

CEDEU

CENTRO DE ESTUDIOS UNIVERSITARIOS



centro universitario adscrito a:

Universidad
Rey Juan Carlos

Official University Master's Degree in Digital Business

**+ CEDEU Master's Degree
in Artificial Intelligence
and Big Data**



Language
English

Format
In person

Credits
60 ECTS

Duration
10 months

cedeu.es

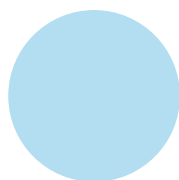
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DURATION	1 ACADEMIC YEAR – 60 ECTS – 1,500 hours
START DATE	OCTOBER 2026
DEGREE	Official University Master's in Digital Business by Rey Juan Carlos University
FIELD OF KNOWLEDGE	Social and Legal Sciences
FORMAT	In-person
INSTITUTION	CEDEU University Centre
LANGUAGE OF INSTRUCTION	English
INFORMATION AND ADMISSIONS	For more information, you can contact CEDEU directly at our Madrid campuses, visit www.cedeu.es , email info@cedeu.es , call 917 254 439, or WhatsApp 618 209 975.

WHO IS IT FOR? ADMISSION PROFILE



The Official University Master's in Digital Business offers comprehensive training aimed at understanding, designing and leading business models in digital environments.

The Official University Master's in Digital Business is aimed at university graduates and professionals who wish to acquire a strategic and comprehensive understanding of the digital environment applied to business. It is especially suitable for people interested in understanding how technology, data and innovation are transforming business models, management processes and decision-making.

The program is geared towards graduates in areas such as Business, Economics, Marketing, Communication, Engineering, Technology, Law or Social Sciences, as well as experienced

professionals looking to update or redirect their profile towards the digital economy. A proactive attitude, analytical capacity, interest in innovation and willingness to work in dynamic and changing environments are valued.

Likewise, the master's is ideal for entrepreneurs, executives and middle managers who wish to lead digital projects, drive digital transformation in their organizations or develop new business models based on platforms, data and emerging technologies, with a clear strategic and practical orientation.

STUDENT PROFILES

1. Graduates in Legal Sciences

2. Graduates in Education Sciences

3. Graduates in Experimental Sciences

4. Graduates in Engineering and Architecture

5. Graduates in Social Sciences

6. Graduates in Environmental Sciences

CHARACTERISTICS OF THE OFFICIAL UNIVERSITY MASTER'S IN DIGITAL BUSINESS

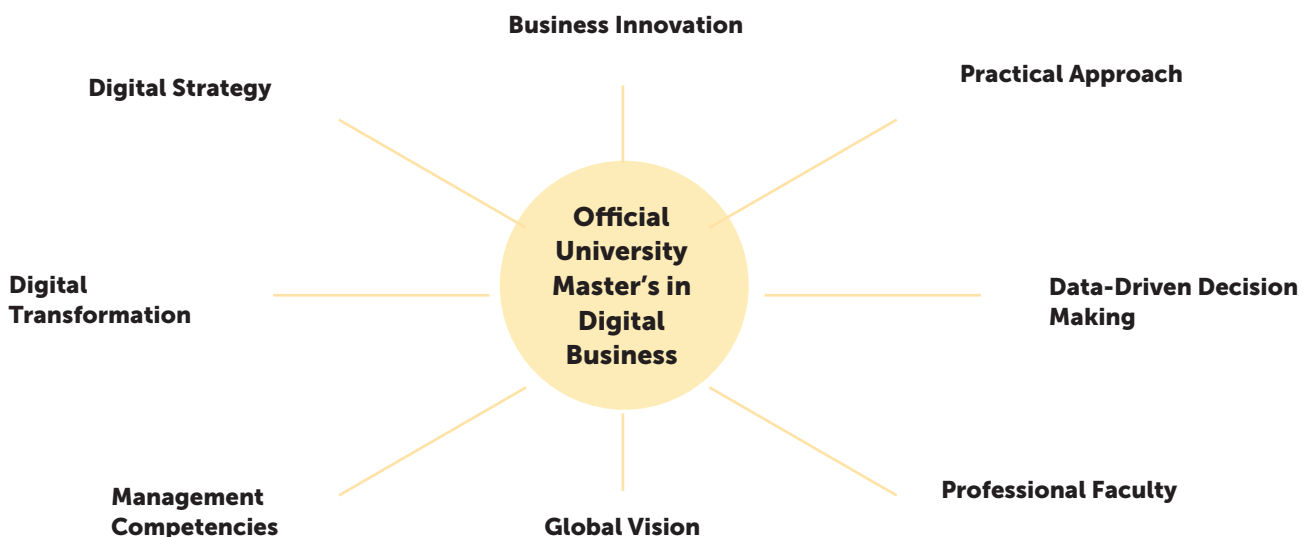
The Official University Master' in Digital Business is characterized by offering updated training aligned with real market demands, integrating business strategy, digital technology and innovation in an ever-changing economic environment.

