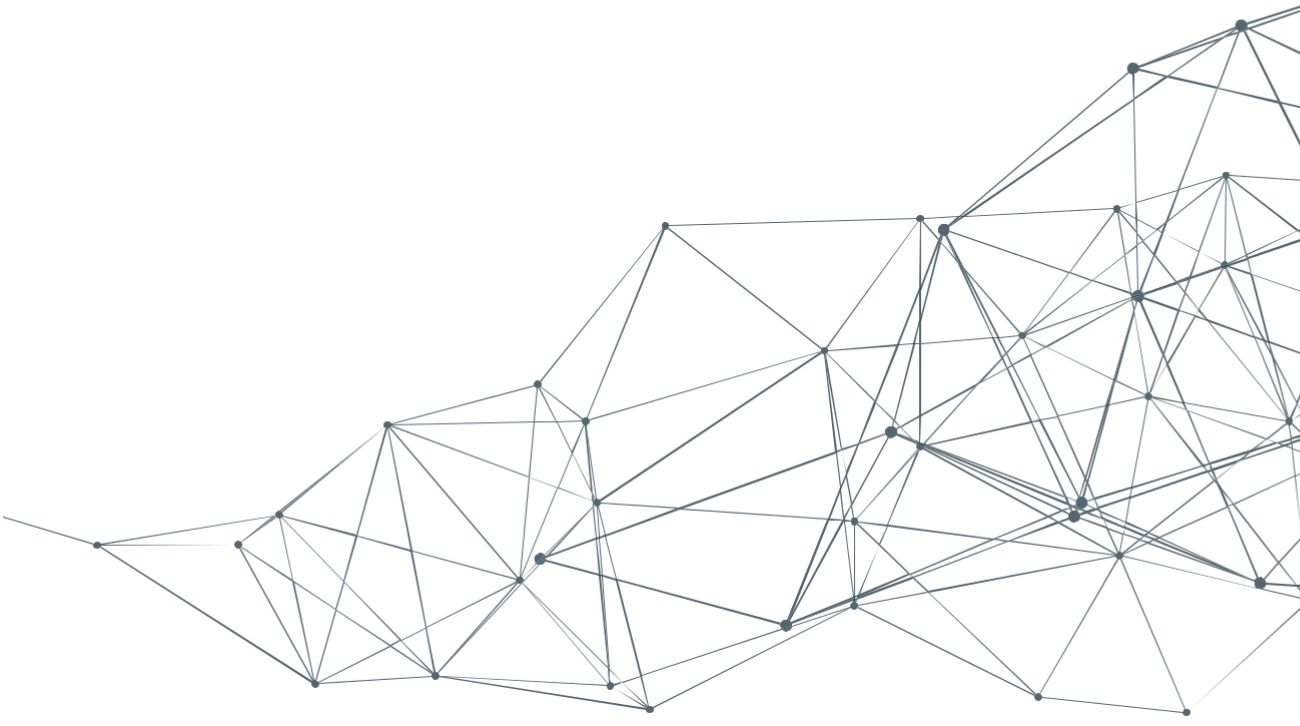
Amsterdam Tech

Tech MBA

Master of Business Administration in Tech

Master the Leadership & Technology Skills for the Digital Era.



The Tech MBA at a Glance

Programme Title	Tech MBA
Duration	18 Months
Start Dates	November
Education Model	Online
Credits	60 ECTS
Courseload	14-20hrs a week
Accreditation	ASIC

Programme Details

Why Tech MBA?

Businesses are facing unprecedented challenges in their environment: Technology offers new opportunities for innovation, the new workforce wants flexible working arrangements and tools, consumers are adapting very quickly to the convenience of mobile apps and instant gratification, new competitors are disintermediating the traditional value chains.

Companies will have to adapt to this new normal, and as the rate of change is increasing they will have to do this rapidly, or they will lose their licence to operate.

