

Imagine developing a digital business model that leads companies into the future.

This is just part of what you can achieve by studying the **B.S. in Business Digital Transformation** at Tecnológico de Monterrey.

Competencies you will develop



- Data analytics for decision making
- Generation of technological strategy to create value in organizations
- Projects that involve business processes, strategy and culture with digital technologies.



Careers



The best thing about studying at Tec is that you will be able to design your profile aligned with your interests, and work in a variety of fields, such as:

- Strategy development in data and information management
- Strategy to incorporate information technologies in organizations
- Consulting in technology and change management
- Projects that require the combination of business strategy and processes with technology

But you set the limits.

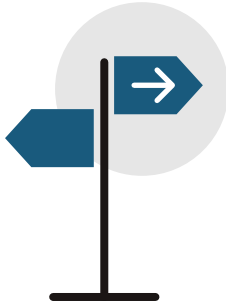


Is this the right path for you?

If technology and its advancements appeal to you and you would like to learn more about its potential for change in the world, you are in the right place.



YOUR DEGREE AT TEC



Your journey starts here

Why study the B.S. in Business Digital Transformation at Tecnológico de Monterrey?

On entering Tec, you will form part not only of a community, but also of an entire ecosystem that offers you:

- Unique program in Mexico
- National and international accreditations
- Permanent connection with strategic partners
- Internships abroad
- Experiential approach
- 100 % employability
- Development of digital transformation projects



Study abroad

We want you to have an international profile and, to achieve this, we have partnered with the top universities in the world for this subject.

University of British Columbia

UC Berkeley

Carnegie Mellon University

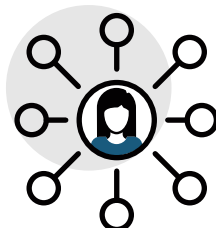
Technical University of Munich

Royal Melbourne Institute of Technology

Network

As a student, you will have the opportunity to develop projects in your degree program with leading companies and education partners, such as:

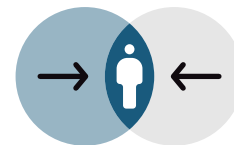
- NDS Cognitive Labs
- AWS
- Microsoft
- Google
- Meta
- Deloitte
- Accenture
- IBM
- Wizeline



Specialize

While studying at Tec, you will have the opportunity to choose a **concentration**, gain experience, and create a unique, tailor-made professional profile. The available options include:

- Digital Mindset for Entrepreneurship
- Data Analytics and AI Tools
- Computer Cybersecurity
- Open Innovation and Technology Transfer



WOULD YOU LIKE MORE INFORMATION?



Scan the Code to learn more about this degree.
tec.mx/itd