



Bachelor (B.A.) of Business Administration and Digital Innovation

*“As Managing Director of GBSB Global Business School I am delighted to be leading **one of the first Microsoft Showcase Business Schools in Europe.***

*GBSB Global has a strong focus on innovation and technology, both in our online and on-campus programs. We are within a few business schools in Europe to offer **a fully digitalized experience** to our students throughout the learning process; this includes digital blackboards, collaborative apps, inclusive learning environment, and various educational digital tools.*

*Our **world-class digital reputation** is reflected in our partnership with Microsoft. We were proud to be **one of the first business schools in Europe to achieve a recognition as a Microsoft Showcase School**, meaning we belong to a global community of schools engaged in digital transformation to improve teaching and learning. We create inclusive and immersive digital experiences that inspire lifelong learning, stimulate development of essential business skills so students are empowered to achieve more.*

Antonio Rodriguez
Managing Director
GBSB Global



*Our students are our biggest asset! We strive to be **globally competitive** and internationally relevant, educating our students to become tomorrow's future leaders today. When you study at GBSB Global, you become not only a student, but a member of a **world-wide learning community**. Your classmates and professors, from across the globe, will challenge and inspire you, push you to grow both personally and professionally, empowering you with the tools to go far and to achieve success. Whatever your professional aspirations may be, I am confident that **GBSB Global is the perfect base from which to hone your business skills**, launch new companies, and achieve your career goals.*

I look forward to welcoming you to GBSB Global's learning environment.”

*“GBSB Global's programs have been carefully crafted to provide the skills you need to **progress to top management level positions.***

*As Head of Innovation and Development at GBSB Global, I have the benefit of over 10 years of research in business education experience, and of observing tendencies in education all around the world, so I know first-hand **what a business school should give you to make the transition to the job of your dreams.***

*GBSB Global Business School supports high standards in business education and is accredited by numerous international accreditation bodies such as Accreditation Council for Business Schools and Programs **(ACBSP)**, European Council of Business Education **(ECBE)** and Accreditation Service for International Schools, Colleges and Universities **(ASIC)**.*

*The institution was awarded as a Four Stars Business School by **QS Ranking System** and listed among TOP business schools in Europe in the **QS Master Programs Ranking.***

Olga Ivanova
Head of Innovation
and Development
GBSB Global



***Alongside our well-established partnership with Microsoft**, we have developed unique in-house learning and teaching methodologies, creating a fully engaging academic experience. Participate in group work, contact your lecturers and access video streams, you can do it all whenever you want, from wherever you want.*

***GBSB Global's programs open up opportunities** to experience global business. Undertaking one of the programs and connecting with faculty and students from all over the world will provide you with an insight into how business theories and practices are applied in different countries and cultures, **expanding your international perspectives**, network and professional opportunities.*

*Our programs will challenge you with a **valuable experience**, and benefit you and your career now, and in the years to come.”*



The Program

p. 06

Academics

p. 22

Improve Your Career Prospects

p. 36

Why GBSB Global

p. 44

How to Apply

p. 58





ABOUT THIS PROGRAM

GBSB Global's Bachelor (B.A.) of Business Administration and Digital Innovation is designed to be an **alternative to traditional business administration** focusing on **trends in technology** and the paradigm shift businesses have taken to focus more solely on their online markets.

Students will concentrate on the business areas that are of key interest while gaining a **comprehensive education with a digital focus**. Learn about trends in digital innovation and how to think with an agile mind adapting to the new remote reality facing the world today.

Our Bachelor (B.A.) of Business Administration and Digital Innovation prepares students with the skills needed to work in a **tech-focused environment** where **collaboration and communication will be key to quickly and effectively adapt** to the changing business arena.

Areas of concentrations:

- Digital Entrepreneurship
- Digital Communication & PR
- Digital Marketing
- Fashion & Luxury Business
- Finance & FinTech
- Sports & eSports Management

THE PROGRAM

- About This Program
- Bachelor Majors
- Why Earn This Degree
- Is This Program Right for You?
- Current Student Profile
- Student Testimonials



AREAS OF CONCENTRATIONS



Digital Entrepreneurship

Bachelor (B.A.) of Business Administration and Digital Innovation with Digital Entrepreneurship prepares students for the dynamic and quickly changing business landscape. Students will learn about what it takes to design, create and implement a digital business in an era where social and economic issues will impact business trends online



Digital Communication & PR

The Bachelor (B.A.) of Business Administration and Digital Innovation with Digital Communication & PR is an innovative program that is specifically designed for students who want to be competitive in the digital marketplace. The tech-focused program identifies the best global business practices and multi-channel communication strategies providing students with the knowledge and tools to successfully manage international marketing initiatives.



Digital Marketing

The Bachelor (B.A.) of Business Administration and Digital Innovation with Digital Marketing seeks to help students acquire an in-depth knowledge of digital marketing principles, as well as understand how to apply them to real-life business operations.



Fashion & Luxury Business

The Bachelor (B.A.) of Business Administration and Digital Innovation with Fashion & Luxury Business examines the wide variety of careers available to students in the field of fashion and luxury brand management. Entering this highly competitive landscape, graduates from GBSB Global are furnished with the skills and understanding needed to deploy their ideas into structural business plans that take into account the innovative backdrop in which we live.



Sports and eSports Management

The Bachelor (B.A.) of Business Administration and Digital Innovation with Sports and eSports is designed to provide students with business management fundamentals and an in-depth knowledge of global markets especially as they relate to advancements in technology. The program examines legal, technological, and international perspectives in the sports marketplace and improves students' decision-making talents and capability to adapt to global challenges.



Finance & FinTech

Throughout the Bachelor (B.A.) of Business Administration and Digital Innovation with Finance & FinTech students cover a variety of financial topics, from the very basics of banking and equity investment to diving deeper into corporate financing, statistical analytics, and portfolio management. The program also covers topics such as investor relations, online financial services, cost accounting, and wealth planning to name a few.



WHY EARN THIS DEGREE



Build a Career That Will Be in Demand for the Long Term

Acquire the knowledge and skills in one of the most fundamental, dynamic yet stable fields today.

- No matter how far technological development and innovation will advance, individuals with managerial training, analytical skills, and business vision will always be a vital component in business and the economy. In comparison to other careers like engineering, the demand for well-educated businessmen and women is growing with the advancements in technology.



Make a Deep Dive to Digital and Innovation Business World

Start learning the highly paid digital competencies required in the digital economy era.

- Without a doubt, the digital economy is booming as a consequence of the many technological advancements in different sectors and areas. In an era of shrinking product life cycles and rapidly changing business models, students should be aware of latest digital and innovation trends. GBSB Global utilizes digital aspects on all levels of educational process by preparing digital courses, cases of technological companies, business simulations and many others.



Build a Global Network

Take advantage of the diverse student body at GBSB Global Business School, representing over 100 nationalities. Build solid professional relationships and connections across borders and industries.

- Networking plays a very important role in one's career development, both in finding a good job or developing advantageous relationships with new partners and/or clients. At GBSB Global you will have an opportunity to network with students, future business leaders from over 100 countries, and faculty members, current managers and founders in various businesses, from over 16 countries.



Increase Your Innovative Potential

Take courses on design thinking or creativity and psychology of new product development and get ready to work in innovative companies.

