



EUROPEAN
INTERNATIONAL
UNIVERSITY



estiam
PARIS.EDUCATION

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

in Digital Transformation

**ON-CAMPUS DUAL QUALIFICATION
PATHWAY**



Master of Business Administration

ACBSP-Accredited Master of Business Administration

The on-campus Master of Business Administration (MBA) in Digital Transformation at European International University (EIU-Paris) is a two-year postgraduate business program designed to develop advanced managerial, strategic, financial, operational, and leadership capabilities while preparing students to address the opportunities and challenges created by digital transformation.

The program combines advanced business education with applied, face-to-face learning, practical assessment, digital learning resources, professional competency development, and independent applied research. Students progress through the major functional areas of management before completing an Action Research Project focused on Digital Transformation.

EIU-Paris and ESTIAM are sister institutions under Paris Education Group (PEG), delivering on-campus programs from the same PEG campus in Paris.

The MBA is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), supporting a continued focus on learning outcomes, assessment, academic quality, stakeholder needs, and continuous improvement.

Program at a Glance

Program	Master of Business Administration (MBA)
Specialization	Digital Transformation
Study Mode	On-campus, face-to-face
Location	Paris, France
Language	English
Duration	2 years / 4 semesters
Academic Modules	9
Typical Contact Time	Approximately 10 scheduled hours per week
Semester Duration	Approximately 20 weeks, including teaching and assessment
Additional Skills	18 prescribed IKON SKILLS™ Micro-Credentials
Final Project	MGT590 - Action Research

Dual Qualification

Students enrolled in the on-campus MBA pathway follow an integrated dual-qualification structure combining the EIU-Paris Master of Business Administration in Digital Transformation with the French RNCP Level 7 professional title.

EIU-PARIS AWARD	FRENCH PROFESSIONAL TITLE
MBA in Digital Transformation	Expert en solutions et transformation no-code/low-code Expert in No-Code / Low-Code Solutions and Transformation RNCP42324 Level 7

The RNCP qualification is certified by ESTIAM, EIU-Paris's sister institution under Paris Education Group (PEG), and registered in the Répertoire National des Certifications Professionnelles (RNCP).

The integrated academic pathway combines:

- the EIU-Paris MBA in Digital Transformation;
- nine MBA academic modules;
- MGT590 - Action Research focused on Digital Transformation;
- 18 prescribed IKON SKILLS™ Micro-Credentials mapped to the RNCP competency blocs;
- additional applied no-code/low-code and digital transformation projects; and
- the applicable RNCP42324 assessment, defense, role-play, and jury requirements.

Students must successfully meet the requirements of both the EIU-Paris MBA and the applicable RNCP pathway to receive the corresponding qualifications.

RNCP competency structure

Bloc 1 Digital transformation strategy	Bloc 2 No-code/low-code solution development	Bloc 3 Transformation project leadership
--	--	--

RNCP Level 7 Professional Competency Pathway

The RNCP Level 7 pathway complements the MBA with an applied professional competency component focused on no-code/low-code technologies and organizational digital transformation.

Students develop capabilities in digital transformation strategy, systems thinking, IT and data governance, no-code automation, systems architecture, API integration, AI-supported workflows, cybersecurity, project leadership, organizational change, innovation, digital operations, and technology adoption.

The 18 prescribed IKON SKILLS™ Micro-Credentials are mapped across the three RNCP competency blocs:

Bloc 1 - Digital Transformation Strategy
Digital Transformation Specialist
Value Proposition Strategist
Systems Thinking Practitioner
IT Governance Specialist
Cloud Literacy Professional
Data Governance Officer
Bloc 2 - No-Code/Low-Code Solution Development
No-Code Automation Builder
Digital Systems Architect
API Integration Specialist
AI Workflow Automation Specialist
Cybersecurity Awareness Professional
Digital Resilience Officer
Bloc 3 - Transformation Project Leadership
AI-Enabled Project Manager
Agile Delivery Practitioner
Organizational Change Manager
Innovation Program Manager
Digital Operations Lead
Technology Adoption Manager

The Micro-Credentials support competency development and provide additional evidence of applied learning. They do not replace the formal RNCP assessment and jury requirements.

What You Will Learn

The MBA develops advanced knowledge and practical capability across managerial accounting, business strategy, human capital management, marketing, operations, organizational leadership, financial management, project management, and applied organizational research.

Digital Transformation provides the specialization focus. Students connect broader MBA learning with digital change, technology adoption, organizational transformation, innovation, data, artificial intelligence, and evolving business models.

The specialization culminates in MGT590 - Action Research, through which students investigate a relevant Digital Transformation issue in an organizational or professional context.

MBA Curriculum

Year 1 - Building Advanced Management Capability

Semester 1	Semester 2
MGT510 - Managerial Accounting	MGT530 - Human Capital Management
MGT520 - Managing Business Strategy	MGT540 - Marketing Management

Year 1 develops students' ability to examine organizations from multiple managerial perspectives. Students engage with financial information, strategic decision-making, people management, and marketing while developing the analytical and professional capabilities expected at postgraduate level.

Advanced management foundation

Students build the cross-functional understanding needed to analyze organizations, evaluate alternatives, and make well-supported managerial decisions.

Year 2 - Integration, Leadership & Applied Research

Semester 3	Semester 4
MGT550 - Managing Operations	MGT580 - Project Management
MGT560 - Leading Organisation	MGT590 - Action Research
MGT570 - Financial Management	

During Year 2, students move toward greater integration of managerial knowledge, leadership, financial decision-making, project management, and independent applied inquiry.