The **Official University Master's in Digital Business** is characterized by offering updated training aligned with real market demands, integrating business strategy, digital technology and innovation in an ever-changing economic environment.

The program combines a solid theoretical foundation with a highly practical approach, based on the analysis of real cases, applied projects and the use of digital tools used in the professional field.

The faculty is made up of professionals and academics with extensive experience in the digital environment, allowing students to gain an applied, current and business-connected perspective.

In addition, the master's fosters the development of cross-cutting competencies such as strategic thinking, data-driven decision-making, teamwork and leadership capacity in digital transformation projects.



MASTER'S PROGRAM OVERVIEW



The Official University Master's in Digital Business was created to respond to the growing need for professionals capable of understanding and leading the digital transformation of organizations in a globalized and highly competitive economic environment.

The program offers comprehensive training that combines business strategy, innovation, technology and data analysis, preparing students to design, manage and scale digital business models across different sectors.

Throughout the master's, students gain a practical and applied understanding of the digital environment through the study of real cases, project development and direct contact with industry professionals.

This master's is oriented towards training versatile profiles with adaptability, strategic thinking and managerial skills, ready to take on responsibilities in companies, startups and organizations undergoing digital transformation.

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CEDEU AI AND BIG DATA MASTER'S OVERVIEW

The Master's in Artificial Intelligence and Big Data is a CEDEU's own program designed to train professionals capable of understanding, developing and applying solutions based on data and intelligent algorithms in a constantly evolving business and technological environment. The program combines a solid theoretical foundation with a clear practical orientation, enabling students to understand how AI and advanced data analysis are transforming business models and decision-making.

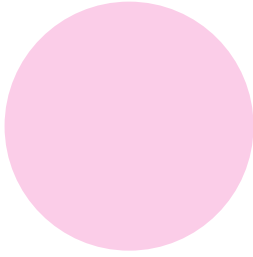
Throughout the master's, students acquire competencies in the analysis and management of large volumes of data, machine learning, predictive models and intelligent systems, using tools and languages widely demanded in the market. The training is supported by real cases, applied projects and the use of current technologies, promoting active and problem-oriented learning.

The program places special emphasis on the strategic application of artificial intelligence and Big Data across different sectors, such as business, finance, marketing, industry and digital services.

Additionally, it addresses key aspects such as ethics, data governance and the social impact of AI, preparing students for a responsible and sustainable use of these technologies.

This master's is aimed at graduates and professionals who wish to specialize or redirect their careers towards highly sought-after profiles in the digital field. Upon completion, graduates will be equipped to lead data and artificial intelligence projects, integrating technical analysis with a strategic vision that delivers real value to organizations.

MASTER'S PROGRAM STRUCTURE



The Master's is characterized by a practical, current and business-oriented approach, combining the analysis of real cases, the development of applied projects and the use of digital tools specific to the professional environment.

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CEDEU views this master's as a high academic and professional rigor program, designed to prepare students for the challenges of a dynamic, innovative and constantly evolving digital environment. Therefore, the program combines conceptual strength, strategic focus and practical application, promoting the acquisition of key competencies for succeeding in the field of digital business.

In this framework, ECTS credits act as a common standard of quality in higher education, reflecting the workload that the student must undertake to achieve the expected learning outcomes. The learning objectives describe what the student

should know, understand and be able to do after completing the learning process.

