

Barcelona Technology School

Enabling people to shape the digital future



Credentials 2020

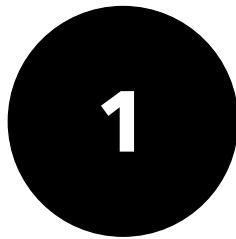


MISSION

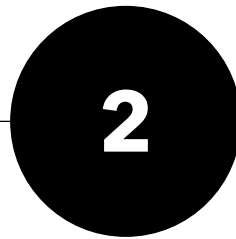


BARCELONA
TECHNOLOGY SCHOOL
CREDENTIALS

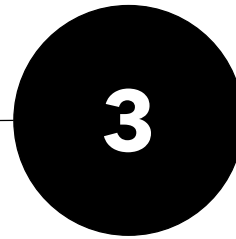
BTS credentials



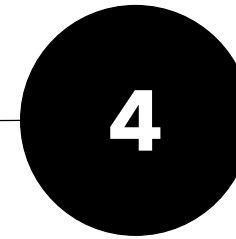
**Levels of
diversity**



**Education
Ecosystem**



**Strategic
Advisory Board**



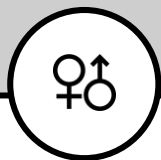
**3D Learning
Methodology**

Levels of diversity

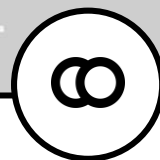
International institution that prepares students from all over the world to lead and manage digital transformation.



+60 countries



45% : 55%



Business / Tech



Business & Innovation Skills

- Digital transformation
- Innovation
- Leadership
- Entrepreneurship
- Agile
- Change management
- Talent & Culture







Technical Skills

- Web & Mobile development
- User experience
- Big data
- Artificial Intelligence
- Cloud computing
- Internet of things
- Cyber security
- Software craftsmanship
- Blockchain

Education ecosystem

Academic experience built with leading industry & tech partners

Government	 <p>Generalitat de Catalunya Government of Catalonia</p> <p>Ajuntament de Barcelona</p>	 <p>ACCIÓ</p> <p>GOBIERNO DE ESPAÑA ICEX</p>	Digital Labs	 <p>eurecat Centre Tecnològic de Catalunya</p>
Digital leaders (+100)	 <p>accenture</p> <p>everis</p>	 <p>CISCO</p> <p>hp</p>	 <p>STRANDS</p> <p>Startupbootcamp</p>	 <p>content</p> <p>SEAT</p>
Industry events	 <p>GSMA MOBILE WORLD CONGRESS</p> <p>IOT SOLUTIONS WORLD CONGRESS</p>	 <p>SMARTCITY EXPO WORLD CONGRESS</p> <p>BIG DATA CONGRESS</p>	Innovation & entrepreneur ecosystem	 <p>Pier 01 BARCELONA TECH CITY</p> <p>#MORNINGS4 EL FUTURO QUE TODOS QUEREMOS TENER</p>

Education ecosystem

Programs awarded by BTS and the University of Barcelona



*Ranked 1st University of Spain



Ranked best university in Spain 2019

Spreading knowledge since 1450

74.000 students per year

Double accreditation

Strategic Advisory Board

Active digital leaders bring their vision to align BTS strategy



Sudha Jamthe: Futurologist and CEO of IoT Disruptions. Sudha has been the Mobile Business Leader at Ebay, she teaches at Stanford and leads the Strategic Advisory Board at BTS. **Based in Silicon Valley.**



Marko Gargenta: Entrepreneur and VC, Marko has a wide experience at Twitter leading talent diversity strategies & the Twitter University . **Based in San Francisco.**



Ricardo Baeza: CTO of NTENT, an American company focused on semantic search. Ricardo has been also VP of Yahoo Research and Director of the Yahoo Labs Network. **Based in Silicon Valley.**



Aleix Valls: Founder of the Digital consulting firm Liquid. Aleix has been the CEO of the Mobile World Capital Barcelona. **Based in Barcelona.**



Christian Mastrodonato: Chief Technologist at Konica Minolta where he provides technical strategic leadership in Business Innovation. **Based in London.**



Angel Garcia: Founding Partner at Startupbootcamp and Lanta Digital Ventures. Experienced executive, entrepreneur and investor acting in an international markets both in Asia and US. **Based in Barcelona.**

3D Learning

Skills for shaping the digital future

Barcelona Technology School has developed its own practical, active and participatory methodology with emphasis on **learning by project**.

This methodology reflects digital industry demand for new professionals.

