

MBA Certificate in Digital Transformation

The Center for Digital Transformation aspires to become a premier research center focused on generating and disseminating knowledge that helps businesses, governments and society leverage the possibilities enabled by emerging digital technologies.

The goal of the MBA Certificate in Digital Transformation is to prepare students to lead their organizations to success in the digital economy. Digital technologies are appreciating in power at incredible rates and changing the business environment in profound ways. Digital Transformation is the reinvention of businesses to reflect the digital world. The economics of the digital world are fundamentally different from those of the physical world, and imply new rules of competition. They change business strategy, structure and practices in profound ways. Students will learn how to analyze technology-enabled change broadly and how to leverage digital technologies across businesses, from the perspective of both incumbents and startups.

ELIGIBILITY

UCI Paul Merage School of Business Master's students in programs which require two years of study or more (Full-Time MBA, Fully Employed MBA, Executive MBA, Health Care Executive MBA and MS in Biotech Management) are eligible to pursue this certificate.

1. Enroll in and successfully complete MBA 294 EDGE course.
2. After completing MBA 294 EDGE, enroll in and successfully complete at least 3 additional elective courses from the list of courses below (sorted by academic theme). Select electives from this list are not offered every academic year.

Business Analytics

- Analytical Decision Making Models
- Business Intelligence for Analytical Decisions
- Data and Programming for Analytics
- Fundamentals of Business Analytics
- Predictive Analytics
- Revenue Management

Digital Business

- Analytics and Technology Consulting
- Digital Strategies and Markets

Entrepreneurship/Finance

- Consulting Projects for Entrepreneurial Companies
- Venture Capital and Private Equity

Marketing

- Design Management and Innovation
- Marketing on the Internet
- Marketing Strategies in High-Tech Markets
- Micromarketing

Organization & Management

- Organizational Change

Strategy

- Applied Game Theory
- Business Dynamics

3. Attend the Center for Digital Transformation's annual conference, Road to Reinvention.
4. Successful completion of Master's degree requirements.

PROCESS

After completing all of the requirements listed, students must:

- Complete an online application for the Certificate in Digital Transformation indicating courses taken and grades received at register.merage.uci.edu/Event/CDTCertificate
- Submit the application via e-mail or in person at the beginning of your final quarter before graduation. The Certificate will be awarded after successful completion of all requirements.
- For questions, please contact your Master's program office in the Merage School.

