Competence profile for BSc in Business Administration & Digital Management

BSc in Business Administration and Digital Management is a research-based, interdisciplinary program focused on the opportunities and challenges of digital transformations for corporate and organizational affairs. The goal of the program is to enable students to acquire the management, technological and commercial skills needed to work strategically in all kinds of 21st century organizations with a focus on digital transformations.

The program combines insights from three different areas of expertise at CBS – organization and management studies, research on digital technologies and data, and key issues in business administration. These provide the foundation for the development of competencies that will enable students to become skilled at participating in and managing digital transformations in organizational settings. The competencies needed to grapple with these dynamics and developments take a number of shapes. They include theoretical understandings of the intersection of digital transformations, commercial activities and organizational and other social processes. They also consist of analytical competencies and a mindset focused on innovation, creativity and reflexivity. Finally, understanding the dynamics of digital transformations requires both strategic and practical insights into the operations and needs of companies, the management of employees and processes, and how to relate to societal surroundings more broadly.

Through advanced teaching approaches, BSc in Business Administration and Digital Management program creates a stimulating and engaging learning environment that gives students a solid starting point for their academic and professional development.

Upon completion of the program, students should have the following:

Knowledge and skills:

- Understand the workings of organizations, management processes and commercial activities, with particular attention to the consequences of digital transformations
- Have a solid understanding of digital technologies, IT systems and data analytics, including the skills and resources needed to create strategic and commercial benefits from these
- Articulate societal, organizational and human forces at work in digital transformations
- Grasp the operations involved in quantitative, qualitative and automated modes of analysis and their roles in organizational processes

Competencies:

- Develop, drive and manage commercial processes and organizational innovation
- Participate in the organization and management of digital transformations in organizational settings – across departments, professions and other borders
- Work strategically with data-based insights and develop organizations at the interface of technology, business and society
- Communicate, strategize and create connections between technological, organizational and human issues and contexts