

About us

SNSPA. The National University of Political Studies and Public Administration (SNSPA, Romanian abbreviation: SNSPA, Școala Națională de Studii Politice și Administrative), established in 1991 as a school of governance and training of professionals for essential social areas, is a landmark in the Romanian academic setting.

In its over two decades of existence, SNSPA has trained professionals who due to their level of knowledge contribute to the drawing up and management of public policies in state institutions, to the development of the country's international affairs, to the management of business, to the improvement of communication and branding practices of companies. SNSPA trains and develops professional competencies in Political Sciences, Sociology, Administrative Studies, International Relations, Diplomacy, European Studies, Communication Sciences, Psychology, Management, and Human Resources.

SNSPA is the most dynamic Romanian university, having a strong connection to digital transformations. Its record includes the first online business modules in Romania (2003); the first online MA programs in Romania (2004); the first comprehensive research in Romania on digital natives at work (2015-2016); partner of the World Bank for the launch of its Digital Dividends Report (2016); partner of the European Commission on the event series of Collaborative Economy (2016); partner for the global launch of the World Bank's report for Europe and Central Asia: Reaping Digital Dividends (2017).

University of Sheffield. With almost 27,000 students from over 140 countries, over 1,200 academics from across the globe, the University of Sheffield is one of the world's leading universities, located in Sheffield, England. It is ranked within the "World's Top 100 Universities" and it was voted the number one university in the UK for Student Satisfaction by Times Higher Education in 2014. According to QS World Universities 2016-17 it ranks 84th in the world and 29th in Europe.

During the last ten years, the University of Sheffield has been awarded four Queen's Anniversary Prizes for its outstanding contribution to intellectual, economic and cultural life in the UK. As a member of the UK's prestigious Russell Group of leading research-led institutions, the University of Sheffield is amongst the "Top 10 Universities in Britain for Research Power". It is a premier-league institution, with a worldwide reputation for quality. It has six Nobel Prize winners among former staff and students.

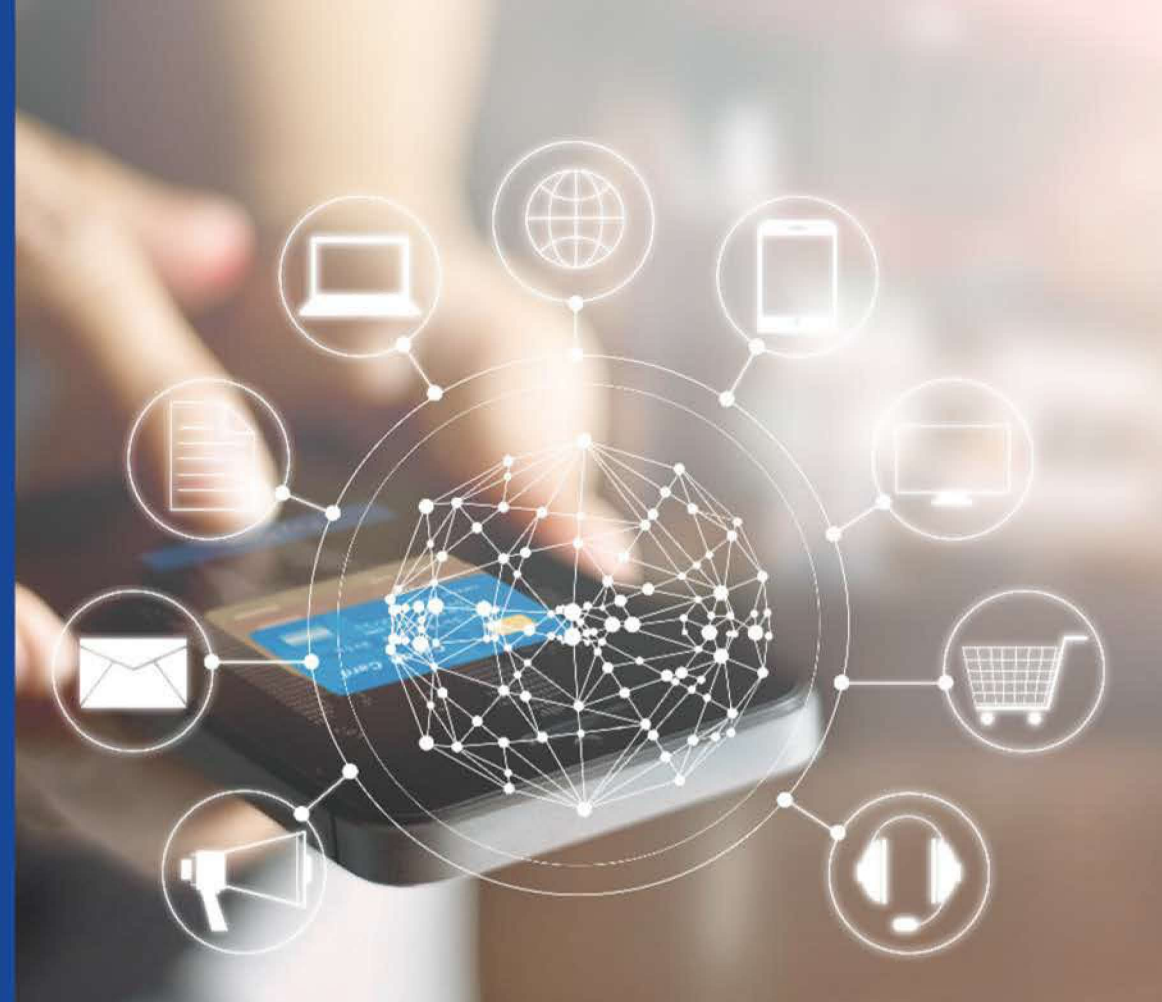
The University of Sheffield has 6 academic faculties. Five faculties are in the UK and one faculty, that is the International Faculty - CITY College, is overseas, in Thessaloniki, Greece.

