

Digital Transformation

Master of Business Administration (MBA UAS)

Core Success Factors for Companies in the Digitalizing World

Digitization has changed the business models of industries in line with modern technologies and new customer needs. Use of technology – such as artificial intelligence and blockchain – is key and offers disruptive potential. But not only technologies should be implemented: transformational process – it's a change of way of thinking, of interactions within your company, it's a new culture and new principles of business making. Both organizations and professionals are invited to adapt their value propositions and skillsets in MBA program which could be a chance to develop career and increase profit of company. The program implies full diving to new reality and includes cases of implementation the new successful receipts for all industries. This MBA incorporates an interdisciplinary group of specialists with experience in all relevant aspects of digital transformation and provides participants with the decisive competencies and the knowledge to successfully transform existing or build up new business models of companies – and to raise personal success.

Benefits for Students and Employers

100 % professional activity is possible
Speakers with leading edge know-how in digital transformation
Small class size and individual coaching
Up to 50% of the course is „on-the-job“ learning and development
Exams provide added value to professional career by developing core skills for digital age
Internationality: St. Petersburg (Russia) and Zurich (Switzerland)

Facts and Figures

Graduation	MBA UAS in Digital Transformation of Kalaidos University
Duration	16 months
Presence lessons	6 Modules. Once a month (Fri-Sat)
Master projects are directed for companies' business cases and coached by Swiss experts	
Price	CHF 16'200 (without transport and accommodation in study trip)
Price for students with diploma admitted by commission from UNECON	CHF 10'000

By successfully completing the MBA, you will achieve the following competencies. You...

- ...understand the driving forces of digitalisation and transformative technology and navigate the technologies disrupting existing business models.
- ...are enabled to conduct strategic business model analysis and to implement agile structures in order to prepare an organization for digital age.
- ...understand the key innovation instruments to derive future success opportunities and to develop value added client experiences.
- ...experience and develop the key skills for collaboration in the digital age – be it personal skills of communication, agile teamwork & decision-making or digital leadership.
- ...shall thus be able to create a positive customer journey that culminates in a satisfied, value-added experience and to manage and connect all capabilities that drive digital success.
- ...are aware of the key aspects of successful digital transformation in order to successfully envelop a personal or organizational digital DNA.

Academic Heads



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Information and Registration

Leading Edge Methodology and Learning Design

Kalaidos University is leader in modern learning & development design. Participants develop the key success skills for the digital age through a combination of blended learning and coaching in an unique way. It is a combination of face-to-face lessons and an individual practice projects & group work which are coached by the experts in various industries. Preparation and after-work help to extract the essence of each topic as preparation for the application of know-how in the transfer phase.

Through the interweaving of face-to face teaching with self-study, written work and individual practice projects, students and employers are enabled to experience a sustainable transfer of knowledge. For example, participants can develop concrete solutions for their own company as part of the classes and transfer assignments. Furthermore, they can deepen the know-how with regards to innovation and business models through a study visit to Zurich and the Crypto Valley in Zug.

Structure and Content of Studies

Title of the Module (Professor)	Key Topics
Kick-off Digital Transformation 1 Digitalisation Strategic Overview (Prof. Dr. Bernhard Koye)	<ul style="list-style-type: none"> ■ The New Dynamics of the Digital Age ■ An Overview on Success Factors for Organizations and Individuals ■ Successful Digital Transformation as Decisive USP ■ Problem-Solving Capabilities ■ Practical Implications and Examples
Digital Transformation 2 Strategy & Business Modelling as Framework to derive Successful USPs (Alex Wirth)	<ul style="list-style-type: none"> ■ Development of Successful Business is a Combination of Strategy and Network-Processes ■ Digital Strategy: Business Modelling as Core Success Factor ■ Digital Processes: Networked Process Management as Pre-requisite for Success ■ Digital Ecosystems: The New Paradigm ■ Practical Implications and Examples
Digital Transformation 3 Technology as Core Driver of Change (Dr. Michael Fischbach)	<ul style="list-style-type: none"> ■ Technology Trends: Essential Development & Strategic Impacts ■ Technology Architectures: Current State in Organizations & Impact on Digital Transformation ■ Digital Transformation in Organizations: Approaches, Techniques and Success Factors ■ Deepdive: Blockchain & AI ■ Practical Implications and Examples
Digital Transformation 4 Innovation as Core Methodology (Katharina Berger)	<ul style="list-style-type: none"> ■ Innovation as Core Element for Future Success ■ Instruments: Design Thinking, Customer Journey, Stakeholder Mapping, Personas, Empathy Map and Customer Value Proposition ■ Realisation: Creating a Point of View, Prototyping & Enduser Testing, Product Value Proposition and Business Modelling ■ Practical Implications and Examples
Digital Transformation 5 Client Centricity as Key Success Factor (Peter Bauer)	<ul style="list-style-type: none"> ■ Digital Marketing & Solution Development: The Outside-in View for Effectiveness ■ Implementation: The Inside-out View for Efficiency ■ Channeling as Core Aspect for Client Retention and Revenue Generation ■ Practical Implications and Examples
Digital Transformation 6 Transformation How to make it happen for Organizations and Humans (Prof. Dr. Bernhard Koye)	<ul style="list-style-type: none"> ■ The New Paradigm of Transformation ■ Culture in Digital Age ■ Organisational Development, Group Dynamic & Self Management as Dimensions of Transformation to Organisational and Personal Success ■ Concretisation for Participants and Organisations ■ Practical Implications and Examples
Exams & Trip to Zurich	<ul style="list-style-type: none"> ■ Presentations and Feedbacks ■ Swiss Prospective for Modules 1-6 ■ Companies Visits ■ Kick-off for Empirical Work & Master Thesis
Master Semester	<p style="text-align: center;">Empirical Work: Methodological Session & Group Work</p> <ul style="list-style-type: none"> ■ Master Theses Writing ■ Methodological Session ■ Presentations of Master Theses Dispositions ■ Writing of Master Theses Including Individual Coaching on Content and Methodology
Visit to Switzerland	<ul style="list-style-type: none"> ■ Final Presentations and Feedbacks ■ Graduation