



Quadrigo University
of Applied Sciences

Leadership & Digital Business Transformation

Study programme

#keepquestioning



Programme overview

MBA Leadership & Digital Business Transformation – an overview of the prestigious programme

Excellence & Mastery

Economic professionalism, substantial expertise, an aptitude for strategic planning, an innovative, interdisciplinary toolbox, a very active network, and personal leadership skills: The MBA programmes at the Quadriga University of Applied Sciences ensure the mastery and excellence required to meet the challenges posed by fundamental changes facing individuals, organizations, industries, and business models. On completion of our MBA courses, you're uniquely positioned for a leadership career in business or other institutions.. The close alignment with current and future requirements of businesses, the dedication of leading protagonists, and the efficient integration of theory and practice mould MBA students into confident leaders for a future of unprecedented opportunity.

Head of the study programme



Professor Heinrich consults and develops innovative and technology-oriented businesses. Academically he is known for his research in research and projects in Digital Business Models, Artificial Intelligence & Big Data and Corporate Venturing.

Prof. Dr. Christian Heinrich Professor of Digital Business Transformation

What the programme offers you

On top of the General Management and Leadership Skills you will develop a digital mindset which enables you to understand the impact of new technology trends and to adapt this to your company.

Benefits for your organisation

The digital era is already here. Now it is time to prepare a proactive environment in your organisation. Graduates of the programme will drive the digital transformation in their company. This begins with the ability to define and lead the implementation of a digital strategy and continues with the introduction of innovative concepts like Tech-Scouting, Collaboration-Tools or creative working environment.

Diverse and experienced groups

During the Digital Business Transformation modules students will work together on a concrete project which has to show market proof. In a group they organize a tech event to one special topic which offers a huge amount of executive experiences and peer-learning-effects. In addition, the programme is a good chance to connect and have a pleasant social time in Berlin.

