

To work in Digital technology: Choose the School of Management and Impact



Our School's courses convey a strategic vision of the challenges of digital transformation, artificial intelligence, and the use of data."



Florent Bonaventure
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and Impact

Florent Bonaventure Executive Director, School of Management and Impact The School of Management and Impact is committed to responding to the complex issues that companies face today. Several of the School's Master's programmes address digital technology issues in depth. Sciences Po Careers asked Executive Director Florent Bonaventure about what makes the School's courses special and what skills its students acquire.

What skills do students at the School of Management and Impact develop to meet the challenges of digital transformation?

Florent Bonaventure (F.B) -

Companies have all gone through, or are currently going through, their digital transition and the platform economy has revolutionised our daily activities. Communication, marketing, finance, strategy, human resources and so on can no longer be understood and managed without a thorough knowledge of the methods and techniques specific to digital technology. Consequently, all the Master's programmes at the School of Management and Impact, which are highly professionally-focused, include in-depth study of the digital tools specific to each discipline and sector of activity.

A compulsory "data & digital technology" course (60 hours) common to all Master's programmes consolidates this sector-based learning. It enables students to put the role of data into perspective, but also to use the social sciences to develop a deep understanding of and a critical approach to the societal, ethical, legal, strategic, and economic issues of the digital world. Students also acquire the tools (from basic to advanced) to develop autonomy in using digital technology, to "speak data" as a digital expert, and to master the fundamental logical and quantitative elements of data and digital technology.

What are your key courses in this area?

(F.B) - The nature and content of the courses are very varied! Obviously, some courses are devoted to teaching skills that will be applicable in a professional context: digital law, the strategic challenges of digital transformation in companies, the economy of platforms, and the financing of technology companies. **Courses on Python, API's, blockchain and artificial intelligence** enable students to acquire concrete tools while examining the issues surrounding their use.

Several courses take a reflective approach to the digital world, for example Geopolitics and Technology, which explores how power and influence are shaped at the intersection of technology and geopolitics; and Sociopolitical Issues of Data, which combines academic analysis and more professional case studies to better understand the technological, political, economic, and social issues related to data.

What jobs do your graduates go into?

Our graduates go into a diverse range of jobs:

Digital transformation consultant, digital strategy manager, digital project manager, digital performance analyst, data scientist, marketing analyst, business analyst, data analyst, digital communication manager, digital marketing specialist, online PR manager, startup founder, business incubation manager, venture capitalist specialised in digital technologies, digital transformation manager, digital technology trainer.

What companies do they work for?

(F.B.) - The degree opens the door to a variety of professions, to

pursue a career in fields related to the digital transformation. Here are some examples of companies and institutions where our alumni are working:

Robinhood, Amazon, General Electric, Siemens, 3D Systems, Teladoc Health, Fitbit, Tesla, EDF, Enel, edX, Google Arts & Culture, Twitter, Airbnb, TripAdvisor...

In a nutshell, why choose to train for a digital career at the School of Management and Impact?

Because nowhere else delivers both reflective and practical courses on data in such an interwoven and original way. The social sciences (sociology, economics, law, political science) provide a broader perspective and a strategic vision of the issues involved in digital transformation, artificial intelligence, the metaverse, etc. The professionally-focused courses allow students to master the necessary tools and techniques (from Python to blockchain), and equip them to leverage and deal with digital technology within their professional environment (companies, consulting firms, nonprofits, etc.).

Find out more about the School's Masters programmes:

- [Master in Communications, Media and Creative Industries](#)
- [Master in Entrepreneurship, Design and Innovation](#)
- [Master in Marketing and Society](#)
- [Master in New Luxury and Art de Vivre](#)
- [Master in Finance and Strategy](#)
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