Core Skills

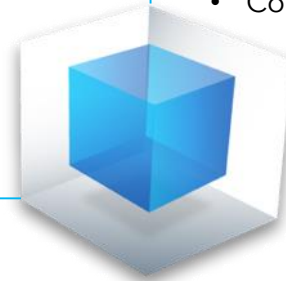
- Empathy and communication
- International scope
- Flexibility
- Collaboration & network
- Transversal vision
- Curiosity
- Compromise & responsibility

Technical Skills

- Web development
- Mobile development
- User experience
- Big data
- Machine learning
- Cloud computing
- Internet of things
- Cyber security
- Software craftsmanship
- Blockchain

Business and Innovation Skills

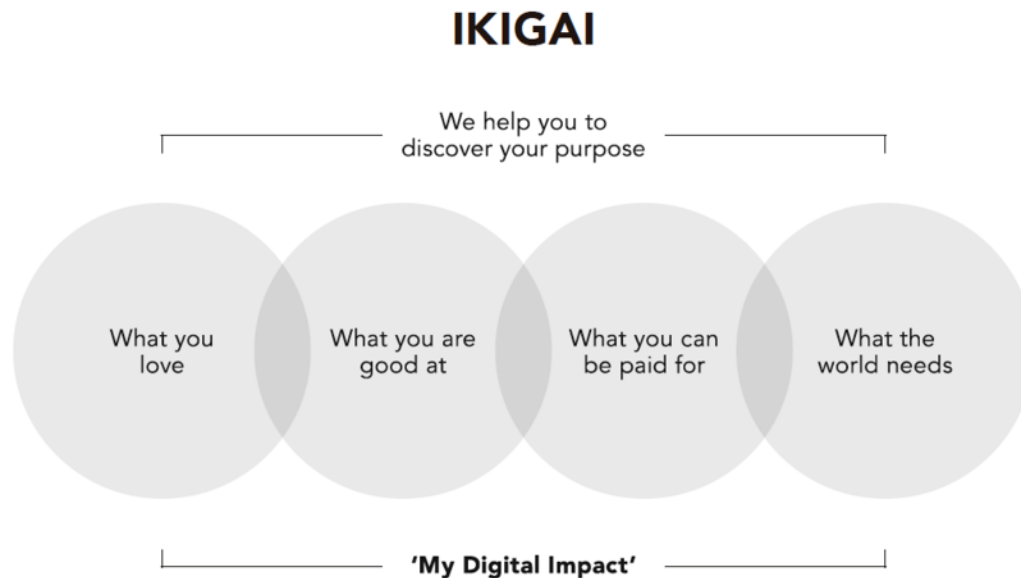
- Digital transformation
- Digital & mobile business
- Creative technology & innovation
- Leadership
- Entrepreneurship
- Fintech
- Legal tech
- Change management
- Digital Talent & Culture



"MY Digital Impact"

BTS support the students to search their purpose and happiness

- Best way to build a great digital impact is having a clear purpose.
- Based on the IKIGAI japanese concept, BTS is helping students to find what they love, what they are good at, what they can be paid for and how they can change the world with such amazing skills.:



- A Team of mentors support and give advice to the students during the program.



Sudha
Jamthe



Christian
Mastrodonato



Charles
Ikem



Ravi
Daswani




Susanna
Maier



Marti
Escursell



































Saul
Tessler

An aerial photograph of Barcelona, Spain, showing the city's dense urban landscape, the Mediterranean Sea, and the Sagrada Família. The title 'DIGITAL INDUSTRY ANALYSIS' is centered in the upper half of the image, enclosed in a light blue square frame. The word 'INDUSTRY' is in a bold, black, sans-serif font, while 'DIGITAL' and 'ANALYSIS' are in a regular, black, sans-serif font.

DIGITAL **INDUSTRY** ANALYSIS

Digital conquest

Digital companies are already dominating the most valued brands in the world

01  +9% 234,241 \$m	02  +8% 167,713 \$m	03  +24% 125,263 \$m	04  +17% 108,847 \$m	05  -4% 63,365 \$m	06  +2% 61,098 \$m	07  +5% 56,246 \$m	08  +5% 50,832 \$m
09  +4% 45,362 \$m	10  +11% 44,352 \$m	11  +1% 41,440 \$m	12  -6% 40,381 \$m	13  -7% 40,197 \$m	14  -12% 39,857 \$m	15  +3% 35,559 \$m	16  +7% 32,376 \$m
17  +14% 32,223 \$m	18  +1% 26,288 \$m	19  -22% 25,566 \$m	20  +10% 25,092 \$m	21  +3% 24,422 \$m	22  +11% 22,134 \$m	23  +13% 21,629 \$m	24  -1% 20,488 \$m
25  +8% 19,044 \$m	26  +5% 18,407 \$m	27  +7% 18,072 \$m	28  +9% 17,920 \$m	29  -3% 17,175 \$m	30  -3% 16,345 \$m	31  +14% 16,205 \$m	32  +3% 16,018 \$m

What's a digital Co.?

