



FLORIDA GLOBAL UNIVERSITY
An American University

Master in Digitalization

Major in Digital Experience
and Innovation



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GRADUATE PROFESSIONAL PROFILE

The graduate from the master's degree in Digitalization, major in Digital Experience and Innovation develops the necessary competencies and skills to carry out the planning and management of innovative business projects, applying digital tools for an efficient and effective organizational management, together with temporality imposed by the information and communication technologies in the current work environment in order to delve into the necessary actions to implement innovation, from the idea and conceptualization until its commercialization and measurement of results. This professional is able to analyze the digitalization, its strengths, weaknesses, opportunities and imminent threats, as well as to perform successfully in positions to plan and manage the digital innovation and transformation of companies by applying the acquired skills.

GRADUATE ENTRY REQUIREMENT

Undergraduates:

Applicants who completed a bachelor degree issued by a national or foreign higher-education institute.

Not completed studies:

Graduate applicants who did not complete a master degree program and have official transcripts from studies issued by national or foreign higher-education institution who want to get credit transfer for recognition of prior learning from other universities.

ADMISSION REQUIREMENTS

- Bachelor degree issued by a national or a foreign higher-education institution.
- Official transcripts (only for applicants with prior uncompleted master degree studies who require academic credit transfer from other national or foreign higher-education institution).
- Valid identification (citizen ID or passport for foreign citizens). Proof of admission and registration fees payment.

IMPORTANT NOTES

- Official transcripts and degrees issued by foreign university education institutions must have the corresponding legal translation (this requirement has to be processed by the applicant).
- Official transcripts and degrees issued by foreign university education institutions must have the certification issued by a credential evaluation agency accredited in the United States for recognition of international education qualifications (this process is managed by FGU).



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Courses Plan

Master of
Digital Innovation

Digital Experience and Innovation

AREA	CODE	COURSES LIST	PRE-REQUISITE	BIMESTER	YEAR
CORE (8 courses /24 CH)	CGS500	Strategic Program Techniques		I	10 months of academic activity
	SOC613	Digital Media and Society		II	
	DIG621	Digital Media I: Design Principles and Practice			
	DIG623	Global Marketing: Levering Digital Technology		III	
	ITS632	Media Innovation and Impact	SOC613	IV	
	DIG631	Digital Media II: Project Management	DIG621		
	ITS641	Mobile Apps: Application Development	ITS632		
	DIG642	Market Research in Digital Media	DIG631		
MAJOR FINANCE (4 courses/12CH)	HUM611	Media History and Analysis: Perspectives		V	4 months of academic activity
	SOC622	Digital Fundamentals	SOC613	VI	
	HUM633	Digital Legal Environment	DIG623		
	BUS612	Business Ethics and Social Responsibility		VII	

The student will take 8 Core Courses (24 CH) and 4 courses corresponding to the major (12 CH) for a total of 36 CH. Each course has three (03) Credit Hours.



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