

**NEW
WORLD
NEW
CAREERS
NEW
EDUCATION**



SCHOOL OF
HUMAN SCIENCES
& TECHNOLOGY

**Human
Sciences
enables
technology
to be smart.
Technology
enables
humans to
work and live
better.**



FUTURE-PROOF YOUR CAREER BY CHOOSING A DYNAMIC MASTER'S DEGREE THAT IGNITES YOUR PASSIONS

Are you drawn to Marketing, Communications, & the Customer?

**Master in
Visual & Digital Media**
Create and manage
media content
"Content Creators"

**Masters in
Corporate & Marketing
Communication**
Develop marketing &
corporate communications
"Strategic Communicators"



**Master in
Market Research
& Consumer Behavior**
Discover customer and
market insights
"Insight Generators"

**Master in
Customer Experience
& Innovation**
Design incredible
customer experiences
"Experience Designers"

**Masters in
Digital Marketing**
Drive marketing performance
using digital tools and analytics
"Performance Strategists"

Are you more of Digital Tech and Data Science for Business person?

**Masters in
Business Analytics
& Big Data**
Use data analytics to
drive business results
"Data Explorers"

**Executive Master in
Digital Transformation
& Innovation Leadership**
Lead digital innovation
in your company
"Organizational Innovators"



**Master in
Computer Science
& Business Technology**
Build high-impact tech
for business
"Tech Masterminds"

**Master in
Digital Business
& Innovation**
Bridge tech and business
to transform any function,
any sector
"Business-Tech Innovators"

Or is the People, Behavior, & Transformation your best fit?

**Master in
Talent Development
& Human Resources**
Transform the workplace
to enhance business
performance
"Talent Accelerators"



**Executive Master in
Positive Leadership
& Transformation**
Positively transform
yourself, your team,
and your organization
"Positive Leaders"



At IE School of Human Sciences and Technology, our end goal is to train the next generation of changemakers through programs taught by the best professionals in the industry who understand the power of technology, human behavior, and communication, and how they are intertwined. HST offers an education like no other—career-focused, multidisciplinary, big-picture, and refreshingly practical. We handcraft every program based on robust academics and the demands of recruiters with a single goal in mind:

to open doors for our graduates to the most exciting and fulfilling careers forged on dreams and passions.

The world of work has changed. Lines between industries, areas and departments have become blurred or even disappeared. With increasing competitiveness in this new ecosystem and brand new positions emerging as a result of digital disruption, it's harder than ever to choose your path. That's where we come in.

Marketing, Communications, & the Customer



This is a quickly evolving world focused on connecting customers, products, services, and companies. It's about understanding human behavior so we can drive customer decisions and find and implement innovative strategies to unlock value in a business. It's about brands, agencies, consumer insights research, advertising, marketing communications, customer experience design, digital marketing, and social media.

OUR PROGRAMS

MASTER IN VISUAL & DIGITAL MEDIA

Format: Full-Time

Create and manage media content for brands and organizations.

Careers in this area involve working for agencies or marketing/communication departments, creating and managing strategic content and media such as graphics, virtual realities, branded marketing content, video, text, websites, and brochures. Organizations need compelling media and content to be effective in their marketing and communications, and to engage their customers, employees, and other stakeholders.

MASTERS IN CORPORATE & MARKETING COMMUNICATION

Format: Full-Time & Part-Time

Develop strategic communications for marketing, branding, and the organization itself.

Careers in this area involve working for agencies or marketing/communication departments, developing and managing integrated communication strategies. Marketing communication centers on driving branding, customer messaging and engagement, and media channel strategy. Work in corporate communication focuses on corporate identity and reputation, crisis management, employee communication, and corporate social responsibility.



MASTERS IN DIGITAL MARKETING

Format: Full-Time & Part-Time

Drive marketing performance using digital automation, customer analytics, and channel optimization.

Careers in this area involve working in marketing departments or agencies, analyzing, optimizing, and managing marketing in digital channels and ecosystems. Companies need to measure and manage the performance of their marketing spending and actions across channels. Digital marketers use analytics to profile and segment customers, and to measure the effectiveness of advertising and marketing campaigns, websites, e-commerce platforms, and online merchandising.

MASTER IN MARKET RESEARCH & CONSUMER BEHAVIOR

Format: Full-Time

Discover customer and market insights to improve business decision making.

Careers in this area involve working for research agencies or marketing departments, studying and gaining insights into the behaviors, needs, preferences, and attitudes of a company's current and potential customers.



Companies need these customer insights to design great products and services, and to make good decisions about their marketing and advertising. People working in this field discover insights using both qualitative methods (in-store observations, interviews, focus groups...) and quantitative measurements to make effective marketing and advertising decisions.

