IoT)</p> <p>4 Weeks</p>	<ul style="list-style-type: none"> ● IoT technology and key components in layman's terms explained ● The common and not so common use cases for businesses ● Competitive opportunities with IoT ● Links and overlap with other technologies ● How to get real business value ● What does it mean for your company
<p>MODULE 10:</p> <p>Technology Leadership</p> <p>4 Weeks</p>	<ul style="list-style-type: none"> ● From traditional to new leadership approaches in the technology domain ● Servant Leadership ● Agile teams and organisations ● Leading with OKRs
<p>MODULE 11:</p> <p>Agile Product Management</p> <p>4 Weeks</p>	<ul style="list-style-type: none"> ● Agile mindset in technology product development ● Agile roles: product owner, product manager, scrum master, developers ● Agile product development and roadmap ● Minimum viable products ● Agile planning ● Prototyping ● User research ● Sprints and backlog refinement

MODULE 12: Initiating Drive and Change 4 Weeks	<ul style="list-style-type: none"> ● Need for change management ● Resistance, barriers and overcoming those to change ● Change frameworks ● Determining forces of organisational change ● Communication as key factor ● How to deal with disruptive change in the digital age
MODULE 13: Growth Hacking 4 Weeks	<ul style="list-style-type: none"> ● Growth fundamentals and adapting a growth hacking mindset ● Discovering new channels and platforms for growth / marketing ● Acquiring new customers and optimising conversions ● Utilising data for growth ● Automating marketing and Robotic Process Automation for growth
MODULE 14: Human-Centred Innovation in Business 4 Weeks	<ul style="list-style-type: none"> ● 10 Faces of Innovation ● Human Centred Design Approaches (Design Thinking)
MODULE 15: Innovative and Sustainable Business Models 4 Weeks	<ul style="list-style-type: none"> ● Exploring the new business models and its urgency in the tech business ● Entrepreneurship vs. Intrapreneurship ● Driving innovation and change through business model canvas ● Innolab and planning action
Final Project	Each participant will submit a final project on a topic of their choice

The Learner Experience

Flexible and Innovative

We offer an interactive part-time learning experience, which means that you are able to study the content at your pace, while still being part of an engaging learner community.

Interactive and Community-based

While part of the programme is self-paced, you are also part of a community of experts with whom you regularly interact in live workshops, action learning sessions or mentoring to accelerate your learning experience.

Holistic and Practice-Based

You not only gain the technological awareness in your business context, but also develop essential leadership skills to drive innovation in your organisation. You will work on weekly assignments and projects so that you can connect your learning with your business context.

Cornerstones of the ELU Learner Experience

Workshops

Weekly workshops led by a course facilitator who is a field expert help you define and understand the why, what, how, and what if of the modules. The workshops are a great opportunity to learn by practice and interact with your peers.

Digital Learning Resources

In parallel with weekly workshop topics, you have access to digital resources curated specifically for your programme modules. All content is available within the related week under the modules on Campus.

Action Learning Sets

While some of the learning experience is self-directed, you belong to an action learning set of 4-7 people. Action learning sets take place in between weekly workshops and provide the chance of receiving peer support for a challenge or a problem that you are facing during the programme. You join an action learning set once a week, and it is self-organised. To get you started with the format, you receive several workshops on how to conduct action learning sets on your own.

Mentoring

As part of your action learning experience, you also get to meet your Mentor as a group biweekly. Your mentor is a field expert with extensive experience and knowledge. You interact with your mentor on a regular basis to receive support throughout the programme. Mentors help you gain mastery in your field of study as well as receive tips and guidance towards employability. Please remember that your mentors do not proof-read your assignments or give direct answers to your technical questions.

Assignments & Projects

You work on and solve real-world problems in each assignment and project. You get the chance to put your learning into action and build a portfolio along the way. Every week you are given an assignment while at the end of each module you are given a module project which is more comprehensive and challenging.

Peer-to-Peer Learning

We believe that peer-learning is an important element for success, and we see this as one of the core features of each programme. Some of the assignments and projects are designed in such a way that you work together as peers and develop your teamwork skills as well as learn from one another.

Town Halls

A Town Hall is an online event led by one of our community managers in which we regularly share ideas and feedback - but also create a space to celebrate achievements and share exciting news with one another. Town Halls are generally held bimonthly.

Digital Badges

As you progress through the modules you earn a digital badge that showcases the skills you have gained to your social network on your profile.