Transversal digital transformation of the economy



General Electric Co. has said that by 2020 it wants to become a top -10 software company, to rival Oracle and Microsoft.

SIEMENS

Siemens new Chairman, Jim Hagemann Snabe, has a depth industry expertise in software and digitalization.



Microsoft CEO joins Starbucks Board to provide extra shot of tech know-how.

ZARA

Zara sees profit boosted by online expansion.



Carlos Torres Vila, who was the Head of Digital Banking at BBVA, appointed as the CEO of the Bank firm.

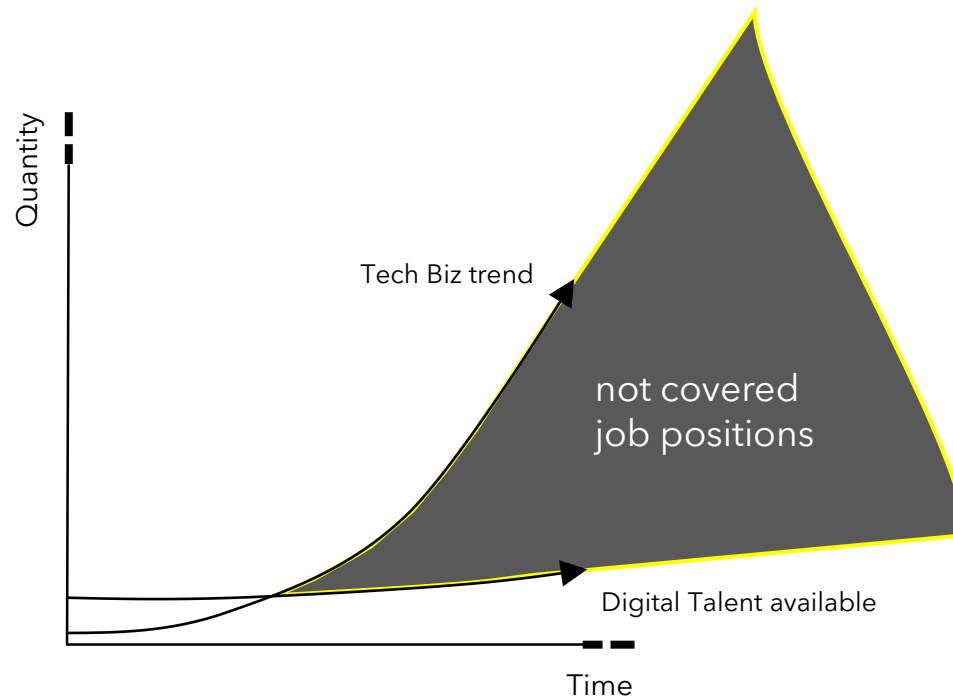


BMW has massively increased its venture fund to 100 million euros. Focus on autonomous driving, cloud services and AI.

Digital Talent Gap

Need of talent ready to shape the digital future.

Innovation is leading the new economy but talent available in key digital fields is not enough to cover the industry expectations.