- The research department at GBSB Global Business School is constantly involved in business education research, which fosters the design of the most innovative and practical business programs. GBSB Global implements the most advanced teaching methodologies available today to the bachelor's curriculum such as Lego® Serious Play® and drawing production tasks.



Gain a Global Perspective on the Business World and Develop Your Professional Flexibility

Learn the fundamental concepts and various interconnected aspects of the business world as a system and develop your analytical skills.

- One of the main advantages of GBSB Global's Bachelor program is the modular structure of the curriculum. This allows students to focus on the area of study they are most interested in while still obtaining a broad business perspective and being able to change from one field to another: from finance to marketing, from marketing to entrepreneurship. Students also study how business is conducted in different regions of the world and learn to develop greater cultural intelligence and awareness, effectively working with people from all around the globe.



Follow Your Aspirations and Embrace New Educational Opportunities

One step away from an MBA – choose the path offering personal and professional growth.

- After graduating from our Bachelor program, students can continue their education and obtain an MBA or a master's degree. The Bachelor in Business is the most common academic background of MBA students. The program provides the students with fundamental knowledge and skills that will be required when doing an MBA.



Acquire a Combination of Hard & Soft Skills and Become Highly Competitive

Not only will students obtain hard skills like accounting, information technologies, and financial analysis, but they will also develop very valuable soft skills like leadership, people management, and organizational communications that will make them more competitive in the job market.

- According to the research conducted by The National Association of Colleges and Employers (NACE), such soft skills as the ability to work in teams, decision-making, problem solving and organizational communication are the most sought after by employers.



Prepare to Face the Challenges of the 21st Century

Join business professionals in pursuit of an agenda based on sustainability and ethical business practices.

- More and more companies today are carefully selecting their suppliers and partners from an array of firms that comply with the international environmental standards and requirements set forth that respect human rights and conduct ethical operations. An education focused on global sustainability prepares students for the recent trend focused on ethical business practices in global business.



IS THIS PROGRAM RIGHT FOR YOU?

Prospective undergraduate students are diverse in their interests and skills and are typically:

Ambitious & inspired people who aspire to be a leader in their industry.

Proactive individuals with entrepreneurial spirit who plan to start their own company or lead innovation in the business environment.

Highly motivated students who aspire to earn an MBA and strive for advanced professional titles, increased salaries, and more responsibility.

Critical thinkers who are currently uncertain what industry or area of the business world they prefer to develop their career in and find it advantageous to obtain a more universal, fundamental knowledge.

High school graduates who are interested in digital communications, marketing automatization, fintech, innovation and entrepreneurship.

The Bachelor program commonly appeals to students with a variety of professional aspirations:



Business Administration



Digital Marketing



Finance & FinTech



Digital Business Models and Operations



Digital Communications and Social Media



Entrepreneurship



International Management

The Program

Students apply to the bachelor program in order to develop a variety of professional skills and knowledge in different industries that will increase their employability as a professional in the field of business.

Knowledge

- Understands professional theoretical and practical knowledge related to business administration, including both broad knowledge in the field of business administration and a considerable degree of specialized managerial knowledge in digital innovation.
- Possesses advanced professional knowledge of business administration and digital innovation in a specific industry or functional area chosen as an elective option in the undergraduate program.
- Critically understands approaches to promoting the culture of digital innovation within an organization by managing talent and knowledge and by incorporating the values of entrepreneurship, continuous learning and digital transformation into organizational strategic objectives.
- Understands managerial methods and digital technologies that are in demand in the complex and challenging global business environment, innovation in terms of methods and technologies used, and implications of digital technologies for individuals and societies.
- Demonstrates professional understanding of issues of digital business and how it can be interpreted with different theoretical approaches.
- Critically understands the principles included in the Agenda for Sustainable Development defined by UNESCO that are associated with social welfare, business ethics, and corporate social responsibility.

Skills

- Gathers and interprets relevant data on problems, obstacles and opportunities faced by international organizations to inform judgments that include reflection on relevant social, technological, scientific or ethical issues with the purpose to evaluate alternative approaches and strategies an organization may adopt to meet stakeholder needs and minimize risk within changing internal and external environments.
- Conducts research into business and digital innovation issues, which may relate to general business and innovation processes or to a specific.
- Demonstrates mastery in using digital tools for business administration and innovation purposes in various media and different modes (autonomous, collaborative, exploratory, designing).



Talented individuals are drawn to the Bachelor program in order to achieve the following objectives:



Distinguish themselves, develop a career in the business world, and achieve success, i.e. managerial position or executive title



Start their own company or launch a startup



Further their education and to earn an MBA or other master's degree to gain advanced professional titles, increased salaries, and more responsibility



Obtain a more systematic and fundamental knowledge with a broad business perspective in order to have more opportunities and options of career development



Become competent specialists in the area of their interest and passion: digital communication, digital marketing, social media, fintech, innovation, entrepreneurship, leadership in turbulent times

CURRENT STUDENT PROFILE

A Truly Multicultural Environment

GBSB Global attracts students from countries of all sizes and regions worldwide with diverse academic and professional backgrounds.

Attention to Diversity

Students represent a variety of cultures, religions and backgrounds. GBSB Global creates an atmosphere of open-mindedness and respect to ensure that every member of our student body has a positive and inclusive experience.

Countries GBSB Global Students Represent



Student Body Statistics



40% FEMALE



60% MALE



19 AVERAGE AGE



100 COUNTRIES REPRESENTATIVES



*“For me personally, the biggest **advantage** of GBSB Global is the level of **diversity** within the student body. I’ve had the chance to share and collaborate with people from countries I knew absolutely nothing about.*

*Most importantly though, what I have gained from my time at GBSB Global is a level of **social learning** and **cultural understanding** that is unparalleled to any university I have attended in the past, that I know will be **invaluable** when entering the international business field.”*

Aidan McKeivitt, USA
Class of 2018



*“The environment at GBSB Global Business School is **very encouraging**. There are a lot of **great teachers**, and I have made friends with individuals from different parts of the world. The international atmosphere at the school is **inspiring**, and the motivated future entrepreneurs, many of whom are my friends and fellow students, encourage me to set **higher standards** and **goals**. At the end of my course, I will not only have knowledge and practical skills but also many great **future opportunities**.”*

Anel Duisenova, KAZAKHSTAN
Class of 2018





PROGRAM OVERVIEW

27

MONTHS OF STUDIES

Full Time – 3 Years
Part Time – up to 6 Years



DAYS PER WEEK ON AVERAGE

Mornings and Afternoons

09

ACADEMIC TERMS

Each Term Lasts 11 Weeks with
Christmas, Easter and Summer
Holidays In-between

06

SPECIALIZATIONS

Tailor the Program to
Your Interests



ANNUAL INTAKES

October, January & April

180

CREDITS

European Credit
Transfer System (ECTS)



100%
in English



INTERNATIONALLY ACCREDITED BACHELOR'S DEGREE
(EQF Level 6)

ACADEMICS

- Program Overview
- Program Objectives
- Program Highlights
- Global Study Trips
- Program Structure
- Course Descriptions
- Faculty
- G-Accelerator

PROGRAM OBJECTIVES

At the end of the program, graduates will demonstrate a comprehensive knowledge of business and will obtain an international perspective of organizations. Students will have acquired the tools needed to apply knowledge within the various functional areas in order to implement innovative business strategies in accordance with the values associated with promoting organizations' social commitment.