Our students



Average Age

34



Average Work Experience in years

9,3



Leadership positions following studies

94 %

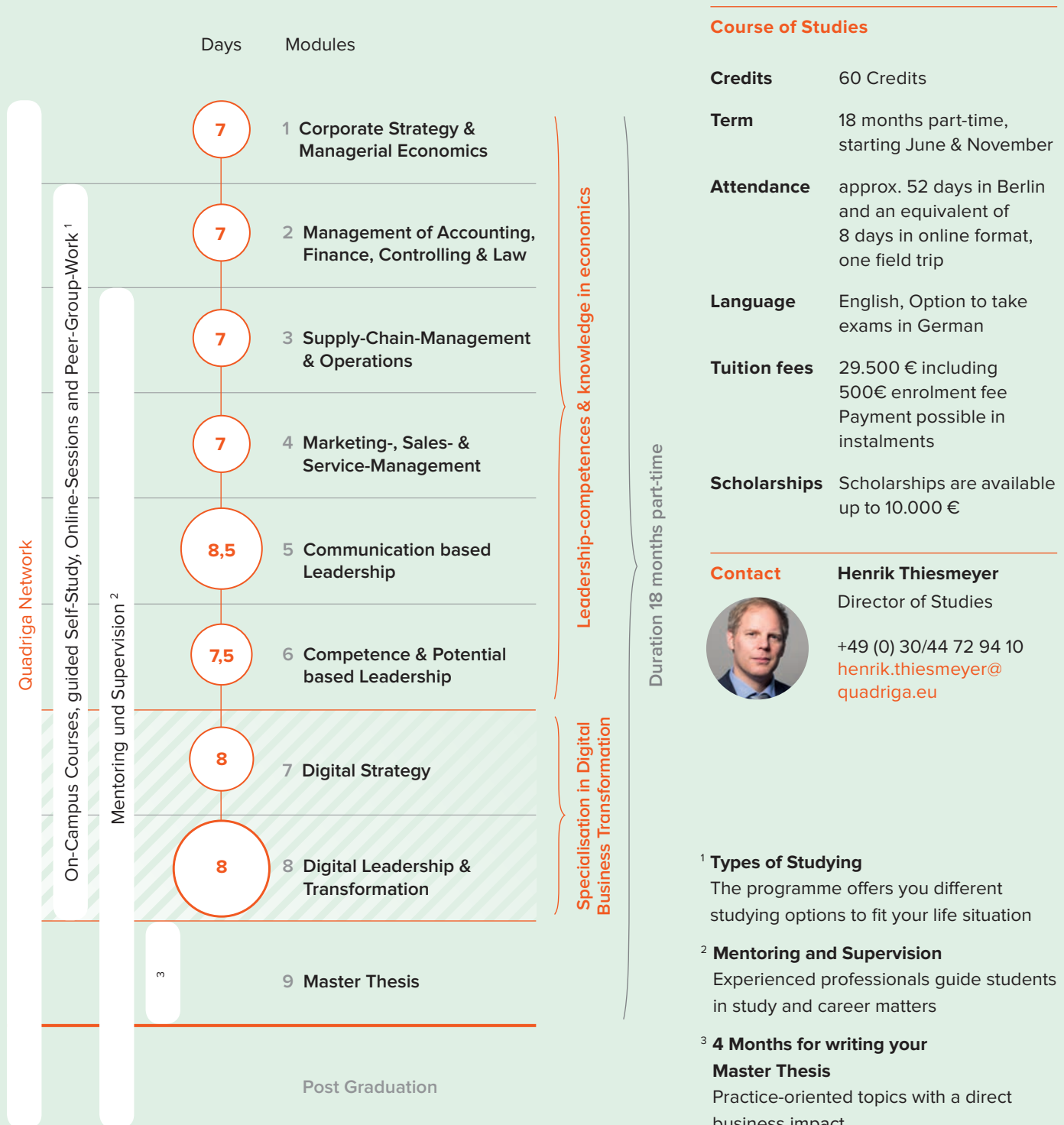


65% male, 35% female

For more information on the MBA Leadership & DBT please visit: www.quadriga-university/mba-leadership-digital-business-transformation

Structure of the MBA Leadership & Digital Business Transformation

The MBA Leadership & Digital Business Transformation provides skills, abilities and knowledge to successfully develop and implement digital strategies and measures using the potentials of Digitization



Experts in the field

Learning from the best: Students get the possibility to connect with Stakeholders, profit from their experience by being mentored in career matters and acquire necessary knowledge to succeed in today's business world.



“Leadership will significantly change, especially in the context of digitalization. Classical bosses will be replaced by new leaders eager to drive change, motivate people and help them to fully leverage the potential of new business models, digitalization and customer centricity; The Digital Journey during the MBA LS & DBT enables today's leaders to leave the limitations of classical line organizations and to become successful digital leaders of tomorrow!”

Marc Schlichtner / Portfolio Manager HC Digital Ecosystem, Siemens Healthcare GmbH



“The MBA Leadership & Digital Business Transformation imparts strategic knowledge of processes of continuous change caused by technological progress. Therefore companies are forced to adapt their strategies, business models and investments regarding digital economics and future markets. To succeed, all people especially their leaders involved in the process of Digital Transformation have to presume the defiance of the substantial chance.”

Dieter Krockauer / Head of Innovation & Technology and Head of Competence Center Big Data Analytics & AI, Continental Automotive GmbH



“A comprehensive grasp of technological innovations and digital possibilities are the scientific and entrepreneurial base for a digital-robust and continuously developing Business. Using latest knowledge, strategies and methods – provided by the MBA Leadership & Digital Business Transformation – enables students to succeed in the digital transformation process of their organisation.”

Prof. Dr. Christian Heinrich / Professor of Digital Business Transformation, Quadriga University of Applied Sciences Berlin



Advisory Board (selection)

As an important institution for professional education, networking and development, Quadriga University is connected with stakeholders who support our students.



Wolfgang Büchel
Managing Director,
MINI Germany
BMW Group



Manfred Grundke
Managing Partner,
Knauf Gruppe



Dr. Katrin Krömer
Chief Director
Human Resources &
Leadership-Development,
Deutsche Bahn AG



Dr. Katharina Herrmann
Chief Human
Resources Officer,
Hubert Burda Media



Markus Hipp
Executive Director,
BMW Foundation
Herbert Quandt



Dr. Stefan Neuwirth
Head of Corporate
Organization,
Bayer AG



Jason Lusty
Marketing Director,
Audi AG



Maximilian Schöberl
Head of Communications
and Politics,
BMW Group



Dieter Krockauer
Head of Innovation &
Technology,
Automotive SCM
Continental Automotive
GmbH

Prime Benefits

Practical teaching

Teachings focus on the real needs of the industry and highly committed leading professionals join the institutionally accredited University.

Customized Studying

Numerous options to adapt course schedule and duration of studies to fit individual requirements.

Centrally located

In the heart of Berlin – our campus is just a walk away from hot spots of politics and business.

International

International students, a global network for every profession and multinational case studies.

Stakeholder-Mentoring

Supportive personal mentoring programmes and coaching elements during study and post graduation

Life-long, unique Network

Access to a vast European network, prestigious awards, congresses and summits - your chance to be involved as speaker, juror or writer.

Our partners