The workload indicates the average time students would need to complete all learning activities (lectures, seminars, projects, internships, independent study and examinations) required to meet those learning objectives.

Following the ECTS USER'S GUIDE published by the European Commission in collaboration with the European Higher Education Area and Bologna Process, each ECTS credit delivered by CEDEU for this Master's carries a workload of 25 hours.

This methodology enables students to develop strategic, analytical and managerial competencies, preparing them to confidently face the challenges of digital transformation and business management in changing environments.

Each ECTS credit taught by CEDEU relating to this Official University Master's Degree has a teaching load of 25 hours.

This methodology allows the student to develop strategic, analytical and managerial skills, preparing them to confidently face the challenges of digital transformation and business management in changing environments.



CEDEU

CEDEU University Studies Center was established under current regulatory standards, affiliated with King Juan Carlos University. It is a higher education institution whose academic policies articulate teaching, research, dissemination and cultural creation, through a modern academic and administrative organization, supported by high-level academics and excellent educational programs aligned with the needs for the comprehensive training of university students who, as professionals, are competent in the labor market and socially responsible.

CEDEU University Center was created with the objective of responding to the training needs that people and society demand and require at any given time, which is why it is committed to inclusion, innovation and

excellence in the generation, transmission, preservation and application of knowledge for the benefit of society. The Center is officially and legally recognized by the Government of the Autonomous Community of Madrid, and registered as such in the Registry of Universities, Centers and Degrees of Spain (RUCT) of the Ministry of Science, Innovation and Universities under number 28053897.

CEDEU University Center aims to respond to social demand. To achieve its objectives, significant priorities have been established for individuals and society. CEDEU is authorized to offer official university studies, undergraduate and postgraduate degrees, in both in-person and blended formats.

CEDEU PROFESSIONAL GUARANTEE 10

Commitment

CEDEU supports the training of leaders capable of developing positive excellence, equity, social commitment, ethics and civic responsibility. Its development is inspired by respect for freedom of thought and the reinforcement of personal and social humanistic values.

Experience

The experience and extensive track record of the CEDEU Board of Trustees and King Juan Carlos University in high-level training ensures optimal quality levels required by current university legislation.

Network

CEDEU maintains relationships with numerous ethical and international associations that guarantee the quality of its teachings. Companies and professionals can make their contributions with the assurance that our Institution will apply their recommendations for the benefit of our students.

Flexibility

Decentralized training benefits students with just-in-time learning methods. CEDEU adapts to meet the requirements of participants in its university programs.

Discipline

The in-person methodology of CEDEU's Master's programs requires a high level of commitment, responsibility and organization – qualities intrinsic to today's professionals.

Methodology

CEDEU has developed a teaching methodology in which all training activities have been designed with the needs of students who want to study while managing their professional and family obligations in mind.

Cost

CEDEU offers competitive costs and a flexible financing system perfectly adapted to the reality of the environment it serves.

Excellence

The official university programs offered by CEDEU have received a favorable assessment from the National Agency for Quality Assessment and Accreditation – ANECA.

Personalization

Teachers constantly monitor the level of student participation, being able to detect individual needs and provide much more personalized attention.

Interactivity

CEDEU is committed to the exchange of ideas, experiences and opinions, making available to professionals forums, chats, social networks and other participation and interaction tools.



CEDEU. WHERE ARE WE?

MADRID CITY CENTER CAMPUS

José Picón 7, MADRID

Madrid is the ideal city to pursue university studies. CEDEU is located in the heart of Madrid's Salamanca district, at Calle José Picón, number 7, with modern facilities.

