



POLITECNICO
MILANO 1863

MSc in Management Engineering

Stream: Digital Business and Market Innovation

Digital Business and Market Innovation

Market needs

Digital Technologies are becoming more and more pervasive and strategic in all organizations – companies and government institutions – as a **powerful driver of innovation and renewal** at all levels (products/services, processes, business models, dataset, etc.)

Digital Business and Market Innovation

Market needs



All organizations – companies, government institutions, financial operators, consulting boutiques, etc. – need individuals able to understand and further
digital technologies-driven business innovation

Digital Business and Market Innovation

The educational project – key goals and competences developed

- The educational goal of this track is to give students a **comprehensive and critical understanding of the business impact of Digital Technologies**
- The combination of theories, business cases and project works offers students a great and effective program (**action learning**)
- More precisely, students attending this stream will be able to:
 - Effectively interpret all the current trends and future scenarios regarding Digital Technologies
 - Play an active and driving role in digital innovations projects in any organization
 - Understand how to best take advantage of the infinite data and information available in the digital realm
 - Identify the business opportunities brought on by Digital Technologies and use them to create innovative startups

Digital Innovation Activist...

... there is an ample variety of opportunities in the job market for this professional figure:

- consultancy firms (both strategic and application)
- manufacturing and service-industry firms
- financial institutions
- public administration
- large global Internet companies & hi-tech companies

... with roles in

- Strategy
- Marketing
- IT management
- Innovation and project management
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... moreover, the strong stimulus towards creative and entrepreneurial approaches creates a close relationship between this educational path and an entrepreneurial career

Stream Architecture

Courses	Sem	ECTS	ECTS
Digital Business Innovation + Designing Digital Business Innovation Lab	2	15	15
Multichannel Customer Strategy	1	10	10
Applied Statistics	1	5	5
Machine Learning	1	5	
Digital Technology	2	5	
Additive Manufacturing	1	5	5
Branding and Communication	2	5	
Public Management	1	5	
Social Innovation	1	5	
Purchasing and Supply Management	1	5	
Free GESLM	1-2	5-10	5
Free FREELM	1-2	5-10	5-8
Final Project (Thesis)	1-2	15	15