01

Engages in critical thinking in the area of business administration and digital innovation and demonstrates independent thought and problem solving underpinned by evidenced based arguments.

02

Manages complex professional activities efficiently and professionally to put managerial decisions into practice taking into account the organizational context together with different constraints.

03

Demonstrates administrative design and resource in elaborating social, ethical, innovative and international approaches to complex management and digital business situations, and takes responsibility for their consequences.

04

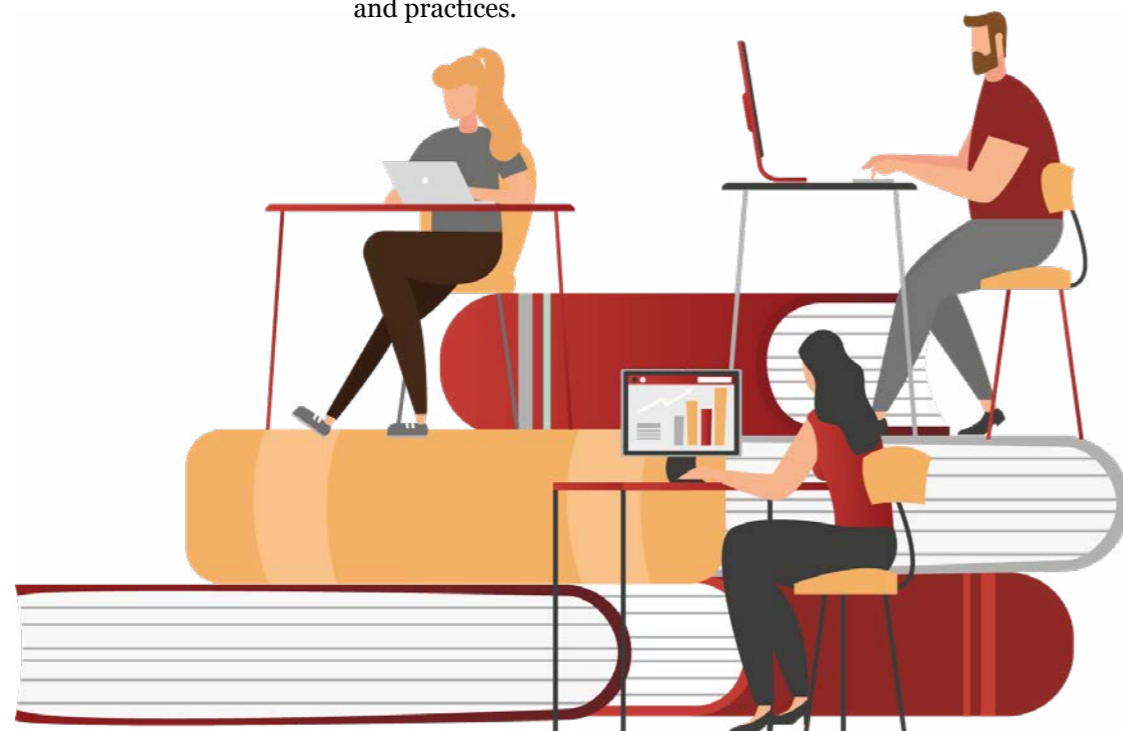
Shows creativity and initiative in developing digital transformation and digital intra-entrepreneurial projects by liaising and working with others to deliver high level of team performance.

05

Has developed learning skills that are necessary to continue professional development in the area of business administration and digital innovation by critically evaluating personal strengths and weaknesses, keeping up to date with relevant management and digital business technologies, ideas and practices.

06

Has developed proficiency and literacy in the use of digital technology needed to access learning opportunities and to pursue a managerial career in dynamic, innovative digital organizations.



PROGRAM HIGHLIGHTS

Learning Outside the Classroom

Included in the curriculum are annual visits to different companies and company presentations on campus, so students may see how professionals conduct business in the real world. Past visits have included meetings with international companies institutions such as Hewlett-Packard (HP), W Hotel, Estrella Damm, Tiffany & Co., World Trade Organization, United Nations, Keiretsu Forum, and many others.



Use of the Best Case Studies

The students develop their analytical and problem solving skills by working on case studies from Harvard Business School, Harvard Business Law Review, Ivey Publishing and other important resources widely used by the leaders in business education.



Hands-on Lectures & Group Projects

The bachelor program incorporates lectures that provide practical knowledge that is applicable to the business environment on a global scale. Modules provide students with the opportunity to collaborate in different teamwork settings in order to simulate various business situations.



Workshops

New workshops for the bachelor's students are constantly being added to the curriculum to inspire students, increase their creativity and help them bring their ideas to fruition.



Faculty with Industry Experience and Invited Speakers

Each faculty member at GBSB Global has professional experience in the subject area they are teaching. Additionally, invited speakers from different international companies and organizations constantly visit GBSB Global. This provides students with an opportunity to learn directly from practicing professionals and to understand how business is conducted in real life.



Innovative Teaching Methodologies

GBSB Global is passionate about the different advances in business education and constantly implements innovative teaching methods into the bachelor curriculum in order for students to develop different skills in an interactive and engaging way.



Knowledge-by-Doing

Various program modules incorporate a learning-by-doing teaching methodology that allows students to not only gain theoretical knowledge but also to practice what has been learned in class.

Networking Opportunities

Students have many opportunities to network with everyone from startup entrepreneurs to corporate professionals, as well as professors and other students.

Focus on Innovation and Technology

Businesses need managers with the knowledge to be both globally aware and digitally trained. They require digital strategists able to exploit the new technologies on the market for a maximum return on investment. GBSB Global aims to bring modern technology to the classroom for the students to explore the opportunities which it provides.



PROGRAM STRUCTURE

1ST YEAR: COMPULSORY (60 ECTS)

Undergraduate Certificate in Business Administration and Digital Innovation (32 ECTS, EQF/MQF Level 5)
 Undergraduate Diploma in Business Administration and Digital Innovation (60 ECTS, EQF/MQF Level 5)
Possible Exit Award

- Global Business Environment (7 ECTS)
- Business Communication (6 ECTS)
- Introduction to Digital Entrepreneurship and Innovation (7 ECTS)
- Fundamentals of Marketing in the Digital Era (13 ECTS)
- Principles of Accounting (7 ECTS)
- Business Law in a Digital Context (7 ECTS)
- Business Math and Statistics (13 ECTS)

2ND YEAR: COMPULSORY+ SPECIALIZATION (60 ECTS)

Undergraduate Higher Diploma in Business Administration and Digital Innovation (120 ECTS, EQF/MQF Level 5)
Possible Exit Award

- Strategic Management of Enterprise and Digital Innovation (13 ECTS)
- Managerial Accounting (6 ECTS)
- Leadership and Organizational Behavior (6 ECTS)
- Starting a New Digital Business (7 ECTS)
- Business Economics (7 ECTS)
- Business Research Methods (6 ECTS)
- Elective 1 (4 ECTS)
- Elective 2 (4 ECTS)
- Elective 3 (7 ECTS)

3RD YEAR: COMPULSORY + SPECIALIZATION (60 ECTS)

- Professional and Career Development (6 ECTS)
- Innovative and Creative Thinking (4 ECTS)
- Corporate Finance (7 ECTS)
- Disruptive Technologies for Innovation and Change (13 ECTS)
- Elective 1 (4 ECTS)
- Elective 2 (4 ECTS)
- Elective 3 (7 ECTS)
- Undergraduate Dissertation (15 ECTS)

Specialization and Electives

Alternatively a student may opt to choose six elective units without following any specialization track.