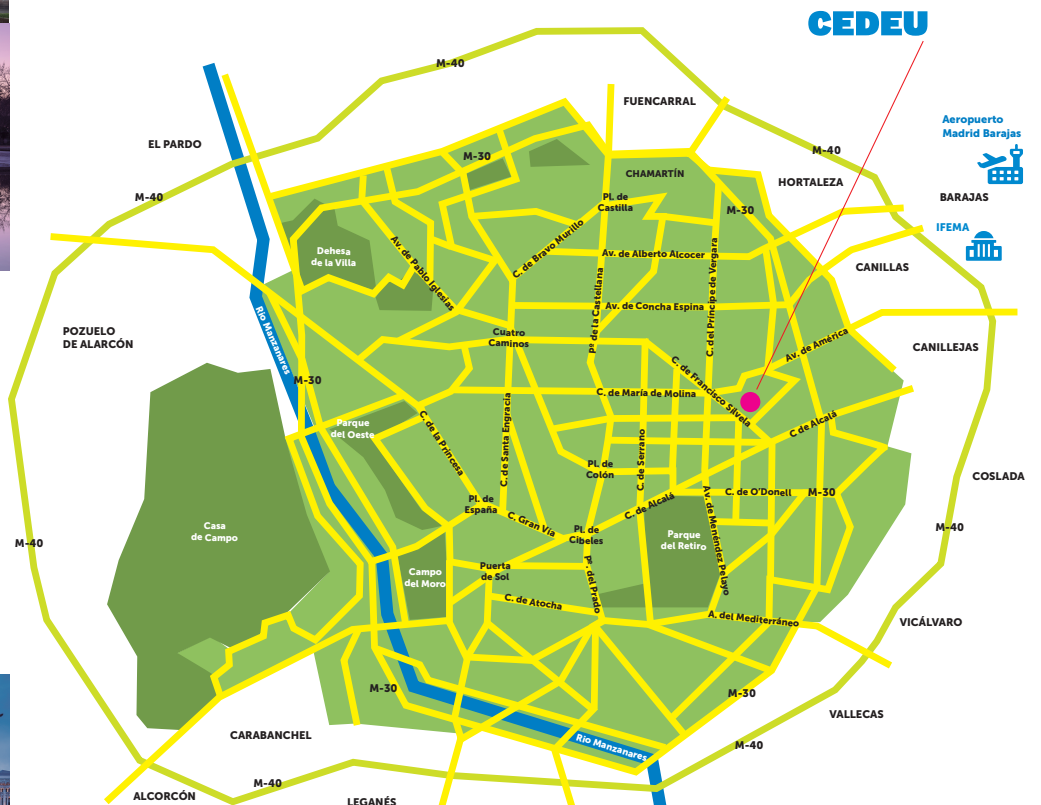
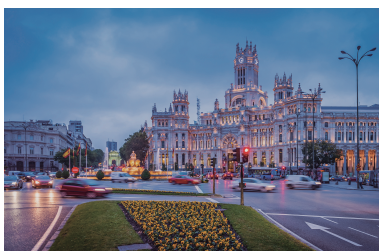
The Community of Madrid has more than six and a half million inhabitants, with Madrid being a vast and continuously growing city. Located in the center of the Iberian Peninsula, with extraordinary communication networks, it is connected to all national and international destinations thanks to its high-speed trains and international airport. Madrid is accustomed to welcoming people from different parts of Spain and the rest of the world.

Madrid is the only city in the world that has nine UNESCO World Heritage sites within less than two hours, and our city is one of the most important art and cultural centers in Europe, hosting one of the richest activity calendars.

It is also worth noting the sporting activities concentrated in the capital and its famous gastronomy featuring the best of all regions of Spain.

It is impossible to talk about Madrid without mentioning its Art Walk, comprising the Prado Museum, the Thyssen, the Reina Sofía, CaixaForum, among many others – an essential tour for all art lovers. Other places of interest include the Plaza Mayor, the Royal Palace, the Neptune and Cibeles Fountains, the Puerta del Sol or the Puerta de Alcalá, and emblematic spots such as El Rastro or El Retiro, among others.

Undoubtedly, in addition to its cultural prominence, Madrid currently hosts the largest corporate and legal headquarters in the country. As the seat of the Government of Spain, the Congress and the Senate, it concentrates large volumes of social, organic, structural, legal and economic decisions.



REY JUAN CARLOS UNIVERSITY

CEDEU's affiliation with Rey Juan Carlos University combines the experience and extensive track record of the University Center's Board of Trustees with the recognized prestige of the URJC, one of the six public universities in the Community of Madrid.

It was created by Law 7/1996, of July 8, 1996, with the Latin motto "Non nova, sed nove" ("Not new things, but in a new way"), and its slogan is "Public and ready for you". According to the latest official statistical data from the institution's own census, the URJC is the third largest public university in the region by number of students.

