



**ESSEC**  
BUSINESS SCHOOL

Enlighten. Lead. Change.

# EXECUTIVE MASTER IN DIGITAL TRANSFORMATION

AUGMENTED DIGITAL CAMPUS  
OF ESSEC EXECUTIVE EDUCATION



# ESSEC BUSINESS SCHOOL



**Vincenzo Vinzi**  
Dean and President  
of ESSEC Business School

CREATED IN 1907, ESSEC  
BUSINESS SCHOOL IS A  
WORLD-SCHOOL WITH  
FRENCH ROOTS. ITS PURPOSE  
IS TO INFUSE TOMORROW'S  
LEADERSHIP WITH MEANING.

ESSEC is a **business school** with programs ranging from Bachelor to PhD, a wide range of Masters programs including our flagship **Master in Management** and **Global MBA** programs. ESSEC also offers executive education and custom training designed and developed on-demand for our partners from the private sector. ESSEC holds the “**Triple crown**” of accreditations for global business education: **EQUIS, AACSB and AMBA.**

At the core of the ESSEC learning experience is a combination of **excellence and distinctiveness.** ESSEC's **unique educational model** is based on education by experiences, that foster the acquisition of **cutting-edge knowledge** with the development of **know-how** and **life skills.** At ESSEC, we aim to **empower** students and give them the keys to imagine, create, lead and have a **positive impact** in the business world of tomorrow that will be more complex and changing ever more rapidly.

ESSEC is a world-school. Our International campuses in **Asia-Pacific** and **Africa** are **dual gateways** that allow students to really immerse themselves into **different cultures** worldwide and develop **genuine expertise** about business in those regions. They allow our school to build deeper alliances with academic, private and public partners in those regions that are growing at an accelerated pace and will be leaders of economic growth in tomorrow's world. ESSEC has built a network of alliances with **academic partners worldwide** so that its students' learning journey is a true international one.

ESSEC is a school with **French Roots** that trains **responsible leaders.** Being a responsible leader means being able to see beyond *business as usual.* Responsible leaders are able to value **long-term benefits** over short-term profits; they are able to blend corporate performance with **employees' well-being.** To prepare its students for the world of tomorrow, ESSEC's pedagogy seeks to awaken and develop **creative and critical thinking,** together with **the learning-by-doing** method. Responsible leaders are those who can see the broader picture.

ESSEC is a **full ecosystem** at the crossroad of rigorous and relevant research, innovation, business and society. At ESSEC we believe in bringing research and companies into the classroom, we also believe that learning doesn't end with a degree: learning at ESSEC means becoming a **life-long learner** and joining a close-knit **community** of more than **69,000 Alumni** all across the globe. ■

Key figures

69,000  
graduates worldwide

4 — +1

campuses in  
Cergy, Paris-La Défense,  
Singapore and Rabat

augmented  
digital  
campus

220 partner universities  
in 46 countries

31 double degree programs  
(24 international, 7 national)

169 permanent faculty of 37 nationalities  
including 23 Emeriti professors

24 learning and research chairs

+ 1000 partner companies

7,407

students in full-time undergraduate  
and graduate programs

40.75% — +100

international  
students

nationalities  
represented

86

PhD  
students

+100

student  
organizations

5,000

managers in executive education

# EDITO

Adapting to new technologies so that they provide a competitive advantage and facilitating the agility of organizations in the face of uncertain and competitive environments are the major challenges our organizations are facing. In this context, it is important to: develop and maintain a transformative capacity at all levels of the organization, integrate digital innovations in a responsible manner, but also develop the skills of everyone, so that the transformation is everyone's business.

This executive master dedicated to digital transformation will give you all the ingredients to become a transformation leader. In concrete terms you will learn how to: define a new business model, develop and lead organizational agility, build a data strategy with the objective of generating value, and finally develop the digital acculturation of all stakeholders to accompany the change.