Digital Entrepreneurship (45 ECTS)

- Valuating and Fundraising a Digital Start-up
- E-Commerce Development
- Knowledge Management and Learning Organisations
- Talent Management in the Digital Era
- Design Thinking and Agile Methodology for Innovation
- Social Entrepreneurship
- Dissertation in the area of Digital Entrepreneurship

Digital Communication & PR (45 ECTS)

- Digital Branding
- Digital Communication Strategies and Digital Media
- Principles of Public Relations
- Visual Communications for Digital and Offline Channels
- Reputation and Relationship Management in the Digital Era
- Investor Relations
- Dissertation in the area of Digital Communication & PR

Digital Marketing (45 ECTS)

- Digital Branding
- Management of Retail and Electronic Distribution Channels
- Pricing Strategies and Digital Products
- E-Commerce Development
- Sales Management
- Consumer Behaviour and Emerging Technologies
- Dissertation in the area of Digital Marketing

Fashion & Luxury Business (45 ECTS)

- Sustainable Fashion and Luxury
- Digital Branding
- Recreation, Leisure and Wellness Business
- Fashion & Luxury Marketing
- Event Management & Sponsoring
- Management of Retail and Electronic Distribution Channels
- Dissertation in the area of Fashion and/or Luxury Business

Finance & FinTech (45 ECTS)

- Portfolio Management and Wealth Planning Investments
- Advanced Issues in Accounting
- Foundations of FinTech
- FinTech in Banking: Challenges and Opportunities
- Investor Relations
- Dissertation in the area of Finance and/or FinTech

Sports & eSports Management (45 ECTS)

- Sports and eSports Management
- Business Models and Entrepreneurship in eSports
- Talent Management in the Digital Era
- Recreation, Leisure and Wellness Business
- Event Management & Sponsoring
- Sports and eSports Marketing
- Dissertation in the area of Sports and/or eSports Management

GLOBAL STUDY TRIPS

GBSB Global Business School arranges Global Study Trips, a yearly educational trip abroad. This is an opportunity of a lifetime for all students. The visited organizations are closed to the general public, but the relationships GBSB Global Business School has established with these institutions allow for these visits to be planned.

Some of the organizations GBSB Global students visit:

UNESCO in Paris



United Nations in Geneva



European Commission in Brussels



United Nations Conference on Trade and Development in Geneva



Organization for Economic Cooperation and Development (OECD) in Paris



World Trade Organization (WTO) in Geneva



Office of the United Nations High Commissioner for Human Rights in Geneva

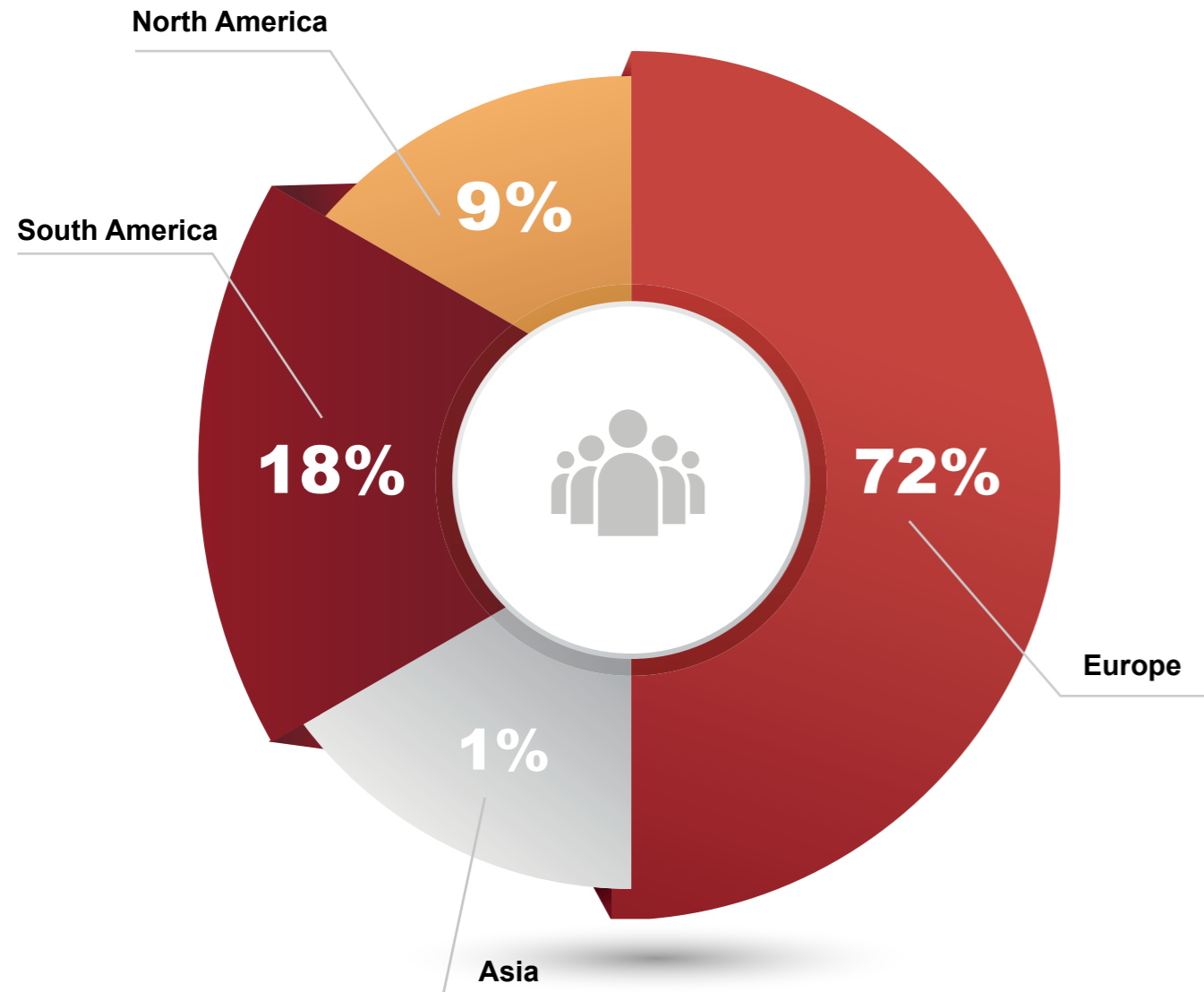


FACULTY

GBSB Global faculty is as diverse as the student body with faculty members representing many different countries and nationalities.

Each faculty member, apart from a strong academic background, has a practical, professional experience in their subject area, which allows the students to learn directly from industry professionals.