The MBA culminates in MGT590 - Action Research, through which students investigate a real and relevant organizational or professional issue and develop evidence-informed recommendations.

For the on-campus MBA pathway, the MGT590 Action Research Project must focus on an appropriate Digital Transformation topic.

Integration and application

Students bring strategy, leadership, finance, operations, project management, technology-enabled change, and applied research together in professional decision-making.

Digital Transformation Specialization

The EIU-Paris academic award is the Master of Business Administration in Digital Transformation. The taught modules provide an advanced foundation across strategy, finance, human capital, marketing, operations, leadership, and project management.

Digital Transformation is developed through three interconnected elements:

- the MGT590 Action Research Project, addressing an appropriate Digital Transformation topic;
- 18 prescribed IKON SKILLS™ Micro-Credentials mapped to RNCP42324; and
- applied no-code/low-code projects and professional assessments within the RNCP Level 7 pathway.

Students may address artificial intelligence, automation, no-code/low-code systems, organizational change, technology adoption, digital strategy, data governance, digital operations, customer experience, innovation, or related areas.

IKON SKILLS™ Micro-Credentials

Students complete 18 prescribed Micro-Credentials throughout the program. They are mapped to the three RNCP42324 competency blocs and develop capabilities in digital transformation, automation, AI-supported workflows, digital systems, IT and data governance, cybersecurity, project leadership, innovation, change, and technology adoption.

Micro-Credentials provide evidence of applied competency development but do not replace human-assessed project work, written reports, oral defenses, and jury-based RNCP requirements.

How You Will Learn

Face-to-face learning at the PEG / ESTIAM campus is supported by EIU-Paris's TalentLMS and IKON SKILLS™ environments.

- lectures and contemporary business cases;
- strategic discussions, workshops, presentations, and simulations;
- financial and operational analysis;
- organizational problem-solving and applied projects;
- research activities and evidence-based recommendations; and
- appropriate use of digital and AI-supported tools.

Assessment

Assessment evaluates students' ability to integrate advanced business knowledge with analysis, judgment, application, and professional decision-making. It may include written analysis, business reports, case studies, presentations, strategic recommendations, applied projects, financial or operational analysis, research activities, and other evidence of postgraduate learning.

MGT590 requires students to investigate a relevant Digital Transformation issue systematically and translate evidence into meaningful recommendations for practice.

RNCP Assessment Requirements

The RNCP Level 7 professional title is assessed separately from the standard EIU-Paris MBA academic assessments. Micro-Credentials support competency development, but the RNCP qualification requires formal human assessment and an authorized jury process.

Bloc 1 - Digital Transformation Strategy

- applied written report;
- oral presentation and defense before the applicable jury.

Bloc 2 - No-Code/Low-Code Solution Development

- applied written report on a functional, integrated, secure, and organizationally relevant solution;
- oral presentation and defense before the applicable jury.

Bloc 3 - Transformation Project Leadership

- applied written report;
- oral presentation and defense before the applicable jury;
- applicable professional role-play exercise.

ESTIAM, as the certifying body for RNCP42324, coordinates the applicable assessment and jury arrangements. Exact dates, project requirements, jury composition, submissions, and examination procedures will be communicated through the applicable guidance.

Entry Requirements

Applicants should normally:

- hold a recognized bachelor's degree, Level 6 qualification, or equivalent undergraduate qualification;
- meet the applicable ESTIAM eligibility requirements for RNCP42324, normally through an appropriate Level 6 qualification in an IT, digital, or related field, or relevant professional experience;
- where applicable, provide evidence of relevant professional experience, which may include at least two years;
- demonstrate sufficient English-language proficiency for postgraduate study, with possible exemption based on prior higher education in English;
- possess sufficient digital literacy and access to required technology; and
- demonstrate readiness for postgraduate business study, applied digital transformation work, and professional competency requirements.

Admission remains subject to review of academic, professional, and supporting documentation by EIU-Paris and, for RNCP42324 requirements, ESTIAM as certifying body.

Academic Progression and Completion

Students progress through four semesters across two academic years. Successful completion requires prescribed modules and assessments, satisfactory progression, attendance and engagement, all prescribed IKON SKILLS™ Micro-Credentials, and MGT590 - Action Research.

MGT590 must address an appropriate Digital Transformation topic and demonstrate systematic investigation of a relevant organizational or professional problem and evidence-informed recommendations.

Students following the integrated RNCP Level 7 pathway must additionally demonstrate competencies across all three blocs and complete applicable projects, written reports, oral defenses, role-play, assessment, and jury requirements. Micro-Credentials support preparation but do not replace formal RNCP assessment.

Students progress toward cross-functional analysis, leadership, digital transformation strategy, technology-enabled problem-solving, organizational change, project management, professional competency, and independent applied research.

CONTACT US

EIU-Paris on-campus programmes at the Paris Education Group / ESTIAM campus

51 rue Paul Meurice, 75020 Paris

Email	WhatsApp	Website
campus@eiu.ac	+33 6 13 92 62 64	www.eiu.ac

EUROPEAN INTERNATIONAL UNIVERSITY

Paris, France | Établissement d'Enseignement Supérieur Privé | UAI: 0756213W

ACBSP Accredited | QS Stars 5/5 | ASIC Premier Institution

BrandLaureate Best Brand 2025 | CEOWORLD Magazine Top 50 for 2025

59 Rue Lamarck, 75018 Paris, France | www.eiu.ac | info@eiu.ac | WhatsApp: +33 6 13 92 62 64