Entirely delivered online, you will have access to the courses and the pedagogical team via a dedicated architecture, called the ESSEC Digital Campus. The right balance between asynchronous content and synchronous exchanges will promote knowledge acquisition and allow you to stay in continuous contact with the faculty, other learners, and the program team. On a daily basis, you will have access to a subtle balance of academic content, hands-on assignments, and feedback from transformation experts, to foster interaction between participants as well as perspective-taking and innovation. Finally, because it is multicultural due to the demographics of the participants, and the testimonies of digital transformation cases across multiple regions, this program will be an excellent opportunity to broaden your professional network, benefit from the professional experiences of everyone, and integrate the ESSEC alumni community.



**Julien Malaurent**

Academic Director of  
the Digital Campus

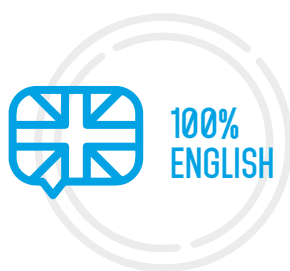


**Christophe Derumez**

Academic Co-Director for  
the Executive Master in  
Digital Transformation

# SUMMARY

Executive Master in Digital Transformation (EMDT)	6
Structure of the online program	6
Digital Transformation Modules Structure - Build your own track	8
Professional Thesis	9
Pedagogy	9
Typical profiles	10
Admission Process	11
Take advantage of a Global Network	12



## WHY YOU SHOULD CHOOSE THIS MASTER?

### ■ ACTIONABLE LEARNING

Acquire fundamental knowledge, understand cutting-edge technologies and use innovative tools to lead the digital transformation of your organisation.

### ■ BOOST YOUR CAREER

Obtain an Executive Master degree from a pioneering management school

### ■ FLEXIBILITY

Tailor your study program to suit your professional situation

### ■ GLOBAL APPROACH

Become part of a global network of 65,000+ Alumni

### ■ ACCESSIBILITY

Study from anywhere in the world, 100% online and at your own pace

### ■ CUSTOMISATION

Build your own modular track from a wide choice of modules

### ■ RECOGNITION

Executive Master Degree (RNCP level 7) BAC+5 / 90 ECTS credits

### ■ PEDAGOGY

Participants will be followed by an academic coach and a Community Manager through all the program

# EXECUTIVE MASTER IN DIGITAL TRANSFORMATION (EMDT)

This graduate program is for managers looking to lead the Digital Transformation of their organisation, to evolve in a world that is both global and digital and to increase their employability with a diploma from a pioneering management school.

Learning by doing through top-level peer learning, individual academic coaching sessions and finishing with a Professional Thesis.

## OUR EXECUTIVE MASTER IN DIGITAL TRANSFORMATION IN BRIEF:

- A collaborative, interactive and gamified way of learning that combines both synchronous and asynchronous course content
- An ESSEC-level experience, with limited enrolment to ensure a high quality experience
- Individual support for each participant

## STRUCTURE OF THE ONLINE PROGRAM



18 MONTHS AVERAGE DURATION - 90 ECTS DEGREE - FLEXIBLE

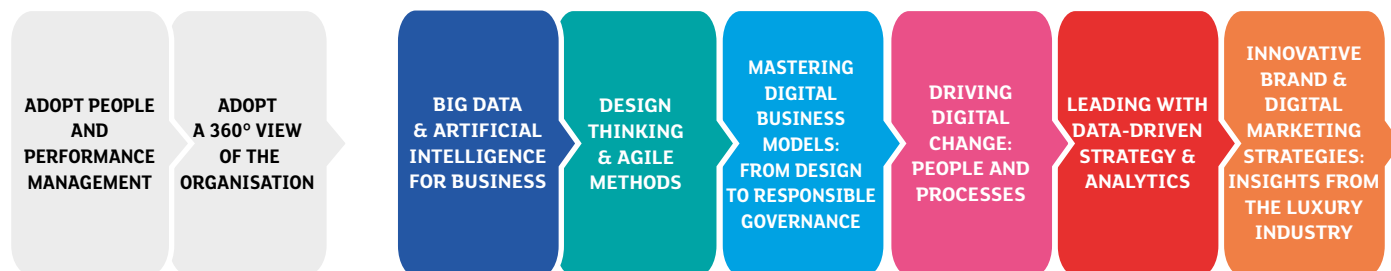
### MANAGEMENT & STRATEGY CORE TRACK

2 compulsory Modules  
**28 ECTS for both**  
during 3 months



### DIGITAL TRANSFORMATION MODULES

Choose 4 out 6 modules -  
**32 ECTS for 4 modules**  
for a duration of 45 hours (several runs a year)



### THESIS

COMPULSORY PROFESSIONAL THESIS - 30 ECTS

## PROFESSIONAL THESIS

As a culmination of your modules, a professional thesis is prepared simultaneously from the beginning of the program.