The only way forward is digital transformation. Companies will have to master the new world of digital technologies, the hard skills of data and technology, and the soft skills of fast innovation, agile development and rapid experimentation.

There is a growing demand for business leaders who can effectively combine their strategic and business skills with technology acumen and agile leadership skills.

With a Tech MBA with us, you will go beyond a traditional MBA and learn to develop a new mindset, and acquire the skills to transform and innovate your digital business developing new business models and strategies while you get equipped with the skills and tools to lead your teams in a more agile way.

The Target Competencies

1. Digital transformation and strategies
2. Technology integration into business
3. AI strategy building
4. Ethical and responsible AI integration into business
5. Data leadership and strategic utilization of data
6. Agile technology leadership
7. Design thinking
8. Managing business through OKRs
9. Innovative and sustainable business development
10. Growth hacking
11. Action research

Curriculum

MODULE 1 **Digital Transformation and Business Strategy** **4 weeks**	• Introduction to Digital Transformation and its Drivers • Technology as an Agitator and Enabler • Building Blocks of Digital Organizations • Competitive Positioning and Future-Proof Business Strategies
MODULE 2 **Data-Driven Organisations** **4 weeks**	• Introduction to Data and its Significance for your Organisation • Data management and Governance • Data Strategy for Business Growth • Data Literacy and Cultivating a Data-Driven Culture
MODULE 3: **Deep Dive into AI: From Fundamentals to Business Applications** **4 weeks**	• Introduction to Artificial Intelligence • Machine Learning and Deep Learning • Machine and Deep Learning : Business Applications • Artificial Intelligence Strategy, Capabilities and Center of Excellence
MODULE 4: **The Generative AI Journey: from "Attention is all you need" to Business Revolution** **4 Weeks**	• Introduction to Generative AI • Prompt Engineering • Business Opportunities and Applications of Generative AI • Generative AI Strategy for Business: Taker-Shaper-Maker
MODULE 5: **Building Responsible & Ethical AI** **4 weeks**	• Ethical Implications of AI • AI, Sustainability and Social Impact • AI Governance and Regulations • Singularity and Preparing for the Future
MODULE 6: **ELECTIVE Technology Module (RPA, IoT, Blockchain, AR/VR)** **4 Weeks**	• Choose from RPA, VR/AR, Blockchain, IoT • Choose from RPA, VR/AR, Blockchain, IoT • Choose from RPA, VR/AR, Blockchain, IoT • Choose from RPA, VR/AR, Blockchain, IoT
MODULE 7: **Understanding and Dealing with Change**	• Understanding the Need for Change Management • Addressing Resistance and Overcoming Barriers

4 Weeks	• Change Frameworks and Forces of Organizational Change • Effective Communication and Dealing with Disruptive Change
MODULE 8: **Agile Technology Leadership** **4 Weeks**	• Modern approaches to effective leadership in the technology domain: Servant Leadership • Collaborative, adaptable, and results-driven leadership strategies: Agile Leadership I (Agile Leader) • Collaborative, adaptable, and results-driven leadership strategies: Agile Leadership II (Agile Teams & Organisations) • Collaborative, adaptable, and results-driven leadership strategies: Agile Leadership III (Agile Teams & Organisations)
MODULE 9: **Aligning Agile Teams and Organisations through OKRs** **4 Weeks**	• Introduction to OKRs • Using OKRs within an organisation • CFRs and the work of an OKR life cycle • Improving your goal setting muscle
MODULE 10: **Agile Product Management** **4 Weeks**	• Introduction to Agile Mindset in Product Development and Roles • Agile Product Development and Roadmap • Building and Validating with Agile • Sprint Execution and Continuous Improvement
MODULE 11: **Human-Centered Innovation in Business (Design Thinking)** **4 Weeks**	• Introduction to Design Thinking • Empathizing and Defining User Needs • Ideation, Prototyping, and Initial Testing • Implementation
MODULE 12: **Innovative and Sustainable Business Models** **4 Weeks**	• Introduction to New Business Models and Sustainability in the Tech Industry • Entrepreneurship and Intrapreneurship: Balancing Innovation and Sustainability • Designing Sustainable Business Models with the Business Model Canvas • Sustainability Strategies and Implementation
MODULE 13: **Growth Hacking** **4 Weeks**	• Introduction to Growth Hacking Fundamentals • Exploring New Channels and Platforms for Growth • Customer Acquisition and Conversion Optimization • Leveraging Data and Automation for Growth