Admissions

Admissions Requirements

1. Bachelor Degree
2. At least 3 years of working experience
3. Curiosity in new technologies and ways of working

Admissions Process

4. **Application:** Fill in the online application form, including an up-to-date resume and a motivation statement.
5. **Selection:** Our academic board will review your application.
6. **Enrolment:** Upon acceptance, you are asked to confirm your seat in the cohort by paying the registration fee and signing our Community Guidelines. We also ask you to submit a copy of your academic diplomas and transcripts, passport, and English proficiency test scores.

Tuition and Programme Fees

Payment options:

- Flexible Plan: Pay € 200 in 18 monthly instalments
- Up Front plan: Pay € 2995 upfront and receive € 605 discount on your full tuition fee of € 3600.
- No application fee, send in your application without cost.
- € 250 non-refundable registration fee only to be paid when you are accepted and ready to book your seat.

Get a Research Visa to the Netherlands while studying

Master's students of European Leadership University have the opportunity to qualify for a Research Visa after their Data Science certification to conduct their practitioner research in the Netherlands. Students who successfully pass the certification stage can apply for the Research Visa to conduct their research in the Netherlands

Benefits of the Research Visa:

- Opportunity to do your Master's research in the Netherlands.
- Freedom to work without a work permit while studying. **Learn more here**

Visa Duration: The Research Visa is issued for 1 year, which can also be renewed. After graduation, students can apply for an orientation Visa which will enable them to find a Job while transitioning to a work Visa in the Netherlands.

Research Visa Criteria:

- Must be a registered Master's Student of European Leadership University
- Past successfully pass the certification stage

Visa Approval Conditions: The Research Visa is subject to approval by the University and IND.

European Leadership University (ELU) is recognized as an EU Research Institution with Research Sponsorship Status according to Directive (EU) 2016/801 and also is listed in the National Academic Research and Collaborations Information System (NARCIS). **Learn more**

For more information, please email lahouari@elu.nl

Accreditation

European Leadership University (ELU) is internationally accredited by the Accreditation Service for International Schools, Colleges & Universities (ASIC).

In addition to the international accreditation, European Leadership University (ELU) received its educational license in 2015 with the official decree and approval by the Ministry of Education and Culture in the Turkish Republic of Northern Cyprus. We have received Institutional accreditation in 2016 and achieved full programme accreditation in 2017 by the Higher Education Planning, Evaluation, Accreditation and Coordination Council, Nicosia which is a member of The European Association for Quality Assurance in Higher Education (ENQA), the umbrella organisation for recognised government accreditation agencies in the European Higher Education Area (EHEA).

As a fully recognised European university:

- Our degrees are awarded by European Leadership University out of its principal place of establishment in Famagusta, Northern Cyprus.
- Awarded degree is not a local Dutch degree based on the Dutch Higher Education and Scientific Research Act (WHW).
- The degrees are recognised and accredited by the Ministry of Culture and Education and the Higher Education Planning, Evaluation, Accreditation and Coordination Council in Nicosia, Northern Cyprus and the Accreditation Service for International Schools, Colleges & Universities (ASIC).

Learner Testimonials

This is what other ELU learners are saying:

“ELU is bridging the gaps between MOOCs and traditional education. We have weekly workshops where we are guided thoroughly by facilitators, we are guided by mentors, and we have weekly assignments and projects so that helps me to build on my skill consistently.”

“ELU teaches you about self-leadership, how to be a good coach and consultant, and how you can make a difference in an organisation by knowing yourself better.”

“I chose ELU because of flexibility. At ELU, I can continue my job while upskilling myself. We have mentors and facilitators that really help you to be more accountable for your own learning. That helped me to speed up my learning.”

I tried to learn from various educational sources such as, studying in university, reading books, and also browsing from several websites. I found that there is nothing like studying at ELU. It is the only place where I feel that I am studying with passion and enthusiasm to realise my full potential and enable me to succeed on my career journey.

- *Abdullah Dhneem*

I joined ELU after discovering coding through a coding Bootcamp. With an agile enrolment process, supportive and highly skilled university employees, modern learning approaches, and international students' cohorts - ELU is a great place to study! Especially, if you want to further develop your leadership skills, and to enhance your coding superpowers.

- *Natalie Peyre*

After almost completing the Masters journey, it already feels like a huge step forward in my career. In a nutshell, while being a computer scientist I grew interested in data science because of my passion for decision making using scientific methods. After a lot of research I chose ELU because it offered the part time program possibility as well as the online capability.

- *McAndrew Saad*



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