MASTER IN CUSTOMER EXPERIENCE & INNOVATION

Format: Full-Time

Design fantastic customer experiences for any product, service, or business operation.

Careers in this area involve working in product and service design teams and marketing departments, mapping, analyzing, and improving the experience customers have at every point of interaction. Companies need to maximize customer satisfaction and engagement with physical products and services, digital services, and user interfaces (apps, websites, digital media...), customer service and support operations, and with their marketing and advertising. Experienced designers do their work using diverse tools that include human-centered innovation methods, design, business, marketing communications, behavior, and technology.

This is the wild world where data and tech drive radical improvements in business performance. It's about sparking innovation using tech and data. Think data science, artificial intelligence, bots, IoT, blockchain, virtual and augmented reality, robotics, wearables, new digital technologies... radical innovation for builders and transformers.

Digital Tech and Data Science for Business



OUR PROGRAMS

MASTERS IN BUSINESS ANALYTICS & BIG DATA

Formats: Full-Time (2 available start dates: October and April) & Part-Time

Use data analytics to improve business performance in any function and sector.

Careers in this area involve working in the analytics/digital units of consulting firms or on analytics teams within diverse departments in accompany. Data analytics experts and data scientists collect, structure, and analyze data to find patterns and insights that can drive business decisions. Companies need these data insights in order to improve sales and marketing (customer analytics), operations and logistics (operations analytics), hiring and employee management (talent analytics), and accounting control (financial analytics).

MASTER IN COMPUTER SCIENCE & BUSINESS TECHNOLOGY

Format: Full-Time

Design and build intelligent tech-based products, services, and process automation tools.

Careers in this area involve working on corporate tech development teams or for tech consulting firms, designing and developing tech. Computer scientists and business technologists develop tech-driven products and services (for example, a health monitoring app and wearable) as well as tech tools that improve business processes (for example, a customer service chatbot). Computer scientists and biz tech developers are involved in the development of AI tools, apps, virtual realities, and other software-based technologies, and in tech decisions that ensure tech

is designed in a way that is usable, reliable, and scalable.

MASTER IN DIGITAL BUSINESS & INNOVATION

Format: Full-Time

Design and manage digital strategies and business technology to drive innovation, transformation, and bottom-line results.

Careers in this area involve being the strategic bridge between digital technology and business. These professionals work in the digital units of consulting firms, in corporate innovation departments, or on digital teams within any function of a company (sales, marketing, operations, etc.). Digital business “bridgers” have a deep understanding of both core and emerging technologies and they have the vision to apply these technologies to develop digital strategy, drive business innovation, and design tech-driven products and services.