GBSB Global Faculty Statistics



G-ACCELERATOR



G - Accelerator

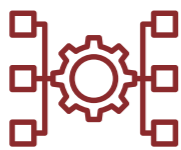
G-Accelerator at GBSB Global is an innovative program that seeks to help current students and graduates launch a startup. The program works with an esteemed faculty and GBSB Global's mentors, aiming to provide students with the support necessary on every step of the way, from idea formation and adaptation to supply chain, financial, and legal negotiations. GBSB Global offers residents a free package of mentorship hours, infrastructure facilities and the occasional support on funding market access.

G-Accelerator Services:

Financial Support Services



Infrastructure Services



Mentorship Services



"Mentors bring a great input for the process of my start-up, as well as my personal growth. It has been very valuable to get provided with personal advice from two professionals with many years of relevant experience. We all have different backgrounds which results in broad knowledge, different working methods and discussions - something that is absolutely necessary in order to create a value-added business model. Mentors always provide me with direct constructive feedback. I really appreciate their effort and input and their experience within the field of entrepreneurship helps me formulate guidelines and prioritize my activities"

Eva Groot
G-Accelerator Resident



CAREER SUPPORT DURING & BEYOND YOUR STUDIES

At GBSB Global Business School our vision is to be a leading innovative business school, developing transformational ideas and professionals that shape the future of business.

Our Career Services team will support you throughout your studies and beyond to ensure you achieve your full potential. You will connect your goals and values and discover the influencing, communication and leadership skills you need to actively manage and accelerate your career.

Career development is a journey. Wherever you are in the process – from starting a graduate job to considering changing industries – GBSB Global offers assistance to help students plan and achieve career success.

Coaching & Career Development Support

GBSB Global provides all kinds of support for the students to become more employable. Career Services helps students create CV's, prepare for interviews and assists with the job search.

Career Development Workshops

Skills webinars covering topics such as Preparation for an Interview, Salary Negotiation, Managing Workplace, Job Search Tips, etc.

Career Consultations & Executive Coaching

You will have access to career consultations and executive coaching. One career consultation with one of our highly trained career experts available at any time during the program to suit your needs. You may also extend your coaching relationships by purchasing further sessions.

Expert Insights

Experienced guest speakers share first-hand industry insights.

Online Resources

GBSB Global has its own career portal available exclusively for GBSB Global students and alumni with more than 150,000 jobs and internships postings around the world and regular

virtual career fairs to speak with HR representatives from main multinational companies.

Being an official ACCA partner school, gives our students an exclusive access to thousands of international jobs in finance through ACCA portal. Additionally, GBSB Global is a partner of HOSCO – world's leading hospitality network which publishes job offers in tourism and hospitality.

Help from Your Faculty

Very often faculty members who are working in their corresponding fields introduce students to different professionals and job opportunities. It is a great advantage of having lecturers who are not only academics, but also involved in the professional sector.

Grow Your Global Network

Studying alongside students from all over the world, having international teachers and meeting business leaders from different companies is a unique opportunity to broaden your business experience, grow your global network, apply your skills and explore a new culture. Explore the themes of development and globalization, and develop close working relationships with your international peers while studying online at GBSB Global Business School. This global network will be one of your biggest assets in your professional career.

Industrial Visits

GBSB Global Business School arranges visits to different companies where students are introduced to the management and offered to leave their CV's, as well as develop their professional networks.

Company Presentations on Campus

GBSB Global Business School organizes presentations of different companies on the campus, so that the students can meet the representatives of a variety of companies and apply for different positions offered by the firms.

IMPROVE YOUR CAREER PROSPECTS

- Career Support During & Beyond Your Studies
- Careers After Graduation
- Industrial Visits, Career Fairs & Company Presentations
- Do Your Internship in Europe

Finding Employment Within 1-3 Months After Graduation

Graduates from GBSB Global have secured employment at top companies all over the world. Like GBSB Global alumni, you could end up working at Apple, SAP, Deloitte and many more. With the right education, training and networking, the opportunities to build your future career are endless.

Most of the GBSB Global graduates find employment within the first 1-3 months after finishing their studies. Job opportunities arise from securing placements while studying, as the internships often turn into full-time positions. Also, advanced job searches ensure student success after graduation.

Some of the companies where GBSB Global graduates work:



WHAT OUR STUDENT SAY



“The program helped me expand my business knowledge. Due to this learning I have been able to re-enter the corporate world at Apple Distribution International, where innovative MBA graduates are sought after.”

Neil McLoughlin, IRELAND
Demand Analyst at Apple, Inc



“You have people from Asia, Europe, the Middle East, from the States, from everywhere so you get to feel the culture of everyone.”

Serian Nassif, EGYPT
Customer Service Manager, Céline



“The most valuable experience I had was organizing the B.I.T. of Fashion conference, because I learned how to organize events on a professional level.”

Tanja Sredojevic, SLOVAKIA
Marketing Analyst, Céline



“The school organized a lot of different events that promoted development of our communication skills, presentation skills, made us more open-minded, and more culturally intelligent.”

Aizat Kalbergenova, KAZAKHSTAN
Business Operations Analyst, SAP



“We had these classes about trends, marketing, the theory about fashion and luxury industry which is now helping me to understand new things and to bring new ideas.”

Ioannis Antonopoulos, GERMANY
Manager, Swarovski



“Having an internship in a Spanish hotel chain was a great opportunity. As I was working at the same time as I was completing my studies, it helped me to apply the new knowledge I attained from GBSB Global to my job.”

Galina Sverchkova, KAZAKHSTAN
Hostess, Unico Hotels, Grand Hotel Central Barcelona

CAREERS AFTER GRADUATION



79%
Improved Their Management Skills “Much” or “To a Great Extent” Due to a Professional Internship

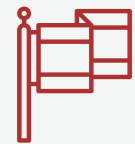
92%
Are Satisfied “Much” or “To a Great Extent” with GBSB Global Experience

90%
Are Employed Within a Year of Graduation*

70%
Maintain Their Employment Over a Year

60%
Increased Responsibilities Within a Year*

51%
Consider GBSB Global to have a “Decisive” and “Significant” Impact on Their Careers



60%
Are Employed Outside Their Home Countries



26%
Launched Their Own Business



30%
Joined Fortune 500 and Fortune 100 Companies



29%
Reached Upper, Senior, or Executive Management Positions After Graduation



56%
Increased Their Salary Within a Year After Graduation



63%
Consider GBSB Global Educational Model to Have Improved Their Management & Leadership Skills



YOUR INTERNSHIP JOURNEY



GBSB Global offers its students a **unique opportunity** to complete their internship during the program or straight after graduation.

A student may complete an internship only in the cities and countries where GBSB Global campuses operate.

The duration of the internship **cannot exceed six months** and GBSB Global will provide paperwork assistance (including student visa documents) to help students to secure internships.

Internships are usually paid and can lead to full-time jobs.

Our campuses located in business cities plenty of **multinational companies**, so finding an internship should not be a problem.

Students are encouraged to use the online resources offered by GBSB Global and to **attend the online workshops** assisting on how to look for an internship.



