

Digital Business and Innovation

Preliminary list of subjects

The logo for ISM, consisting of the letters 'ISM' in a bold, blue, sans-serif font, centered within a white square. This square is part of a larger graphic element in the bottom-left corner of the slide, which includes a white square with a diagonal line and several white lines extending from the corners of the ISM logo square.

ISM

1st YEAR – EXPLORE

- Global Challenges and Sustainable Development (6 ECTS)
- Exponential Technologies and Ethics (6 ECTS)
- Design Thinking and Fieldwork (6 ECTS)
- Critical Thinking and Decision Making (6 ECTS)
- Digital Business Models (6 ECTS)
- Brand communication and Digital Storytelling (6 ECTS)
- Group Dynamics and Team Development (6 ECTS)
- Foundations of Project Management (6 ECTS)
- Continuous Business Development Project - Part 1 (12 ECTS)

2nd YEAR – GROW

- UX Design and Rapid Prototyping (9 ECTS)
- Finance Fundamentals for Startups (6 ECTS)
- Web/App Design Fundamentals (6 ECTS)
- Digital Marketing and Growth Hacking (6 ECTS)
- Google Sprint and Lean Startup Methodologies (3 ECTS)
- Data Analytics and Data Visualization (6 ECTS)
- Digital Transformation Leadership (6 ECTS)
- Continuous Business Development Project - Part 2 (18 ECTS)

3rd YEAR – SCALE

- Digital Transformation Management (6 ECTS)
- Entrepreneurship & Tech-based Business Development (6 ECTS)
- Applied Digital Technologies (6 ECTS)
- Legal Aspects of Business Development (3 ECTS)
- Elements of AI (3 ECTS)
- Emotional Intelligence in Business and Technology (3 ECTS)
- Continuous Business Development Project Part 3 (3 ECTS)

Electives (choose 3)

- Social Media Marketing (6 ECTS)
- E-commerce (6 ECTS)
- Computer programming I (6 ECTS)
- Computer programming II (6 ECTS)
- Innovation Management (6 ECTS)

2 options for final BA Project:

Choose:

- **Final Project A:**

Creating your own impact-driven business (12 ECTS)

- **Final Project B:**

Disrupting an organization (12 ECTS)