

BSc (Hons) Business

With a choice of 4 specialisations:

- **Business**
- **International Business Management**
- **Management of Technology**
- **Management of AI and Machine Learning**



ubi.edu



UBI
BUSINESS
SCHOOL

EXCELLENT



CONTENT

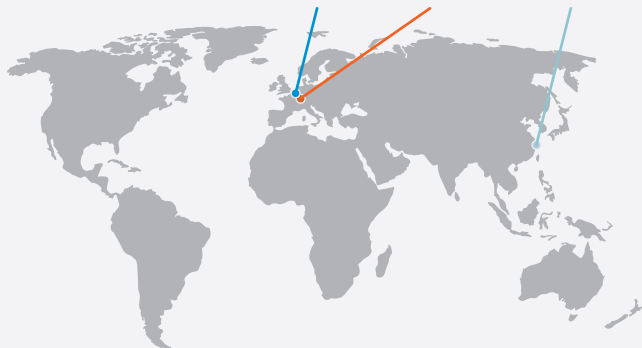
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UBI BUSINESS SCHOOL

UBI Business School, established in 1992 in Brussels, is a leading English-language business school offering high-quality international business curricula with a strong international dimension and focus on digital economy/technology, and good citizenship.

3 campuses worldwide: **Brussels**, **Luxembourg**, **Shanghai**



UBI strives to develop a global environment to help prepare our students for tomorrow's business world, creating international opportunities for your career and professional development.

Since 2012, UBI has been developing its programmes in partnership with Middlesex University London (UK), which ranks as one of the top 500 universities (Higher Education Statistics Agency) and top 10 transnational universities (Times Higher Education) in the world.

In 2023, UBI Business School has achieved a prestigious 5-star overall rating (Excellent) in the academically renowned QS rating system, with additional 5 Stars for Excellence earned in three important categories: Employability, Teaching and Online Learning.



Brussels campus



Luxembourg campus

2023 GLOBAL INSTITUTIONAL RECOGNITION

EXCELLENT



<https://ubi.edu/ubi-5-star-q5-rating/>

Areas of Excellence



Employability



Online Learning



Teaching



<https://www.newsweek.com/insights/global-education-2022/ubi-business-school>




THE UBI DIFFERENCE




Forward-looking focus on Globalisation, Digital Economy and Good Citizenship

- Aligned with future trends in a technology-led economy




Extensive networks of companies participating in the programme

- Development of professional networks
- Networking opportunities
- Corporate partners' internship and employment opportunities
- Company visits and industry guest speakers



Personalised focus to support each student's professional development

- Class sizes of max 35 students
- Career services workshops and support
- One-on-one coaching and tutoring



World class faculty and online resources

- Senior-level practitioners with 15+ years of professional experience
- Academics from world-renowned universities
- Case-studies and simulators from Harvard

BACHELOR PROGRAMME DIFFERENTIATORS

CUSTOMISED ACADEMIC JOURNEY

- Choice of 4 specialisation tracks
- Venture Creation Lab or Business Consultancy final project
- Internship or elective modules

HYBRID LEARNING ECOSYSTEM PROMOTING FLEXIBILITY AND PRACTICAL EXPERIENCES

- Evolutive transition from student life to professional life thanks to UBI's pedagogy
- Technology-led learning

INTERNATIONAL BUSINESS EXPERIENCE

- 25+ nationalities amongst students and faculty
- Optional semester abroad at partner institutions such as Clark University (USA), SUSS (Singapore) or INTI (Malaysia)
- Optional short term business programmes at international institutions such as Babson College (USA) or Boston University (USA)
- Optional international business trips in Shanghai, Singapore or Italy

A BRITISH DEGREE IN THE HEART OF EUROPE

The only Business Bachelor degree in partnership with a British university in Belgium and Luxembourg



BACHELOR PROGRAMMES AT A GLANCE



BRITISH DEGREE
UPON GRADUATION



BRUSSELS *or*
LUXEMBOURG
campus

3-YEAR
fulltime curriculum

Credits:

180
ECTS

**Hybrid
Delivery**



**September
+ February**
Intake



CHOICE OF
Internship *or*
Semester abroad

Choice of specialisation during the final year of study

- ***Business***
- ***International Business Management***
- ***Management of Technology***
- ***Management of AI & Machine Learning***

THE ACADEMIC JOURNEY

YEAR 1

CORE MODULES

- Economics
- Ethics and Corporate Social Responsibility
- Information Systems
- Marketing in a Digital and Global Society
- Mathematics for Business Decisions
- Organisational Behaviour
- Personal Development and Critical Thinking
- Professional Skills Development
- Sustainable Business, Entrepreneurship and Startups
- Foreign Language – Introductory level

