



**MSC IN TECHNOLOGY
MANAGEMENT AND INNOVATION**

**LEVERAGE
TECHNOLOGY
TO TRANSFORM
YOUR
BUSINESS**



**LEVERAGE
TECHNOLOGY TO
TRANSFORM YOUR
BUSINESS
FULL-TIME OR
PART-TIME, 30 CREDITS**

CEU Business School's MSc in Technology Management and Innovation program provides a bridge between IT and business. Instead of treating technology simply as a support function, technology is now seen as a broad and powerful force driving business innovation. The program is unique in Central and Eastern Europe. A specialty of the program is that it helps those with technical backgrounds as well as those with broader experience, and prepares them for technology-related leadership positions.

IT is a fast-changing field. Digital transformation involves technology management and innovation: every manager is expected to have a clear understanding of it and be prepared to adapt new ways of thinking to become successful e-leaders of the future.

● ABOUT CEU BUSINESS SCHOOL



The overarching mission of CEU Business School is to act as a catalyst and leader for nurturing and growing superior business-school activities in our region and emerging markets throughout the world. To achieve this goal the School blends rational-thinking, advanced approaches associated with modern professional management, the creativity and zeal of modern entrepreneurship and deep familiarity with business practices on the ground. Leveraging this dynamic tension of professionalism, entrepreneurialism and tacit knowledge of region, CEU Business School and its community stay at the cutting edge of opportunity. The institution thereby retains its capacity to train new generations of successful business leaders and entrepreneurs for fast-growing economies worldwide. Particularly important in support of our mission is CEU Business School's focus on critical high-impact strategic anchors: innovation and entrepreneurship; business and society (especially integrity education and anti-corruption); leadership and strategy in emerging regions; and financial services in emerging regions.

● MSC IN TECHNOLOGY MANAGEMENT AND INNOVATION FACULTY

Program faculty members are distinguished academics as well as industry executives and professionals with global experience and expertise. They bring knowledge from the latest thinking, applied research and consulting into the classroom, sharing intellectual and practical insights.

● PROGRAM HIGHLIGHTS

The program will help you to:

- Identify an organization's key business needs and align a **technology strategy** to meet them
- Adapt the required skills in order to **innovate and transform business** through technology
- Recognize technology trends that can benefit your organization's **competitive position**
- Develop your **leadership skills**
- **Motivate and manage** teams
- **Communicate** effectively with business leaders about technology
- Cultivate **entrepreneurial skills**; you will have the opportunity to join a student start-up team in our business incubator, CEU InnovationsLab

● WHO SHOULD ENROLL?

The program is designed for managers or prospective managers who need to combine business, finance and leadership skills with a clear understanding of technology evolution and the best ways to drive innovation for advancement to tech-related managerial positions or entrepreneurship. Ideal candidates are IT professionals who aim to move into top managerial positions or become IT-based entrepreneurs, or business leaders who would like to gain more insights into technology. You will learn how to build organizations, start a firm, finance a company, innovate with technology and drive your business to success.

● CAREER PROSPECTS

With your degree in hand, you will be prepared for a variety of roles, not only roles such as IT Operations Manager, Director of IT, IT Strategist or CIO, but any position where technology is a key factor for business success, and at any company that seeks leadership skills. Since technology transforms rapidly, our business graduates are well prepared for a wide variety of tasks at various firms ranging from large multinational companies to technology start-ups, or even create their own ventures.





▶ CURRICULUM

The MSc in Technology Management and Innovation program is an action-based educational experience led by industry experts as well as academic faculty members. As a student in the program, you will work with a cohort of exceptional peers and on projects from our company partners, allowing you to widen your knowledge and enhance your skills. You will develop a holistic and broad view of IT management, which focuses on interaction among people, technology, money and processes.



**DETAILED
INFORMATION:**

business.ceu.edu/msc-it-curriculum



▶ LIFE AND LEARNING IN BUDAPEST

CEU Business School is located in Budapest — the heart of Central Europe and a crossroads city offering the best of East and West. While immersed in history, this city of two million inhabitants looks to the future. It is a meeting place of people, ideas and cultures from all over the world. With its breathtaking range of architecture — from Roman ruins and Art Nouveau buildings — and elegant Habsburg-era boulevards, it is a city of historic grandeur. It is also alive with contemporary art and culture. And for the cost-conscious, Budapest is an attractive destination, enjoying a much lower cost of living — from apartment rentals to food to transportation — compared to other European cities. Other European capitals — Prague, Vienna, Bratislava, Zagreb, Belgrade — are easily experienced with a day trip or a weekend visit. In fact, all of Europe is within easy reach.

● RANKING

- CEU Business School has received the AMBA Milestone Award in 2015, celebrating the longevity of our MBA programme.
- CEU is ranked among the top 350 in the world, #8 in terms of international outlook, and leads all others in Hungary, according to the Times Higher Education World University Rankings 2016-2017 list.

● ADMISSION REQUIREMENTS

- Completed online application
- Undergraduate degree with a good GPA
- Competitive GMAT or GRE score (waiver applies for substantial work experience)
- Acceptable TOEFL (or equivalent) score if English is not first language
- Professional CV
- 2 letters of recommendation
- Statement of Purpose essay

● APPLY ONLINE business.ceu.edu/apply

● CONTACT US

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"Our MSc in Technology Management and Innovation program will give you the competencies to take advantage of explosive IT-based innovation. You will be exposed to vast opportunities for profitability, sustainability and growth. You will gain a competitive edge and encounter a broad new range of exciting career options."

JULIUS HORVATH

CEU Business School Dean,
University Professor



"This program will give you business insights and an understanding of technology from an integrated and holistic viewpoint (people, technology and processes). It will be your map for the complex world in which we live, where technology is a critical factor in an organization's success."

ACHILLES GEORGIU

Senior Adjunct Lecturer and
Program Director
MSc in Technology Management
and Innovation Program



"As the years were passing by, I realized that there is a need for IT personnel to understand the basic principles of business. I started looking for a program that combines business with IT. I believe this degree has increased my employability. I can apply for IT, IT-Business and even Business roles now."

NIZAR ODEH

MSc in Technology
Management and Innovation
Alumnus



CEU Business School is
fully committed to sustainability

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