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1 Unique Master's Programme Leading to 2 Degrees

by SNSPA and the University of Sheffield

- MA in Management and Digital Innovation (SNSPA, Faculty of Management)
- MSc in Management of Business, Innovation and Technology (CITY College, International Faculty of the University of Sheffield)





Your Master's degree is an investment in your future

Designed for the new business generation, our Master's is ideal for technology enthusiasts and for managers coordinating IT projects (ERP project managers, digital marketers, innovation chief officers, social media managers, etc.) who wish to develop critical strategic management skills, need to exercise leadership and decision making under technological and market uncertainty, and are responsible for the commercialization of technical advances and innovative ideas.

The programme enables graduates and practitioners from a broad range of disciplines and professions to build strong leadership, innovation and critical problem-solving skills, as well as solid knowledge of contemporary digital technologies in order to successfully meet the constantly evolving demands and challenges of the modern business environment.

Become an innovative business leader in today's technology-driven and global competitive marketplace!

2 degrees after graduating: MA in Management and Digital Innovation (SNSPA, Romania) and MSc in Management of Business, Innovation and Technology (University of Sheffield, UK)

Courses offering an innovative mix of technology, innovation, business administration and management, taught by experts with relevant experience from SNSPA and from the University of Sheffield (through the SNSPA Faculty of Management and the University of Sheffield International Faculty CITY College). The programme is designed to meet the needs of entrepreneurs, managers and future managers who envision a business or already work in a business which strategically aims to be more competitive, innovative, open, agile, prosperous and value creating, by using new technologies and services.

Flexible schedule (modules in evenings and week-ends, leaving you the needed time for your job).

A truly international experience (please note that all modules are taught in English).

Curriculum:

Fundamentals in Business and ICT, Globalization and Digitization, ICT for Strategic Management, Entrepreneurship and Innovation, Strategic Management in Modern Business, Innovation Management and New Product Development, Global Virtual Enterprise, Digital Marketing, Managing Knowledge-driven ICT Projects, Managing Strategic Change, Social Media Communication, Competition and Internet of Things, Human Resources in the Digital Age, Knowledge Technologies for Innovation, Research Skills and Dissertation Preparation, Internship.