YEAR 2

CORE MODULES

- Accounting and Corporate Finance
- Applied Research Methods for Business
- Cultural Diversity and Communication in a Global Society
- Data Science and AI in Business
- E-commerce and Online Consumer Behaviour
- International Management
- Managing Innovation and Technology
- People Management and Leadership
- Sustainable Operations Management
- Foreign Language – Intermediate level

YEAR 3

PROGRAMME SPECIALISATION

BUSINESS

- Global Challenges
- Sustainable Societies and Economies
- Entrepreneurial Finance and Venture Capital
- Project Management
- Sustainable Investment Management
- Elective*

or

INTERNATIONAL BUSINESS MANAGEMENT

- Global Challenges
- Sustainable Societies and Economies
- Global Value Chains
- International Financial Management
- Sustainable International Business Development
- Elective*

or

MANAGEMENT OF TECHNOLOGY

- Global Challenges
- Data Visualisation Storytelling and Applied Python
- Data-Driven Marketing and Analytics
- Finance and Technology
- Psychology of Technology
- Smart Operations

or

MANAGEMENT OF AI AND MACHINE LEARNING

- Global Challenges
- Analytics for Business
- Data Visualisation Storytelling and Applied Python
- Database Management
- Fundamentals of Artificial Intelligence
- Neural Networks and Deep Learning applied to Business

- Internship: within a company in Belgium, Luxembourg or overseas.
or 3 Extra Electives: choice of a wide selection of electives to enhance one's studies.
or Period Abroad: exchange semester at one of our partner institutions.
- Integrative Management Project: Business Consultancy Project or Venture Creation Lab
- International Business Experience (Optional)

ACADEMIC PARTNERS

UBI Business School is committed to provide the best academic experiences to its students through partnerships and collaborations with prominent universities and institutions around the world.

These partnerships allow our students to benefit from semesters abroad, overseas business experiences, summer courses and internship opportunities in academia.

CLICK HERE FOR MORE INFORMATION



CORPORATE PARTNERS

In addition to the world of academia, the school has also established partnerships with international companies across a wide variety of industries.

These collaborations have brought about a plethora of opportunities for our students including: internship & job opportunities, guest lectures, company site visits, invitation to corporate events, customised short courses, corporate mentorships, etc.



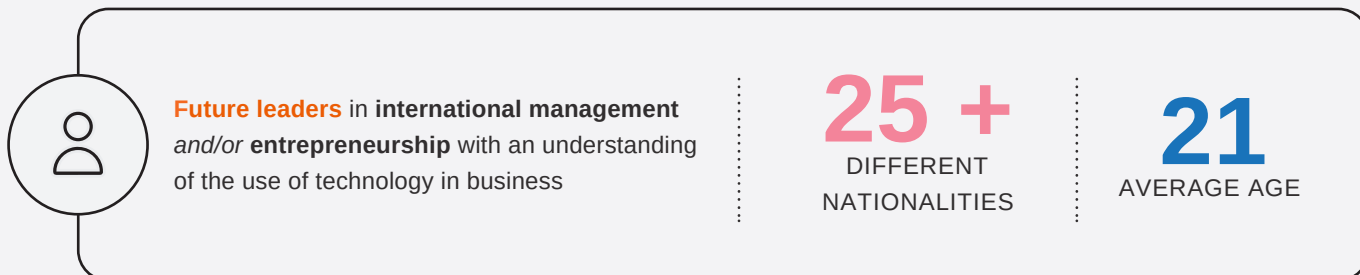
“ UBI's bachelor's programme is practical, modern, and delivered by leading practitioners and academics. The curriculum has prepared me well for a range of career options or academic pursuits.

KELLY

*BSc Student at UBI
Business School*



STUDENTS PROFILE



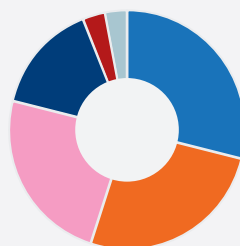
GRADUATES CAREER PATH

47% continuing education

40% enter the workforce

ALUMNI EMPLOYERS

- Central Bank of Luxembourg
- Credit Agricole
- Deloitte
- KPMG
- Ministry of Education
- Reckitt
- Star Alliance
- TikTok
- Zoom



- 29% Marketing or Sales
- 26% Finance or Accounting
- 24% Management or Consulting
- 15% Other
- 3% Human Resources
- 3% IT

JOB POSITIONS UPON GRADUATION



Business analyst



Business developer



Consultant



Marketing coordinator



Communication manager



Customer service officer



Financial auditor



Accountant



Wealth manager



Sales manager



Data analyst



Trade associate



ADMISSION REQUIREMENTS



Secondary school/high school diploma



Recommended background in Mathematics

(UBI Business School runs an on-demand foundation programme in Mathematics)



