Master in Digital Business & Innovation
Digital Tech for Radical Impact
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Business is all about digital...

Digital tech is radically reshaping and disrupting the foundations of business, generating opportunities for startups and agile corporations, while putting pressure on entrenched companies that struggle to innovate. This disruption is coming from technologies such as AI-driven bots and apps, blockchain finance, big data analytics, the internet of things (IoT), and augmented reality and wearables devices.

From heavy industry, to financial services and consumer goods, the big established players are finding their businesses at risk from native digital startups that operate without the baggage of "old-school" business processes. Examples are easy to find...

Three roommates struggling to pay rent in San Francisco founded Airbnb, and with their digital twist on a seemingly mature business, they've grown to own 6% of the hotel industry's rooms and 7% of its revenues in the United States.

Think Alibaba. Launched by Jack Ma in 1999 with a small loan, in 2016 this e-commerce giant served 367 million customers (more than the entire population of the US) and generated sales of over 153 billion yuan. A digital re-think that completely transformed b2b commerce.

BY THE YEAR 2020:

40% of incumbent companies across twelve industries are expected to be displaced by digital disruption.¹

Executives in consumer goods, retail, and business services project that the digital domain will deliver between 45% and 60% of their revenues.²

CIOs anticipate that 78% of their companies’ business processes will be affected by digital business opportunities and threats.³

The challenge for companies isn’t only tech – it’s also talent. From disruptive startups to the largest global corps, there is a growing demand for new-economy professionals who can bridge the gap between technology and business.

Unfortunately, this talent is in short supply. Why? Because in most top schools, business and tech education happen in silos. Management students touch on IT and digital, but don’t get the deeper knowledge and hands-on tech experience necessary to jumpstart a real tech-centered career. And likewise, tech students in computer science and engineering don’t learn the fundamentals of business innovation.

This is why IE’s School of Human Sciences and Technology (HST) -- a school integrally linked to the business workplace – has handcrafted the Master in Digital Business & Innovation. It’s a unique program designed to train professionals who are both business-savvy tech experts and at the same time tech-savvy business innovators.

Are you ready?!

... and success in digital is about talent.

And even the sleepy insurance industry is being rocked by digital. A potentially game-changing startup called Lemonade is using bots, machine learning, and face recognition tech to kill paperwork and annoying bureaucracy for customers who need a policy or want to file claims. Further proof that the digital business world never sleeps. It doesn’t even take a power nap.

But big corps and governments are not standing still. The most forward-looking are sprinting to go digital. Banks like BBVA are shutting branches, and opening apps to reduce costs while radically improving customer experience. And countries like Germany and the Netherlands are piloting blockchain tech to transform their energy services.

At least 40% of all businesses will die in the next 10 years if they don’t figure out how to change their entire company to accommodate new technologies.

www.businessinsider.fr
Roll up your sleeves and become a digital transformer

At HST, we've knocked down the silos between business and tech. We believe that anyone who wants to be part of building the digital future of business needs to spend time in the trenches getting a good, solid grounding in digital knowledge and skills – in digital platforms and ecosystems, AI, IoT, blockchain, robotics... in all the key technologies that are changing what it means to do business. And beyond fluency in the tech itself, the successful business transformer must also learn how these digital technologies can be used to drive innovation and transform any business -- function by function, in any sector.

Our Master in Digital Business & Innovation will equip you to become a leader in technology strategy, digital transformation, and tech-based innovation. Yeah, you’ll have to learn some Python, and some analytical building blocks so you can confidently navigate the digital world. But if that sounds scary to you, don’t worry – we’ll get you over the wall, and you’ll thank us later when you’ve got a fantastic job bridging business and tech, and realize just how important it is to really ‘walk-the-talk’.

This 11-month program, aimed at ambitious professionals with an innovation mindset, is divided into three components:

**SPEED-START PERIOD** *(1 Month)*

This intense and fun initial month** is designed to give you several building blocks critical for the Master – and you’ll be happy to have them as you build your career in the world of Digital Programming Data Structures Digital Math, and Business. Fear not, our mission is for all entering students from diverse backgrounds to start the Foundations Period on solid footing.

**FOUNDATIONS PERIOD** *(3 Months)*

Build robust and applied foundations in two areas: Digital Tech and Tech Innovation. Gain knowledge and practical experience in the latest digital business technologies such as AI, IoT, cloud, and blockchain; and, unique to HST, you’ll learn the business innovation techniques that real companies use to design and develop their cutting edge tech, like Design Thinking, Lean, Scrum, Agile, TDD...

