



Ollscoil Chathair  
Bhaile Átha Cliath  
Dublin City University

**DCU**  
**BUSINESS**  
**SCHOOL**



## **MSc Global Management (Digital Disruption)**

## Programme Overview



**Your chance to meet new people and experience new cultures. Study in two countries and learn the skills to be a successful global leader in the digital age.**

In today's business environment, technology is disrupting, advancing and challenging business. Management practices are operating in an era when business is borderless. The next generation of aspiring leaders must understand the global and technological forces shaping the future of business.

While this programme is rooted in core management disciplines, global strategy and technological advancement underpin the programme, enabling graduates to excel in a business world where disruption, change and innovation are the only constants.

This programme is set apart by the opportunity to study at a top international partner Business School in North America or Europe, facilitated through DCU Business School's membership of the International Partnership of Business Schools (IPBS). You can undertake the entire programme in Dublin, or spend a semester in France, Germany, Mexico or Canada gaining enhanced understanding of management practices in global context.

You'll have the unique opportunity to study at graduate level alongside students in other cultures, enhancing intercultural competency and developing a truly global mindset in your approach to business.

**Find out more** [business.dcu.ie/msc-global-management](https://business.dcu.ie/msc-global-management)

## What will I study?

- International Business: Disruption and Challenges
- Strategy in a Global Context
- Design thinking for Creativity and Innovation
- Business Process Innovation
- Marketing and Customer Experience Management
- Statistics for Business
- Data Analytics and Visualisation
- Consulting Skills

## Programme Formats

Option 1	Option 2	Option 3 (two strands available)	
Full time one year programme completed at DCU Business School	Semester One Universidad de las Americas Puebla, Mexico  or Università Cattolica del Sacro Cuore (UCSC), Italy  or Goodman Business School at Brock University, Canada	Semester One DCU Business School	Semester One NEOMA Business School, Reims, France
	Semester Two DCU Business School	Semester Two ESB Business School, Reutlingen University, Germany	Semester Two DCU Business School
Confers a single MSc degree from DCU	Confers a single MSc degree from DCU	Confers a double MSc degree from DCU and ESB Business School	Confers a double MSc degree from DCU and NEOMA Business School
Apply at <a href="https://dcu.ie/elluciancrm/cruit.com/Apply/">https://dcu.ie/elluciancrm/cruit.com/Apply/</a>	Apply at <a href="http://ipbsmgm.com">ipbsmgm.com</a>	Apply at <a href="http://ipbsmgm.com">ipbsmgm.com</a>	Apply at <a href="http://ipbsmgm.com">ipbsmgm.com</a>

All programmes are taught entirely through English. Students complete their thesis in the second partner university they attend.

## What skills will I learn?

- International management and strategy
- Data management
- Technology management
- Intercultural agility
- Innovation, design thinking and marketing



## About DCU Business School

Accredited by both the AACSB and AMBA, DCU Business School is in the top 5% of Business Schools in the world. DCU is Ireland's University of Enterprise and Transformation. Our solid industry relationships have allowed us to instil an enterprising culture into our postgraduate courses which has resulted in DCU Business School's reputation as being Ireland's most innovative business school.

DCU Business School is a long standing member of the International Partnership of Business Schools (IPBS), which is an alliance of 13 leading business schools throughout Europe and North America.

Building on the success of the suite of Global Business undergraduate programmes, the MSc Global Management (Digital Disruption) offers an exciting new opportunity to experience a truly unique international programme that prepares digitally adept graduates for the global workforce.



## Entry Requirements, Fees and Application Process

For current entry requirements and fees information, please visit [business.dcu.ie/msc-global-management](https://business.dcu.ie/msc-global-management) and [ipbsmgm.com](https://ipbsmgm.com)

For further information about DCU Business School, please contact [businessmasters@dcu.ie](mailto:businessmasters@dcu.ie)

## Find out more

W: [business.dcu.ie](https://business.dcu.ie)

T: +353 (01) 700 5265

E: [businessmasters@dcu.ie](mailto:businessmasters@dcu.ie)