Rey Juan Carlos University distributes its educational offer across areas (Health Sciences, Experimental Sciences and Technology, Communication Sciences and Legal and Social Sciences), and has four operating campuses in Alcorcón, Madrid, Fuenlabrada, Móstoles and Vicálvaro.

Non nova, sed nove

"Not new things, but in a new way"



The URJC includes in its academic offering Bachelor's Degrees, Double Degrees, English-language Degrees, Semi-presential Bachelor's Degrees, and Doctoral, Master's and Own Degree programs; and also promotes active cooperation projects with companies and scientific and cultural institutions, sharing with CEDEU University Center the priority objective of achieving academic excellence and professional qualification for students.

CEDEU joins the Madrid Universities initiative to promote and support social commitment and university cooperation for development, to which the URJC already belongs, with the objective of incorporating solidarity with society into student training.

"Public and ready for you"

FACULTY AND COLLABORATORS

The CEDEU teaching staff for this University Master's is made up of a team of prestigious qualified and specialized expert professionals, including doctors, entrepreneurs and executives with extensive experience in university teaching and in their professional activities.

In order to develop fully dynamic and professionalization-focused training, it is important to have a first-rate, highly competitive faculty with extensive teaching experience in

higher-level programs. The key is to take advantage of the opportunities and debates that arise during the development of the Master's.

There will be an excellent teacher-student relationship and its application in internships in companies and public-private institutions. Throughout the program, we will have the opportunity to share the classroom with first-level teachers and collaborators.



PARTNER COMPANIES



ADMISSION REQUIREMENTS

In accordance with Royal Decree 822/2021, of September 28, which establishes the organization of university education and the quality assurance procedure, it is necessary to:

Hold an official Spanish university degree or one issued by a Higher Education institution in the European Higher Education Area that qualifies the holder in the issuing country for access to master's studies.

Be a graduate from educational systems outside the European Higher Education Area without the need to have their degrees recognized, following verification by the University that they certify a level of training equivalent to the corresponding official Spanish university degrees and that qualify in the issuing country for access to postgraduate studies.



ADMISSION PROCESS

1

The first step is to fill in the admission application.

2

Once the form is completed, one of our personal advisors contacts the student to verify that the required criteria are met and to help them draw up a personalized study plan (number of credits, credit transfers, etc.).

3

The next step for the student is to send the required documentation to formalize admission.

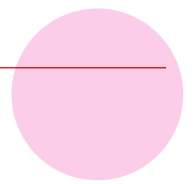
4

Once the required documentation has been certified and verified, the student must complete enrollment with the payment method best suited to their needs.

5

The final step is for the student to receive their access credentials to CEDEU's Virtual Campus and begin organizing the course in the way that best suits their needs.





1

General

Subjects	ECTS	Semester	Type
Digital Technology and Society	3	1 st Semester	Mandatory
Digital Impact on the Business World	3	1 st Semester	Mandatory
Regulation and New Legal Framework	3	1 st Semester	Mandatory
Cybersecurity	3	1 st Semester	Mandatory
Digital Marketing & Social Media	6	1 st Semester	Mandatory
Mobile & Internet of Things (IoT)	3	1 st Semester	Mandatory
Project Management	3	1 st Semester	Mandatory
Big Data & Analytics	6	1 st Semester	Mandatory
HR Management	3	2 nd Semester	Mandatory
Management and Leadership Skills	3	2 nd Semester	Mandatory
Master's Thesis	6	2 nd Semester	Thesis

2

Specialization in Leadership in Digital Strategy and E-Commerce

eCommerce	6	2 nd Semester	Elective
The Digital Strategic Plan	6	2 nd Semester	Elective
External Academic Practices	6	2 nd Semester	Elective

