

# Master in Digital Innovation



Our Mission... Your Future!

*Major in  
E-Government and New Media*

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### PROGRAM DESCRIPTION

The Master in Digital Innovation with major in Electronic Government combines creativity, technology and business in a professional title. Digital media, a general term covering everything from ebooks to Facebook, uses technology, platforms and data bouncing around the world, touching almost every type of business today. This program provides students with the planning and management skills necessary to direct and transform public entities into open, inclusive and flexible organizations through ICTs.

### GRADUATE PROFILE

The graduate from the master's degree in Digital Innovation, major E-Government and New Media combines creativity, technology and business in a professional degree. This professional has the planning and management skills required to direct and transform public entities into open, inclusive and accessible organizations through ICT. He uses methods and techniques for the design of IT applications for e-government in the public sector; he also uses IT for strategic decision-making and public governance. Also, this professional has wide knowledge and skills to work creatively with digital media, ranging from electronic books to social networks, using technologies, platforms and data that can be disseminated globally. He is also able to manage technologies and to conduct market research in the digital media.

### UNDERGRADUTE 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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# COURSE PLAN

## Master in Digital Innovation Major in: E-Government and New Media

AREA	CODE	COURSES LIST	PRE REQUISITE	BIMESTER	YEAR
CORE (8 Courses/ 24 CH)	CGS-500	Strategic Program Techniques		I	10 months of academic activity
	SOC-613	Digital Media and Society		II	
	DIG-621	Digital Media I: Design Principles and Practice		III	
	DIG-623	Global Marketing: Levering Digital Technology			
	ITS-632	Media Innovation and Impact	SOC-613	IV	
	DIG-631	Digital Media II: Project Management	DIG-621		
	ITS-641	Mobile Apps: Applications Development	ITS-632	V	
	DIG-642	Market Research in Digital Media	DIG-631		
MAJOR E-GOVERNMENT AND NEW MEDIA (4 Courses/ 12 CH)	GOV-611	Government and Digital Age		VI	4 months of academic activity
	GOV-612	Strategic Planning for Electronic Governance			
	GOV-622	New Media and Democracy	SOC-613	VII	
	GOV-633	e-Government and ICT	DIG-623		
The student will take 8 Core Course (24 CH) and 4 course corresponding to the major (12 CH) for a total of 36 CH. Each course has three (03) Credit Hours.					



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