**MASTERY PERIOD** *(7 months)*

Go deep in Digital Business. Learn to develop and implement tech strategies and digital transformation plans in two core areas: Business Function Transformation and Sector Transformation. You will learn to drive innovation in any business function, delving into topics like Digital Business Models, Marketing & Customer Analytics, Digital HR & Finance, Connected Operations, and Business Intelligence. And you’ll study best practices across sectors like Financial Services, Consumer Goods and Retail, Healthcare & Biotech, Manufacturing, Logistics, Transportation...

**HANDS-ON EXPERIENCE**

Throughout this master, you’ll work in teams on consulting challenges and other practical projects in conjunction with corporate partners to generate viable tech-based innovation ideas, develop digital strategies and business plans, and learn how to successfully manage business transformation programs to make innovation happen within a company.

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**Visit [www.ie.edu/ mdbi](http://www.ie.edu/ mdbi) for more detailed information on the program structure and content.**

**During the Speed-Start program and the Foundations Period, you will share classes with students from the Master in Computer Science and Business Technology, a related program with greater emphasis on deep tech. When you finish your Foundations Period, if you feel more drawn to the design and development aspect of tech, you’ll have the option to switch to the Master in Computer Science and Business Technology.**

**Students who can demonstrate prior training/experience may request to waive one or more of the Speed-Start courses.**
Training in Digital Business & Innovation

Ready to become a disruptor? Designed for anyone seeking to become a leader in tech strategy, digital transformation, and tech-based innovation, this program welcomes students with diverse backgrounds, for example...

Careers with no expiration date

Where do you see yourself in a few years? What role will you play in the digital revolution? In today’s digital-focused business environment, graduates of the Master in Digital Business & Innovation are highly desired, and ready to take on roles such as:

- Innovation Strategist
- Tech Strategist
- Digital Director
- Consultant
- Tech Digital Leader
- Business Innovator
- Business Intelligence Manager
- Digital Expert
- Digital Innovation Manager

The future is bright for digital business professionals. In fact, job growth for Business Technology Managers is expected to increase by 15% by 2024.

Become a digital transformer who drives massive impact with the Master in Digital Business and Innovation.

Want to kickstart your Digital Business journey or need more information? Contact tech.hstadvisor@ie.edu or visit www.ie.edu/mdbi.

1 Contact the Admissions Office for an informal chat to see if this program is the right fit for you.
2 https://learn.org/articles/Business_Technology_Manager_Career_and_Salary_FAQs.html
About IE’s School of Human Sciences & Technology

Your parents probably weren’t behavior designers, cyber analysts, digital transformers, reputation strategists, or data scientists. In fact, some of these positions didn’t exist five years ago.

We’re witnessing an unprecedented shift in the job market, driven by new needs created by technology.

The School of Human Sciences and Technology (HST) is responding to this shift. We saw the demand for future-forward multidisciplinary professionals with tech-based foundations, and we handcrafted 15 master’s degrees—and counting—to give the industry the versatile and future-forward talent it needs.

HST is a career-focused and constantly innovating school that prepares students for the new economy, whether it be in big data, customer experience, or digital media. HST prepares career-focused graduates for success in three main areas that are undergoing rapid growth and total transformations in the new world of work:

CORE AREAS OF HST

**MARKETING, COMMUNICATION & THE CUSTOMER**

The exciting world of big brands, marketing departments, integrated communication agencies, digital media production studios, customer experience design firms, digital marketing consulting firms, and consumer insights research. This world is about CONNECTING customers, products, services and companies.

**DIGITAL TECH & DATA SCIENCE FOR BUSINESS**

The wild world where data and tech drive radical improvements in business performance. Think data science, artificial intelligence, bots, IoT, blockchain, virtual and augmented reality, robotics, and the digital technologies just around the corner. This world is about SPARKING digital innovation in any function, any company, and any sector.

**PEOPLE, BEHAVIOR & TRANSFORMATION**

The high-impact world centered on human insights – understanding and influencing the behavior of customers, employees, voters and citizens, family members and individuals in challenging situations. Think behavioral experiments, in-store observations, talent development and training, positive leadership, campaign and policy nudging, health and wellness interventions, and community service. This world is about LIFTING people in the diverse contexts in which they work and live.
For HST, the end goal is to train the next generation of changemakers through programs taught by the best professionals in the industry who understand the nuances of technology, human behavior and communication, and how these are intertwined.

Our groundbreaking programs are delivered in formats tailored to your lifestyle, so you can combine working and studying at the same time (Part-Time programs) or opt for a totally immersive year in Madrid (Full-Time programs).

Go to www.hst.ie.edu for a full list of our programs.

The best part? Our programs are designed for all kinds of profiles. Every year, HST takes in students from all over the world with diverse backgrounds ranging from business, to law, arts & humanities, finance, engineering,

What we look for is that you have an insatiable appetite for the unknown and an attitude that pushes you to not just embrace change, but drive it.

new world, new careers, new education.

HST