Talent development

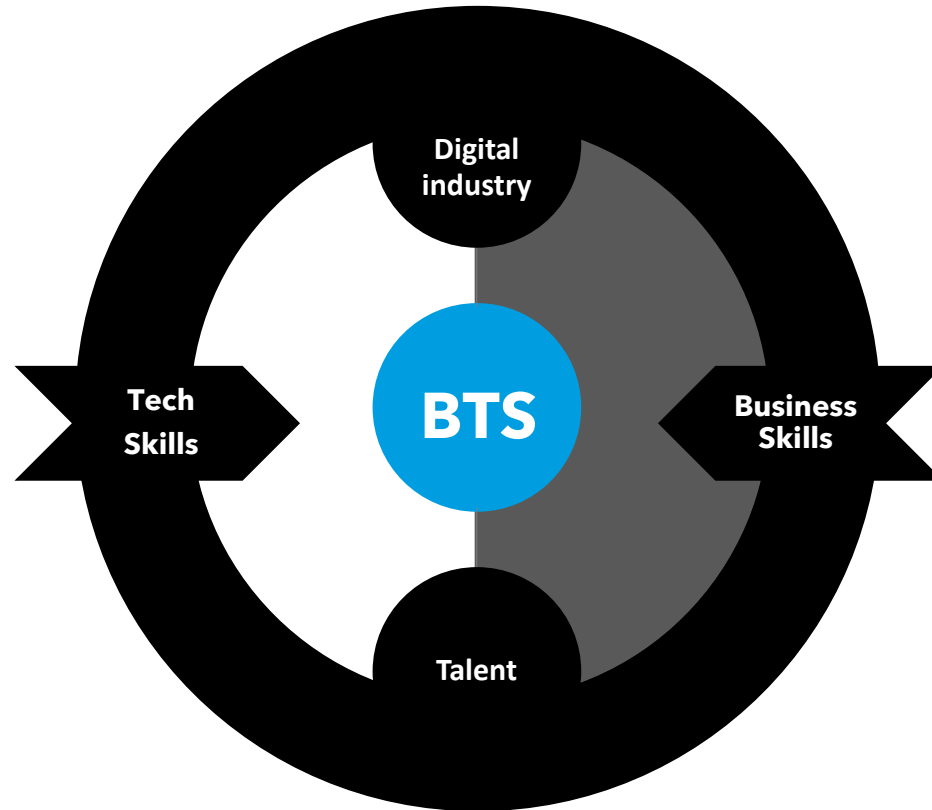
Professional opportunities

Tech industry is blooming, key digital companies need prepared talent. Barcelona Technology School connects student's career with the digital sector while offers the most demanded digital knowledge & skills.



BTS digital Universe

Talent demand for digital transformation



BTS empowers the next professionals that will shape the digital future.

BTS Academic offer

To align the Value Chain of Digital Transformation



Developing the talent who will shape the digital future.

BTS Programs

Master's degrees for digital transformation

English

Full Time

1 year 60 ECTs

Master in Digital Transformation Leadership



- Digital Transformation
- Change Management
- Digital Marketing
- Modern Finances & Budgeting
- Legal Tech
- Disruptive Technologies
- Innovation
- Data-driven Business
- Cyber Security
- Digital Talent and Culture
- Management and Leadership
- Entrepreneurship
- Project

Master in Digital Solutions Development



- Web Development
- Mobile Development
- Agile
- Software Craftsmanship
- User Experience
- Big Data
- Digital Business
- Entrepreneurship
- Cloud Computing
- Mobile Business
- Creative Technology
- Project

Master in Big Data Solutions



- Data-Science Foundations
- Classical Data Analysis
- Data Driven Business
- Innovation & Creative Technology
- Infrastructure for Big Data
- Advanced Data Analysis
- Big Data Legal & Security
- Entrepreneurship
- Real-time Data Analysis
- Artificial Intelligence
- Data Visualization
- Agile
- Project

Master in User Experience Design



- UX Driven Business
- Foundations in Human Factors
- User Centered Technology
- Content Strategy
- UI Design & Prototyping
- Testing and Assessment
- UX Leadership & Management
- Entrepreneurship
- Innovation & Creative Technology
- Interface Development
- Project

Health Insurance

All BTS students have a full coverage health insurance

- General Medicine.
- Specialties: Gynecology, ophthalmology, dermatology, orthopedics
Rehabilitation and physical therapy, cardiology, etc.
- Diagnostic tests, including high technology diagnostic tests.
- Dental service.
- Transplants: Cornea and bone marrow.
- Ambulatory and hospital emergencies.
- Healthcare assistance abroad, up to 12,000€ year.
- Hospitalization.



BTS sports

An ideal place to have fun, meet friends and play sports

Free access to one of the best sports club in the city
located in front of the beach.

Swimming pools
Gym and lead classes
Paddle courts
Spa



BTS core values



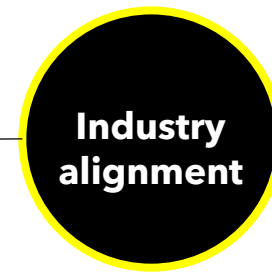
- Strategic Advisory Board
- University of Barcelona
- Technology Centre of Catalonia



- All programs taught in English
- International diversity



- European capital of innovation
- Mobile World Capital
- Quality of life



- BTS Ecosystem
- Professional experience



Thank **YOU**

BTS | Barcelona
Technology School

An international academic experience built with



UNIVERSITAT DE
BARCELONA

eurecat
Technology Centre of Catalonia