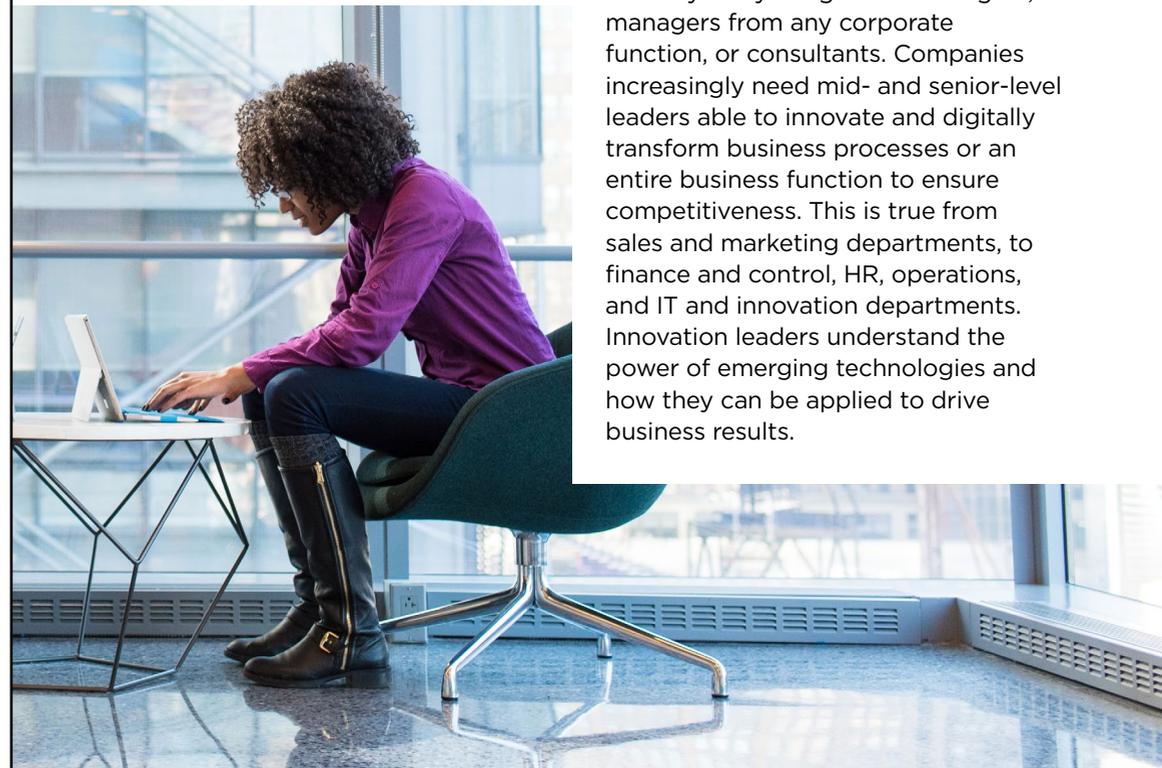


EXECUTIVE MASTER IN DIGITAL TRANSFORMATION & INNOVATION LEADERSHIP

Format: Part-Time

Lead innovation and digital transformation of business functions and processes.

Participants come to this program with diverse backgrounds and objectives, but share a common goal of obtaining a toolbox of innovation and leadership skills to support upward career mobility. They are general managers, managers from any corporate function, or consultants. Companies increasingly need mid- and senior-level leaders able to innovate and digitally transform business processes or an entire business function to ensure competitiveness. This is true from sales and marketing departments, to finance and control, HR, operations, and IT and innovation departments. Innovation leaders understand the power of emerging technologies and how they can be applied to drive business results.



This world is all about lifting people in the diverse contexts in which they work and live. Careers in this world are high-impact positions driven by human insights—helping people work more productively, be more engaged, and be happier and healthier in the workplace and in life. Think human behavior, talent, leadership and development. It involves behavioral experiments and observations, talent development and training, positive leadership, campaign and policy nudging, health and wellness interventions, and community service.

People, Behavior, & Transformation



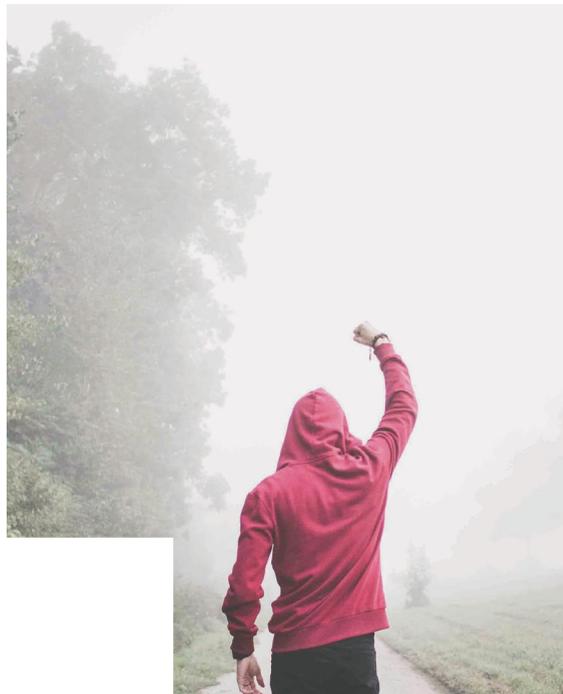
OUR PROGRAMS

MASTER IN TALENT DEVELOPMENT & HUMAN RESOURCES

Format: Full-Time

Transform the workplace and enhance business performance through learning, development, and cutting-edge organizational design and HR practices.

Careers in this area involve working in HR and organizational consulting firms as well as in corporate HR departments, L&D units, or corporate universities. Companies increasingly recognize that people are their most critical asset, and that having effective talent strategies and people processes ultimately drives bottom-line results. Talent and HR professionals develop talent strategies, and design and implement innovative people processes to foster employee engagement, productivity, and well-being. The new generation of talent professionals have multidisciplinary training that draws on business, behavioral science, change management, and new technological and analytical tools.



EXECUTIVE MASTER IN POSITIVE LEADERSHIP & TRANSFORMATION

Format: Part-Time

Apply the latest behavioral leadership methods to transform yourself, your teams, and your organization.

Participants come to this program from diverse backgrounds and with different objectives, but share a common goal of wanting to positively transform their own behaviors as leaders and professionals, as well as the teams they lead, or the clients they work with. Participants range from general managers and functional managers to HR/talent and leadership consultants. The program gives these individuals tools in mindfulness, strengths-based leadership, decision making, organizational development, and behavioral change—it offers them new perspectives on the concepts of strategy, performance management, and innovation.

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Contact an HST career advisor at **hst.admissions@ie.edu** to explore how studying at HST can help you achieve your career and professional goals.

Visit **www.ie.edu/hst/** to learn more about us and to find a program that is right for your career aspirations.

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