Participants are accompanied from start to finish by the Academic Team. The professional thesis provides a structured response to an organizational problem. It is an opportunity to demonstrate expertise in a specific area and to stand out from the cohort.



## CORE TRACK STRUCTURE

### ► CORE TRACK: 2 FUNDAMENTAL MODULES IN MANAGEMENT

- Team building of 7.5 hours
- Management and 360° vision: 67,5 hours per module 28 ECTS in total.

This first period gives you a foundation in the fundamental practices of business including marketing, economics, leadership, strategy, negotiation, and broad management skills to succeed in any career or project.

#### STEP 1 – CORE TRACK: MANAGEMENT AND 360° VISION

##### Team Building

##### ADOPT A 360° VIEW OF THE ORGANISATION

- Contemporary challenges in international economics
- Strategy and analysis of the environment
- Strategic capabilities and competitive strategy
- Corporate social responsibility
- The major issues of digital
- Legal environment of organisations
- Introduction to the complexity of organisations
- Marketing and customer relationship
- Supply chain and operations management

##### PEOPLE AND PERFORMANCE MANAGEMENT

- Change management
- Managing human resources
- Brain economics
- Financial accounting
- Business plan & project evaluation
- Management control & performance management
- Team management
- Negotiation
- Project management



## DIGITAL TRANSFORMATION MODULES STRUCTURE - BUILD YOUR OWN TRACK

Choose 4 modules\* (32 ECTS credits) out of the 6 available and start the programme on any intake date. Each module represents 45 hours of training time.

### BIG DATA & AI FOR BUSINESS

- Understand the basics and opportunities of artificial intelligence & machine learning
- Understand why data is now the new "oil" of the companies
- Data Visualization & Coding

### DESIGN THINKING & AGILE METHODS

- Drive the 5 stages of design thinking method
- Describe and apply agile methods and practices
- Lead the agile transformation of an organization

### MASTERING DIGITAL BUSINESS MODELS: FROM DESIGN TO RESPONSIBLE GOVERNANCE

- Fundamentals of Technology Innovation
- AI & Humanities
- Platform Economy

### DRIVING DIGITAL CHANGE: PEOPLE AND PROCESSES

- Understand what the digital revolution implies for companies
- Identify the different kinds of change management
- Be able to initialize and drive the digital transformation

### LEADING WITH DATA-DRIVEN STRATEGIES & ANALYTICS

- Data-powered strategy
- The Data-powered organization
- Data-powered business
- Data at the core
- Data-fueled new businesses
- Leading with data

### INNOVATIVE BRAND & DIGITAL MARKETING STRATEGIES: INSIGHTS FROM THE LUXURY INDUSTRY

- Decoding and understanding luxury consumers
- Master the fundamentals of luxury brand management
- Digital marketing strategies: insights from luxury and premium brands
- Leading your brand transformation with marketing innovations



## PERSONAL FOLLOW-UP FROM OUR PEDAGOGICAL TEAM:

Each participant receives personal follow-up from several ESSEC pedagogical team members throughout the module:

The Community Manager brings the academic track to life, strengthens the relationship between participants and motivates them with personalized contact.

The Academic Coach\* is an expert on the topics covered in the module, and is available on an individual or group basis to answer questions about course content.

Professors are available during weekly synchronous webinars.

Christophe Derumez hosts the webinars that start and close each module.