MODULE 14: **Final Graduation Project**	• You will submit a work-based project of your choice aimed at addressing and improving a specific situation within your organization or another relevant context as your final project.

The Learner Experience

Flexible and Innovative
We offer an interactive part-time learning experience, which means that you are able to study the content at your pace, while still being part of an engaging learner community.

Interactive and Community-based
While part of the programme is self-paced, you are also part of a community of experts with whom you regularly interact in live workshops, action learning sessions or mentoring to accelerate your learning experience.

Holistic and Practice-Based
You not only gain the technological awareness in your business context, but also develop essential leadership skills to drive innovation in your organisation. You will work on weekly assignments and projects so that you can connect your learning with your business context.

Cornerstones of the AmsterdamTech Learner Experience

Workshops

Weekly workshops led by a course facilitator who is a field expert help you define and understand the why, what, how, and what if of the modules. The workshops are a great opportunity to learn by practice and interact with your peers.

Digital Learning Resources

In parallel with weekly workshop topics, you have access to digital resources curated specifically for your programme modules. All content is available within the related week under the modules on Campus.

Action Learning Sets

While some of the learning experience is self-directed, you belong to an action learning set of 4-7 people. Action learning sets take place in between weekly workshops and provide the chance of receiving peer support for a challenge or a problem that you are facing during the programme. You join an action learning set once a week, and it is self-organised. To get you started with the format, you receive several workshops on how to conduct action learning sets on your own.

Mentoring

As part of your action learning experience, you also get to meet your Mentor as a group biweekly. Your mentor is a field expert with extensive experience and knowledge. You interact with your mentor on a regular basis to receive support throughout the programme. Mentors help you gain mastery in your field of study as well as receive tips and guidance towards employability. Please remember that your mentors do not proof-read your assignments or give direct answers to your technical questions.

Assignments & Projects

You work on and solve real-world problems in each assignment and project. You get the chance to put your learning into action and build a portfolio along the way. Every week you are given an assignment while at the end of each module you are given a module project which is more comprehensive and challenging.

Peer-to-Peer Learning

We believe that peer-learning is an important element for success, and we see this as one of the core features of each programme. Some of the assignments and projects are designed in such a way that you work together as peers and develop your teamwork skills as well as learn from one another.

Town Halls

A Town Hall is an online event led by one of our community managers in which we regularly share ideas and feedback - but also create a space to celebrate achievements and share exciting news with one another. Town Halls are generally held bimonthly.

Digital Badges

As you progress through the modules you earn a digital badge that
showcases the skills you have gained to your social network on your profile.

Admissions

Admissions Requirements

1. Bachelor Degree
2. At least 3 years of working experience
3. Curiosity in new technologies and ways of working

Admissions Process

4. **Application:** Fill in the online application form, including an up-to-date resume and a motivation statement.
5. **Selection:** Our academic board will review your application.
6. **Enrolment:** Upon acceptance, you are asked to confirm your seat in the cohort by paying the registration fee and signing our Community Guidelines. We also ask you to submit a copy of your academic diplomas and transcripts, passport, and English proficiency test scores.

Tuition and Programme Fees

Payment options:

- Flexible Plan: Pay € 200 in 18 monthly instalments
- Up Front plan: Pay € 2995 upfront and receive € 605 discount on your full tuition fee of € 3600.
- No application fee, send in your application without cost.
- € 250 non-refundable registration fee only to be paid when you are accepted and ready to book your seat.

