



Learn the skills and perspectives of digital leaders



MicroMasters® Program in Digital Leadership

What you will learn

- Develop an experimental capability to drive business outcomes
- Harness data to improve business decisions
- Lead people and teams in dynamic environments
- Transform your business model to succeed within digital disruptions
- Develop platform based strategies for growth and innovation

▶ Play Video

Program Overview

What does it take to win in today's digital economy? How do you deal with the disruption caused by digital technologies, evolving business models and a changing workforce?

Digital leaders are in high demand as business increasingly relies on digital technologies. These leaders are tech savvy, data driven and are able to inspire teams to engage in rapid experimentation that drives transformation and business outcomes.

Given the scale of digital disruptions, the skills and perspectives of digital leaders are now required in every industry and job function: from operations to HR; accounting to product development; marketing to strategy.

In this Digital Leadership MicroMasters program, you will develop the knowledge and capabilities to lead organizational change and transformation. You will gain hands on experience in understanding and articulating:

- Strategies to drive and transform your business in the digital economy;
- How to drive business value through experimentation;
- Development of platform based strategies for growth;
- Negotiation and management of digital transformation projects;
- Effective people and team management strategies;

The MicroMasters program concludes with two courses that leverage object oriented thinking, and data analytics for designing, running, assessing and adapting strategic experiments that lead to more innovative products and business processes that expand market growth.



Expert instruction

5 graduate-level courses



8 months

4 - 7 hours per week



\$1,995 USD

For the full program experience

= 61,996.21 THB

Courses in this program



BUx's Digital Leadership
MicroMasters® Program



Digital Transformation Strategy



Platform Strategy for Business



Leading in the Digital Age



Driving Digital Innovation through Experimentation



Business Analytics for Data-Driven Decision Making



Certificate & Credit Pathways



Job Outlook



Meet your instructors

from Boston University (BUx)



[See instructor bios](#)

Experts from BUx committed
to teaching online learning

Program endorsements



At Fidelity Investments, Digital Innovation is a core proficiency needed to continue to exceed our customers' expectations. Our agile teams use a rapid iteration, hypothesis-based and customer informed process to constantly innovate and we are excited that Boston University is launching Digital Innovation MicroMasters programs, focused on leadership and product management themes, to help develop these types of skills.

Richard Blunk , EVP, Digital Channels, Fidelity Investments



Tech Mahindra is guaranteeing interviews at its India locations for edX learners who successfully complete this MicroMasters program and meet other hiring criteria. Today's disruptive business landscape demands for our talents to be future ready and it is our prime responsibility that the right tools and innovative pathways are facilitated for them... We are excited to work together with edX because careers will be facilitated with a blended learning environment, as well as this gives us the opportunity to bring in new ideas to the table and enhance our customer's experiences.

CP Gumanii , CEO, Tech Mahindra