*\* It only concerns the "Build your own track".*

## PEDAGOGY

### AUGMENTED DIGITAL CAMPUS

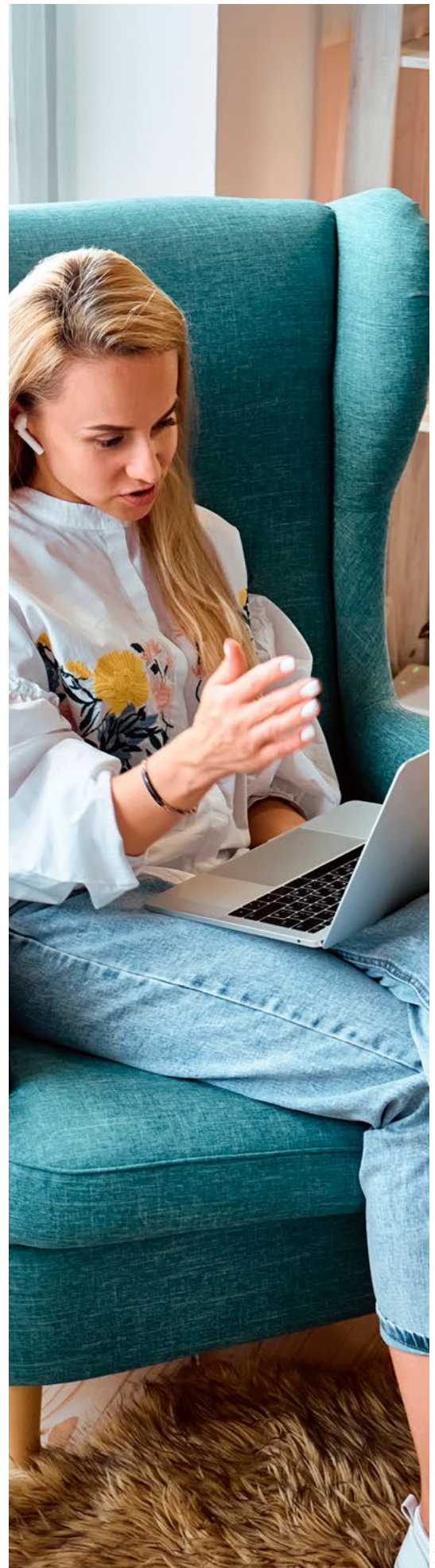
The **Augmented Digital Campus** utilizes a learning model that is the inverse of the traditional classroom model; the majority of **knowledge will be assimilated outside of classroom time**. As such, peer learning and peer-evaluation will enable the professor to focus on activities with higher added value for the students/participants. During the designated **"class time"**, the professor will focus on making sure the participants **fully comprehend the complexity of the topics** covered or on the presentation of practical cases.

Dedicated meeting times with the professors are organized in the form of synchronous webinars (question and answer sessions, group discussions etc).

### PEER LEARNING AT THE HEART OF THE PEDAGOGICAL DESIGN

Peer learning facilitates opportunities for **sharing and feedback between the participants**. At the beginning of the program, participants are divided into working groups.

The peer assessment system was developed as a means to evaluate all individual assignments. Often times, participants are asked to give feedback on other participants' work. **Evaluating peers is an important part of the learning process and it helps develop the ability to provide constructive feedback, an essential skill for any manager.**