Get a Research VISA to the Netherlands while studying

Master's students of AmsterdamTech have the opportunity to qualify for a Research VISA after their Data Science certification to conduct their practitioner research in the Netherlands. Students who successfully pass the certification stage can apply for the Research VISA to conduct their research in the Netherlands

Benefits of the Research VISA:

- Opportunity to do your Master's research in the Netherlands.
- Freedom to work part-time in the Netherlands while studying.

VISA Duration: The Research VISA is issued for 1 year, which can also be renewed. After graduation, students can apply for an orientation VISA which will enable them to find a Job while transitioning to a work VISA in the Netherlands.

Research VISA Criteria:

- Must be a registered Master's Student of AmsterdamTech
- Past successfully pass the certification stage

VISA Approval Conditions: The Research VISA is subject to approval by the institute and IND.

AmsterdamTech is recognized as an EU Research Institution with Research Sponsorship Status according to Directive (EU) 2016/801 and also is listed in the National Academic Research and Collaborations Information System (NARCIS).

For more information, please email lahouari@amsterdam.tech

Accreditation

AmsterdamTech (AmsterdamTech) is internationally accredited by the Accreditation Service for International Schools, Colleges & Universities (ASIC).

In addition to the international accreditation, AmsterdamTech (AmsterdamTech) received its educational license in 2015 with the official decree and approval by the Ministry of Education and Culture in the Turkish Republic of Northern Cyprus. We have received Institutional accreditation in 2016 and achieved full programme accreditation in 2017 by the Higher Education Planning, Evaluation, Accreditation and Coordination Council, Nicosia which is a member of The European Association for Quality Assurance in Higher Education (ENQA), the umbrella organisation for recognised government accreditation agencies in the European Higher Education Area (EHEA).

As a fully recognised European institute:

- Our degrees are awarded by AmsterdamTech out of its principal place of establishment in Famagusta, Northern Cyprus.
- Awarded degree is not a local Dutch degree based on the Dutch Higher Education and Scientific Research Act (WHW).
- The degrees are recognised and accredited by the Ministry of Culture and Education and the Higher Education Planning, Evaluation, Accreditation and Coordination Council in Nicosia, Northern Cyprus and the Accreditation Service for International Schools, Colleges & Universities (ASIC).

Learner Testimonials

This is what other AmsterdamTech learners are saying:

“AmsterdamTech is bridging the gaps between MOOCs and traditional education. We have weekly workshops where we are guided thoroughly by facilitators, we are guided by mentors, and we have weekly assignments and projects so that helps me to build on my skill consistently. “

“AmsterdamTech teaches you about self-leadership, how to be a good coach and consultant, and how you can make a difference in an organisation by knowing yourself better.”

“I chose AmsterdamTech because of flexibility. At AmsterdamTech, I can continue my job while upskilling myself. We have mentors and facilitators that really help you to be more accountable for your own learning. That helped me to speed up my learning.”

I tried to learn from various educational sources such as, studying in institute, reading books, and also browsing from several websites. I found that there is nothing like studying at AmsterdamTech. It is the only place where I feel that I am studying with passion and enthusiasm to realise my full potential and enable me to succeed on my career journey.

- *Abdullah Dhneem*

I joined AmsterdamTech after discovering coding through a coding Bootcamp. With an agile enrolment process, supportive and highly skilled institute employees, modern learning approaches, and international students' cohorts - AmsterdamTech is a great place to study! Especially, if you want to further develop your leadership skills, and to enhance your coding superpowers.

- Natalie Peyre

After almost completing the Masters journey, it already feels like a huge step forward in my career. In a nutshell, while being a computer scientist I grew interested in data science because of my passion for decision making using scientific methods. After a lot of research I chose AmsterdamTech because it offered the part time program possibility as well as the online capability.

- *McAndrew Saad*

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