OUR APPROACH TO BUSINESS EDUCATION

Global Diversity

We are one of the leading in Europe with a true focus on the world:

- Students from **100+** countries
- Faculty from **37+** countries
- International partners
- Internship opportunities worldwide
- Multicultural case studies
- Cultural visits and experiences

Innovative Programs

Continuous application of the latest trends and methods in innovative education:

- Innovative teaching methods like visual thinking and design thinking
- New product development and rapid prototyping
- Innovative business model development

Integrity, Business Ethics & Sustainability

We educate students to become highly professional and responsible business leaders by embedding the following in every curriculum:

- Human rights issues
- Sustainability practices
- Business ethics

Education in English & the Opportunity to Learn More Languages

All programs are taught in English, but with a diverse student body and faculty from all over the world, you will have the chance to learn many other languages.

Some commonly found around are:

- Spanish
- English
- Russian
- French
- German

An Opportunity to Learn from Great Business Leaders

Our faculty and invited speakers are highly professional business people coming from:

- Multinational companies
- R&D fields in various business areas
- Entrepreneurial positions at startups and rapidly expanding businesses

Personalized Approach

We foster a student-centered learning approach which provides:

- Customized education in small groups; most classes have a maximum of 30 students
- High level of student involvement at GBSB Global
- Individualized attention provided by the GBSB Global academic team addressing your concerns and requests

Employability & Career Development

GBSB Global Business School supports students in securing their future careers by providing:

- Individual coaching sessions
- Group workshops and company presentations
- Career counseling
- Constant job and internship offers from our partners

Technological Approach

GBSB Global Business School is a technology-driven school that is the first and only higher education institution in Europe that leading to be **one of the first Microsoft Showcase Business Schools in Europe.**

GBSB Global provides a fully digitized environment complete with:

- Online collaborative spaces
- Microsoft Office 365 accessibility
- Free wifi in all facilities

WHY GBSB GLOBAL

- Our Approach to Business Education
- Accreditation & Memberships
- Rankings
- Strategic Partners
- Achievements
- Campuses
- Latest Digital Innovations & Teaching Methods
- Extra-Curricular Activities
- Accommodation

ACCREDITATION



GBSB Global Business School in Malta is licensed as a **Higher Education Institution** (License number: 2020-12) by **The National Commission of Further and Higher Education**. NCFHE is a national entity responsible for setting and updating **the Malta Qualifications framework, setting standards for the different qualification levels, accrediting courses at different MQF levels,** and ensuring that the national quality assurance framework is upheld by all further and higher education providers in Malta.



GBSB Global's programs in Barcelona and Madrid **are accredited by the Accreditation Council for Business Schools and Programs (ACBSP)**. ACBSP is a leading U.S. specialized accreditation body for business education supporting, celebrating, and rewarding excellence in teaching. **The association embraces teaching excellence as one of its main virtues and emphasizes the importance of learning to students worldwide.** ACBSP is recognized by the U.S. Department of Education and the Council for Higher Education Accreditation (CHEA).



Several Master's programs at GBSB Global are **accredited by ECBE (European Council for Business Education)**, the leading accreditation organization in Europe that helps to ensure that accredited members **satisfy the requirements of the European Higher Education Area (EHEA) as set forth in the Bologna Process and other EU directives.** ECBE is an affiliate member of ENQA and a candidate for membership in ENQA.



The GBSB Global Business School is **accredited by Accreditation Service for International Schools, Colleges and Universities (ASIC)**. The University has earned Premier status with ASIC for its commendable areas of operation. ASIC accreditation **helps students and parents make a more informed choice and will also help a school, college, university, training provider or distance education provider,** demonstrate to the international student body that they are a high quality institution.

ASIC is recognised by UKVI in UK, is a member of the CHEA International Quality Group (CIQG) in USA and is listed in their International Directory, is a member of the BQF (British Quality Foundation) and are institutional members of EDEN (European Distance and E-Learning Network).

MEMBERSHIPS



GBSB Global is proud to be a partner of UNWTO. **The World Tourism Organization, UNWTO,** is the United Nations agency responsible for the promotion of responsible, sustainable and generally accessible tourism across the globe. GBSB Global joins the culmination of over 500 companies including educational and research institutions, destinations and NGOs. **The UNWTO's Affiliate Members Programme provides a platform for its partners to engage in important conversations, share information and promote further action.**



The Association to Advance Collegiate Schools of Business. **AACSB International is a global association of leaders in education and business dedicated to supporting and advancing quality business education worldwide.** Through membership, accreditation, research, thought leadership, professional development, and advocacy, AACSB partners with over 1,500 organizations, from more than 90 countries globally. Membership or participation in the Global Education Alliance does not imply accreditation.



RANKINGS



GBSB Global awarded as a **Four Star Institution** by QS Ranking System



Listed among Top Business Schools in Europe in the **QS Business Masters Ranking**



Granted Palme of Excellence for **Strong Local Influence**



MBA program is ranked as **Tier One in the Global MBA Rankings** in CEO Magazine



Received top scores for **Research, Teaching & Learning and International Orientation**



Recognized as a **leader in global education** by Newsweek Magazine



Mentioned as **Top 10 popular Online bachelor programs** by Educations

STRATEGIC PARTNERSHIPS



United States Sports Academy (America's Sports University)

The **USSA** was founded in 1972 as a response to high demands and increasing need in the sports industry. Their mission is to **serve the world as a sport education resource platform**, providing students with mentorship, various research facilities, and services. The academy's distance learning delivery system enables students from all around the world to take advantage of their resources.



The University of Vic - Central University of Catalonia (UVic-UCC)

UVic-UCC aims to foster higher education, postgraduate training and scientific and cultural research activities, and knowledge transfer; paper and multimedia publishing; grants to support all these activities; and economic and social regional development. UVic-UCC seeks to provide **in-service teacher training**, support for the tutorial system and teaching innovation.



Microsoft Showcase Schools

GBSB Global Business School is one of the first business school in Europe that obtained the status of a Microsoft Showcase School and **was recognized by Microsoft as a leader in digital education**, providing students with the most state-of-the-art learning experience from day one.



Zaragoza Logistics Center - MIT Global Scale Network

GBSB Global **collaborates with ZLC-MIT Global Scale Network**. Zaragoza Logistics Center (ZLC) is a **research institute** established by the Government of Aragon in Spain in partnership with the Massachusetts Institute of Technology and the **University of Zaragoza**. Founded in 2003, the ZLC headquarters is located **in the heart of PLAZA**, the largest logistics park in the southern Europe that operates as a working laboratory to transfer **new knowledge and best working practices**.



The Association of Chartered Certified Accountants (ACCA)

GBSB Global's MBA & Bachelor/Master in Finance students have a unique advantage – with all finance programs aligned to the ACCA requirements, the school **prepares students with the competencies needed to earn the ACCA certification** from levels F1 to F4.

CAMPUSES

Malta Campus

Malta's campus is located in a residential area of the island's central region, only 15 minutes by bus from the seaside and the capital city. The campus neighborhood, Birkirkara, has grown over the years and become an important commercial center, it's also one of the oldest and most populated cities in the island. So, it is full of shops, local bars, and coffee shops where students can study and enjoy their free time.

GBSB Global's Malta Campus boasts 7 classrooms, a well-appointed library and resource center and an inner courtyard.

There is also a beautiful garden where most of our social activities take place, and where the students can unwind and relax.

Barcelona Campus

Barcelona campus is located in the heart of the city, in the vibrant Eixample neighborhood. The campus is set in a modern, bespoke building to guarantee effective and comfortable learning.