© Vincent Bocciaux

# TYPICAL PROFILES

## CURRENT EMDT CLASS PROFILE:



40%  
WOMEN



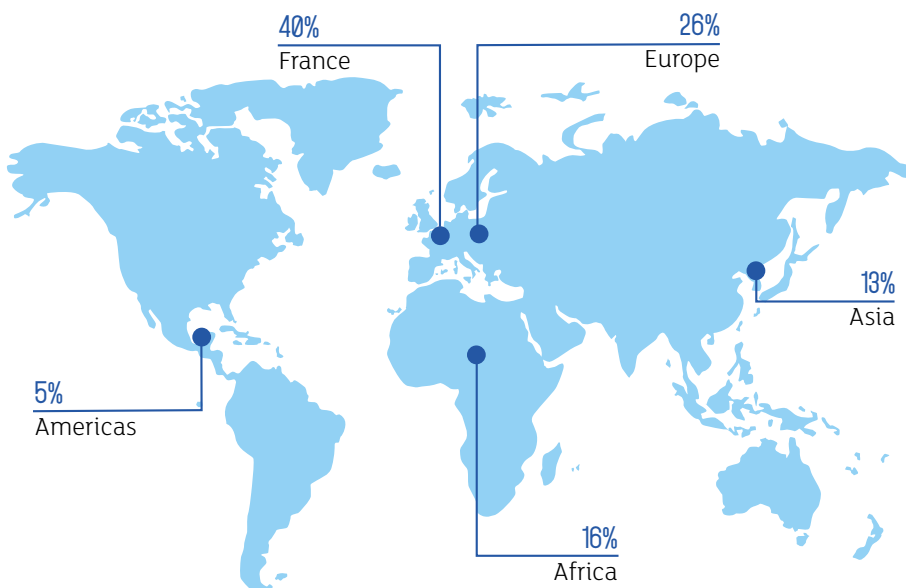
60%  
MEN



41  
YEARS OLD  
ON AVERAGE



15  
YEARS  
OF PROFESSIONAL  
EXPERIENCE,  
ON AVERAGE



## A TYPICAL WEEK ON THE DIGITAL CAMPUS:

Opening of a new course.

- Acquiring knowledge through watching videos, reading articles, practice exercises, etc.
- Virtual coffee time with a classmate or a pedagogical team member.
- Submitting a group or individual assignment.
- Webinar with the professor for discussion (often held at the end of the week during lunch time).
- Optional missions and a recognition system to encourage collaborative work.



# ADMISSION PROCESS

Our admissions process is rigorous but rapid.

## ► STEP 1

If you wish to register, simply complete the information request on our website: [www.digitalcampus.essec.edu](http://www.digitalcampus.essec.edu)  
One of our advisors will contact you by telephone or via email.

## ► STEP 2

You will receive an application form to fill out. Once your application has been completed and you have taken a management aptitude test, an admissions jury will review your application and conduct a selection interview via Zoom.

## ► STEP 3

If you are accepted, you will then be able to register to the program.

## SELECTION CRITERIA

- Minimum B2 on the Common European Framework of reference.
- Candidates must have BAC+4 (Master 1 degree or equivalent) / 3 years of professional experience.
- Candidates must have some notions of digital technologies.
- For international students: no Visa is required to apply because this Executive Master in Digital Transformation is online only.



# TAKE ADVANTAGE OF A GLOBAL NETWORK

A POWERFUL NETWORK OF 65,000 ALUMNI LOCATED IN 71 CAPITAL CITIES ACROSS THE WORLD

The Association offers a wide range of services and organizes special events all around the year. You'll also receive ongoing career support through the Career Management Center.

## They work with us:

ACCENTURE	CAMCA	GROUPE LA POSTE	MUNDIPHARMA	MERIEUX
ACCOR	CDIF	GROUPE ONE POINT	NEXO S.A.	NUTRISCIENCES
ADP	CELLHIRE FRANCE	GUNNEBO	NUM RS ENTREPOSE	FRANCE
AG2R LA MONDIALE	CHAUMET	HUBWORKAIR	SERVICES -	SNCF
AIRBUS	INTERNATIONAL	IBB PARIS	GROUPE VINCI	SOCIÉTÉ DES
ALLIANZ REAL	(GROUPE LVMH)	IDEMIA	OODRIVE	PÉTROLES SHELL
AMAZON	CHRISTIAN DIOR	INNOVATEAM	PARTENAIRES-	SPIE OIL AND
ESTATE FRANCE	CHUBB FRANCE	IPSEN PHARMA	FABRICATION	GAS SERVICES
ASSOCIATION	CONFORAMA	IRI	PHILIPS LIGHTING	SUEZ-NANTAISE DES
AUX CAPTIFS, LA	CORDON	LES COMPAGNONS	PMU	EAUX SERVICE
LIBÉRATION	ELECTRONICS	DU DEVOIR AOCDF	RAIQ VILLAGES	TECHNIP FMC
ASTRAZENECA	COTY	LUNEAU TECHNOLOGY	RENAULT	THALES
ATOS	CREDIT AGRICOLE	FRANCE	RIGHINI	TRILUX
ATOUT FRANCE	DEVOTEAM	LVMH	SAFRAN	UNIT4 BUSINESS
AVIVA ASSURANCE	DIGITICK SA	MAJORELLE	SAP FRANCE	SOFTWARE
AXA	DXC TECHNOLOGY	METEO CONSULT	SARETEC FRANCE	FRANCE S.A
AXPHARMA SAS	ECM	(GROUPE FIGARO)	SAS LE CEDRE	UNIVERSITE
BGFI CONSULTING	ENGIE	MICROSOFT	SEGEX	PARIS DIDEROT
BNP PARIBAS	ENGIE COFELY	MINISTERE DE	SEKOIA	UPI LYON SERVICES
BOLLORÉ	EUROVIA - VINCI	LA TRANSITION	SELOGER	VALEO SERVICE
BPI GROUP	FNEGE	ECOLOGIQUE ET	SERVAIR	VEOLIA
CAISSE D'EPARGNE	FREE QUALIPEL	SOLIDAIRE	SFR	VEOLIA EAU
CAISSE D'ASSURANCE	GRAND MOULIN	MISSION LOCALE	SIGMA DESIGNS	VEOLIA PROPRETÉ
VIEILLESSE DES	DE BALLAN	VERNON SEINE VEXIN	SILLIKER SAS	VOSSLOH COGIFER
PHARMACIENS	GROUPE BORALEX	MOZAIK RH		



