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

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"

- 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 Corporate & Marketing Communication
  Develop marketing & corporate communications
  "Strategic Communicators"

- 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?

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

- 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"

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

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  Use data analytics to drive business results
  "Data Explorers"

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  Build high-impact tech for business
  "Tech Masterminds"

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  Lead digital innovation in your company
  "Organizational Innovators"

- Masters 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"

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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.
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.

OUR PROGRAMS

MASTERS 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.

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.

MASTERS 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.
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
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.

OUR PROGRAMS

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.
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.