Our Barcelona campus maximizes over **1000 meters of academic space which includes smart classrooms furnished with sophisticated technologies, a library with a collection of scholarly resources, a multi-purpose dining area, and an on-campus computer laboratory.** Individual study nooks, co-working spaces, meeting and conference rooms and a charming landscaped garden terrace are all available to students attending our school.

Madrid Campus

The Madrid campus is located in the university area of the Spanish capital, just a 10 minute walk from the metro station "Cuatro Caminos" in the city center. The campus neighborhood is full of student residences and local bars where students can study and enjoy their free time.

Facilities in all campuses include:

- Computers and space for individual work
- A print and photocopy service
- Vending machines
- Meeting rooms
- Comfortable, co-working spaces
- Free Wi-Fi in all facilities

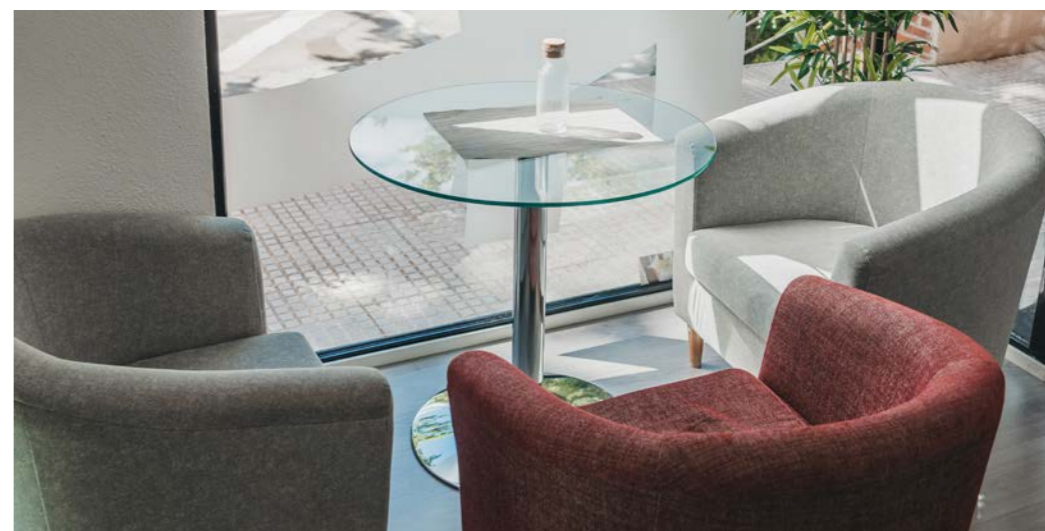
Online Campus

Online Campus offers our acclaimed programs online. Take advantage of GBSB Global's anytime, anywhere approach to business education today. This state-of-the-art campus offers students the flexibility to study for their degree on their terms. Earn an upstanding degree from a school that is transforming the way in which education is provided today.

This Online Campus offers all the same degree programs that would be available to you face to face. Benefit from our world-class faculty, diverse student body and network opportunities from around the world.



CAMPUSES



LATEST DIGITAL INNOVATIONS & TEACHING METHODS

GBSB Global has been at the forefront of developing and applying learning technologies in the classroom. Faculty, staff, and students have pioneered technologies that enhance visualization, facilitate knowledge mapping, integrate games into learning, and advance the digital humanities.

We seek to encourage and enable faculty and students to use the Microsoft Office 365 for Education platform and other digital tools, such as those described below, through knowledge dissemination, training, and support.

GBSB Global Business School is proud to be one of the leading institutions in Europe to respond to the challenges of the 21st century. Most of our classrooms are equipped with digital blackboards, students can use special mobile apps to help them manage their learning process, and the latest teaching methods such as Lego® Serious Play®, Rapid Prototyping, and Design Thinking are widely used to develop creative and entrepreneurial abilities of our students.

Classroom Interactive Touchscreen (Digital Blackboards)

The Digital Interactive Classroom is packaged with a robust infrastructure that helps students to stand globally competent with the help of state-of-the-art technology, bringing tomorrow's education to us today. The set-up includes a giant Interactive Touchscreen which allows a lecturer to write directly on the screen – on top of any digital content – just like pen on paper. It doesn't get any easier or more intuitive. The touchscreens immediately provide handwritten input to any PC or Mac of all students.

Video Wall

Students at our Barcelona campus can enjoy a giant video wall. Video wall enables better communication within GBSB Global's community as it displays announcements, latest news, achievements, and institutional videos.



Virtual Learning Environment

Virtual Learning Environment enables students to request different academic services without the use of paper or personal interaction. Additionally, students can track the status of the request and value the services received.

Online Classroom in a Mobile App

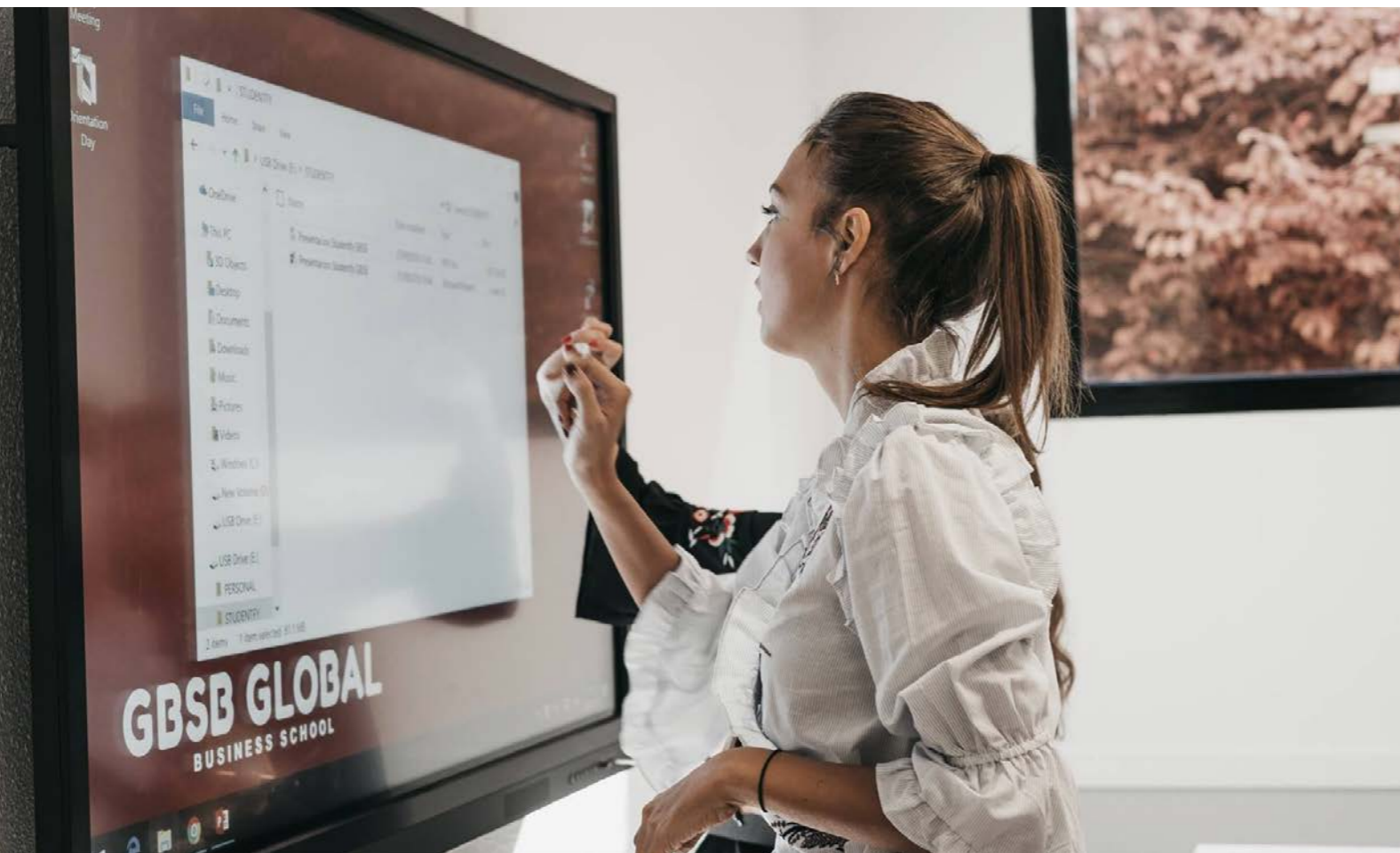
Virtual learning environment for Education allows students to access their online classroom and to consult assignments, class notes, readings, send messages to instructors, etc. from anywhere by installing an easy to use mobile app.

