



# MBA in Digital Transformation & AI Leadership

Lead business transformation through data-driven strategy, AI, and modern leadership

■ Contoso University, Monteverde, Italy

## Program Overview

The MBA in Digital Transformation & AI Leadership is designed for professionals who want to accelerate their careers by mastering the strategic, organizational, and leadership implications of digital innovation and artificial intelligence.

The program focuses on how emerging technologies reshape business models, customer experiences, and decision-making processes, preparing participants to lead transformation initiatives across industries.

Blending strategy, technology, and leadership, the MBA equips participants with the mindset and tools needed to navigate complexity, drive change, and create sustainable business value in an AI-driven economy.

## Who Should Apply

| Experienced Professionals & Alumni   | Prospective Students  |
|--|---|
| <ul style="list-style-type: none"><li>• 5+ years of professional experience</li><li>• Seeking career acceleration and leadership roles</li><li>• Interested in digital and AI-driven initiatives</li></ul> | <ul style="list-style-type: none"><li>• Graduates exploring MBA options</li><li>• Interested in digital transformation and AI</li><li>• Looking for an English-taught program</li></ul> |

## Key Learning Areas

- Digital Strategy & Business Transformation

- Artificial Intelligence for Business Leaders
- Data■Driven Decision Making
- Customer Experience & Growth
- Leadership, Change & Organizational Impact

## Career Outcomes

Graduates of the program typically pursue roles such as:

- Digital Transformation Manager
- AI & Data Strategy Lead
- Product or Innovation Manager
- Business Consultant
- Future General Manager or Entrepreneur



## Join Our Information Webinar

*"From Digital Transformation to AI Leadership: How an MBA Can Accelerate Your Career"*

■ **February 27, 2026** | ■ **5:00 PM - 6:00 PM (CET)**

What You'll Learn:

- MBA structure and value proposition
- Career outcomes and success stories
- Admissions process and requirements
- Live Q&A; with faculty and admissions team
- Next steps for your application journey

## Take the Next Step

| ■ Register for Webinar       | ■ Download Brochure      | ■ Book Consultation                 |
|------------------------------|--------------------------|-------------------------------------|
| Join our information session | Get detailed information | Schedule a 1:1 call with admissions |

## Contact Information

### Contoso University

Via della Innovazione, 42 - 20100 Monteverde (MV), Italy

Email: [mba@contosouniversity.it](mailto:mba@contosouniversity.it) | Phone: +39 045 123 4567