## ABOUT THE TALENT CENTER, DURING THE PROGRAM

Once you have chosen and joined the right programme, the Talent Center team supports all participants in the degree programmes in achieving their career development plans. They benefit from an "à la carte" career offer until the end of their programme.

### INDIVIDUAL SUPPORT

- › 4 coaching appointments to be guided in your professional transition and repositioning, the construction of your project or your leadership posture
- › 3 Flash counselling sessions to be advised on specific themes such as LinkedIn, salary negotiation or strategic relooking

### CAREER WORKSHOPS AND JOURNEYS

- › Building your professional project: assessment, collective reflection, action plan
- › Look for a job: research strategy, CV, job interview...
- › Open up your network: networking strategy, LinkedIn, political strategy in the workplace...
- › Develop your talents: leadership, conflict management, crisis communication...

### EVENTS

- › Network at inter-promos and alumni evenings
- › Participate in thematic conferences
- › Exchange with alumni and market players

### CAREER TOOLS

- › MBTI, questionnaire and debriefing of motivation and personality indicators
- › CaseCoach, a platform for interview preparation through case studies

### AN INCUBATION PROGRAMME

- › Be supported in your business creation project
- › Meet experts, alumni in residence and the entrepreneurial community

### AN ESSEC ALUMNI NETWORK

- › Get access to professional, regional and leisure clubs
- › Benefit from events and job boards

### K-LAB RESOURCES AND WORKSHOPS

- › Develop your digital and literacy skills
- › Consult documentary resources







**ESSEC**  
BUSINESS SCHOOL

**ESSEC Business School**

3 avenue Bernard-Hirsch  
CS 50105 Cergy  
95021 Cergy-Pontoise Cedex  
France  
Tél. +33 (0)1 34 43 30 00  
[www.essec.edu](http://www.essec.edu)

**ESSEC Executive Education**

CNIT BP 230  
92053 Paris-La Défense  
France  
Tél. +33 (0)1 46 92 49 00  
[www.executive-education.essec.edu](http://www.executive-education.essec.edu)

**ESSEC Asie-Pacifique**

5 Nepal Park  
Singapore 139408  
Tél. +65 6884 9780  
[www.essec.edu/asia](http://www.essec.edu/asia)

ESSEC | CPE Registration number 200511927D  
Period of registration: 30 June 2017 - 29 June 2023  
Committee of Private Education (CPE) is part of SkillsFuture Singapore (SSG)

**ESSEC Afrique**

Plage des Nations - Golf City  
Route de Kénitra - Sidi Bouknadel (Rabat-Salé)  
Maroc  
Tél. +212 (0)5 37 82 40 00  
[www.essec.edu](http://www.essec.edu)

**CONTACT**

**TEAM DIGITAL CAMPUS**  
ESSEC Executive Education  
[digital-campus@essec.edu](mailto:digital-campus@essec.edu)