Creativity Enabled Classrooms

Almost all classrooms at GBSB Global contain easy to move tables which facilitate hands-on experiments. A typical class incorporates lecture, experiments, discussion questions, visualizations, and pencil-and-paper exercises.

Lego® Serious Play®

The LEGO® SERIOUS PLAY® Method is a technique which improves group problem solving. By utilizing visual, auditory and kinesthetic skills, the Method requires participants to learn and listen, and it provides all participants with a voice. The Method serves as a shared language regardless of culture or position. Each participant builds his or her own 3D LEGO® model in response to the facilitator's questions using specially selected LEGO® elements. These 3D models serve as a basis for group discussion, knowledge sharing, problem solving and decision making.



EXTRA-CURRICULAR ACTIVITIES



Welcome Events

The GBSB Global Business School Welcome Event is one of the school's main traditions, gathering together all new and current students and professors before each intake. Whether we choose to celebrate at a glamorous rooftop bar, at an exciting club, or even on a boat, we know you will enjoy the experience!



Sports Events

GBSB Global also organizes football games, beach volleyball tournaments, and is open to any other sports and activities that are interesting for the students.



Cultural Events

Beyond local culture, we invite everybody to celebrate different holidays and festivals from various cultures such as **Christmas, Halloween, The Color Festival and Chinese New Year**. GBSB Global also hosts different events like International Culinary Nights where students bring food from their home countries to share with others and really feel as part of the international family.



Excursions and Guided Tours

GBSB Global regularly offers students excursions and trips nearby and abroad.

ACCOMMODATION

GBSB Global Business School offers several resources to help students research accommodation. Based on your individual requirements, there are various options available.

Once you have been accepted as a student at GBSB Global, you will receive our complete **Accommodation Guide**, a brochure detailing every platform we recommend using to arrange your new room, apartment or home.

The accommodation guide includes:

- Student Residences
- Assisted Online Search Platforms
- Help Finding a Private Room/Apartment
- How to Get Around

Student room in Melon District residence hall, an official GBSB Global partner





ADMISSION PROCESS & REQUIREMENTS

1

Contact the **Admissions Office** by filling out an **online request form** or get in contact with an **agency representative**

2

An **admissions officer** will schedule an **interview** with you

3

Send the **documentation required** by the program

Passport

CV / Resume

High School Diploma

Proof of English Proficiency**

Motivational Letter

Student Card Photo

4

Enroll and **confirm** your place

Welcome to
GBSB Global Business School

HOW TO APPLY

- Admission Process and Requirements

For entry to year 1 of the program students should have completed:

- a)** A/S or A levels at the appropriate level or the Matriculation Certificate Exam with three subjects exams with grades of A, B, C or D;
- b)** International Baccalaureate Diploma with 34 points overall or the IB Diploma with specific achievement in higher/standard level subjects;
- c)** GCSE/IGSCE “O” Levels: five subject exams with grades of A, B, C or D, and A/S or A Levels: three subject exams with grades of A, B, C or D;
- d)** AP Program;
- e)** Other high school leaving certificate or equivalent (other educational systems).

Alternative Entry Routes

Alternative entry routes are available for applicants who do not possess the standard entry qualifications but have certain appropriate skills and experience and subject knowledge. These are detailed in the IQA Manual of GBSB Global within the “Policies for Admission of Transfer Students and Recognition of Prior Learning”.

The Admissions Committee may consider applications from suitably qualified students currently attending other universities, applicants who have achieved a lower level award, or applicants seeking admission based on Recognition of Prior Learning (RPL).

- An **advanced student** is a student who, having successfully completed an approved program of study and received an award, is admitted at an appropriate point of an approved program in a similar field of study to GBSB Global. This generally applies in cases where a student has completed a lower level award and subsequently wishes to register for a related higher-level award;
- A **transfer student** is a student who, having successfully completed a part of an approved program of study at another institution of higher education, is admitted to GBSB Global at an appropriate point on an approved program in a similar field of study;
- A **recognition of prior learning student** is a student who is admitted to an approved program at GBSB Global with credits accumulated from prior certificated learning or via prior experiential learning. Such prior learning should be relevant/ applicable to the intended program of study and may allow exemption from specific modules.

Proof of Proficiency in the English Language

English as a native language;

TOEFL – Minimum score: 213 (computer based), 79/80 (internet based), or 550 (paper based);

IELTS – Minimum score: 6.0;

Cambridge ESOL, Certificate in Advanced English (CAE) – Minimum score: C;

English as the language of instruction during previous studies in the formal educational system;

Internal English level testing at GBSB Global.



Annual Intakes
October, January & April



Connect with GBSB Global



Complete Program List

BACHELOR OF BUSINESS ADMINISTRATION

B.A. of Business Administration and Digital Innovation with Digital Entrepreneurship

B.A. of Business Administration and Digital Innovation with Digital Communication & PR

B.A. of Business Administration and Digital Innovation with Digital Marketing

B.A. of Business Administration and Digital Innovation with Fashion & Luxury Business

B.A. of Business Administration and Digital Innovation with Finance & FinTech

B.A. of Business Administration and Digital Innovation with Sports and eSports Management

MASTER OF BUSINESS ADMINISTRATION

MBA General

MBA in Marketing Management

MBA in International Business

MBA in Entrepreneurship

MBA in Finance

MBA in Operations & Supply Chain Management

MASTER OF ARTS PROGRAMS

MA in Fashion & Luxury Business Management

MA in Communication & Future Marketing

MA in Tourism & Hospitality Management

MA in Business Innovation

MASTER OF SCIENCE PROGRAMS

MSc in Entrepreneurship

MSc in Finance

MSc in Operations & Supply Chain Management

MSc in International Business Management

MSc in Marketing Management

MSc in Digital Business

MSc in Digital Marketing & Ecommerce

MSc in Financial Management, Digital Banking & Internet Finance

MSc in Sports Management

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