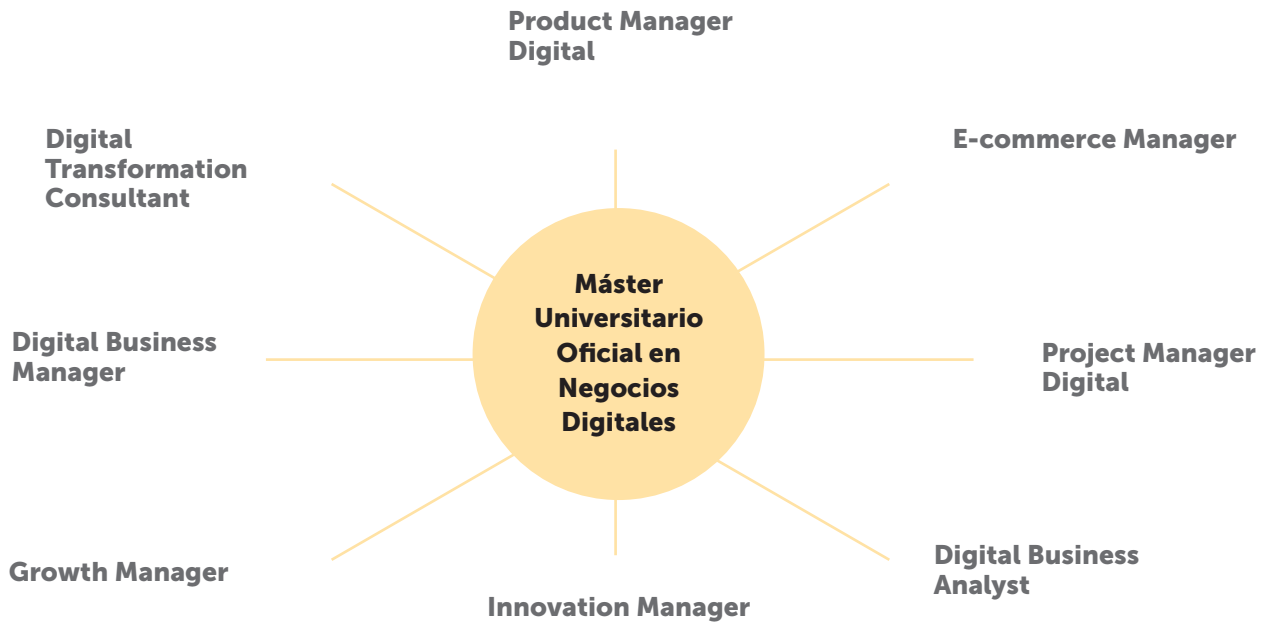
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Specialization in Research Methods for Digital

Advanced Research Methods in Digital Business	6	2 nd Semester	Elective
Evaluation and Control of Digital Strategies	6	2 nd Semester	Elective
Ethics and Social Responsibility in Digital Research	6	2 nd Semester	Elective



CAREER OPPORTUNITIES



SKILLS, ABILITIES AND KNOWLEDGE

All participants who successfully complete this Official University Master's in Digital Business will be able to:

1. Ability to understand and apply a strategic vision of digital business in different business contexts.
2. Skill to design, implement and manage innovative and sustainable digital business models.
3. Knowledge to analyze data and use it in business decision-making with strategic criteria.
4. Ability to plan and manage digital projects using agile methodologies and professional tools.
5. Skill to adapt to change and manage dynamic and competitive business environments.
6. Capacity for critical thinking and resolution of complex problems in the field of digital business.
7. Skill to communicate and present digital projects clearly, professionally and in a results-oriented manner.
8. Knowledge of the technological ecosystem and the main digital tools applied to business.
9. Ability to drive innovation and digital transformation processes in organizations and startups.





FUNDING, SCHOLARSHIPS AND GRANTS

- ACADEMIC EXCELLENCE
- ACADEMIC PERFORMANCE
- COLLABORATION
- CONTINUITY
- COLLECTIVES
- CEDEU COMMUNITY
- YOUTH CARD · INJUVE
- LARGE FAMILY
- ENROLLED SIBLINGS
- SINGLE-PARENT FAMILY
- CERVANTES
- EARLY PAYMENT
- CAM / MECD
- BANK FINANCING
- DIRECT FINANCING
- COMMUNITY OF MADRID
- MAEC-AECID
- INDIVIDUAL TRAINING PERMIT
- TRAINING GRANTS R.D.L. 4/2015



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