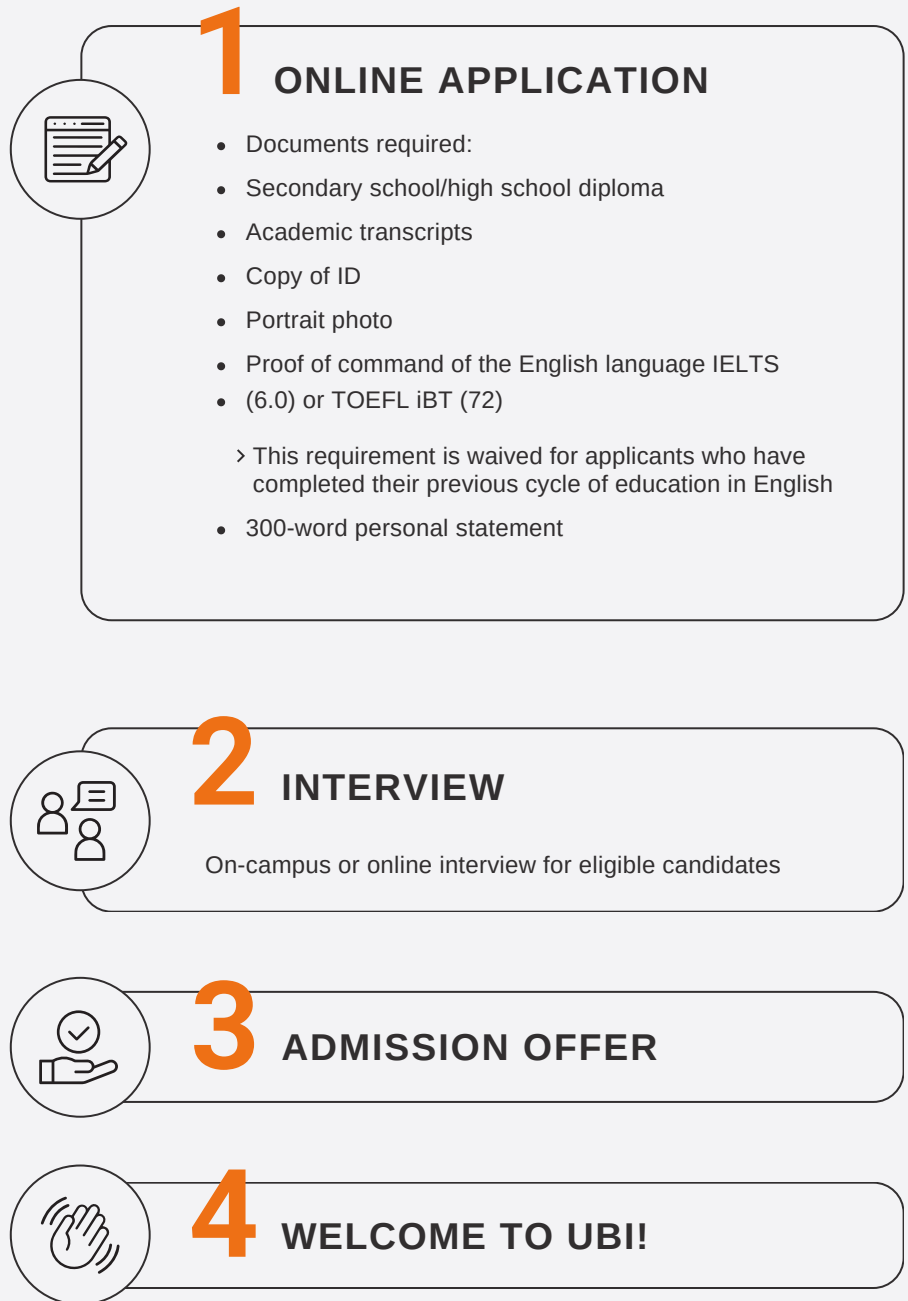
Proof of command of the English language:

- IELTS (6.0)
- or TOEFL iBT (72)

(This requirement is waived for applicants who have completed their previous cycle of education in English)

THE ADMISSION PROCESS

APPLY NOW



NOTE:

Applicants are not discriminated against on the grounds of political views, race, ethnicity, nationality, gender, sexual orientation, religion, disability or age.

International students requiring a study visa must follow a strict application procedure. See "Study visa for international students" section below.



TUITION FEES



UBI Brussels:

- €7,560 per academic year for EEA citizens
- €10,800 per academic year for non-EEA citizens



UBI Luxembourg:

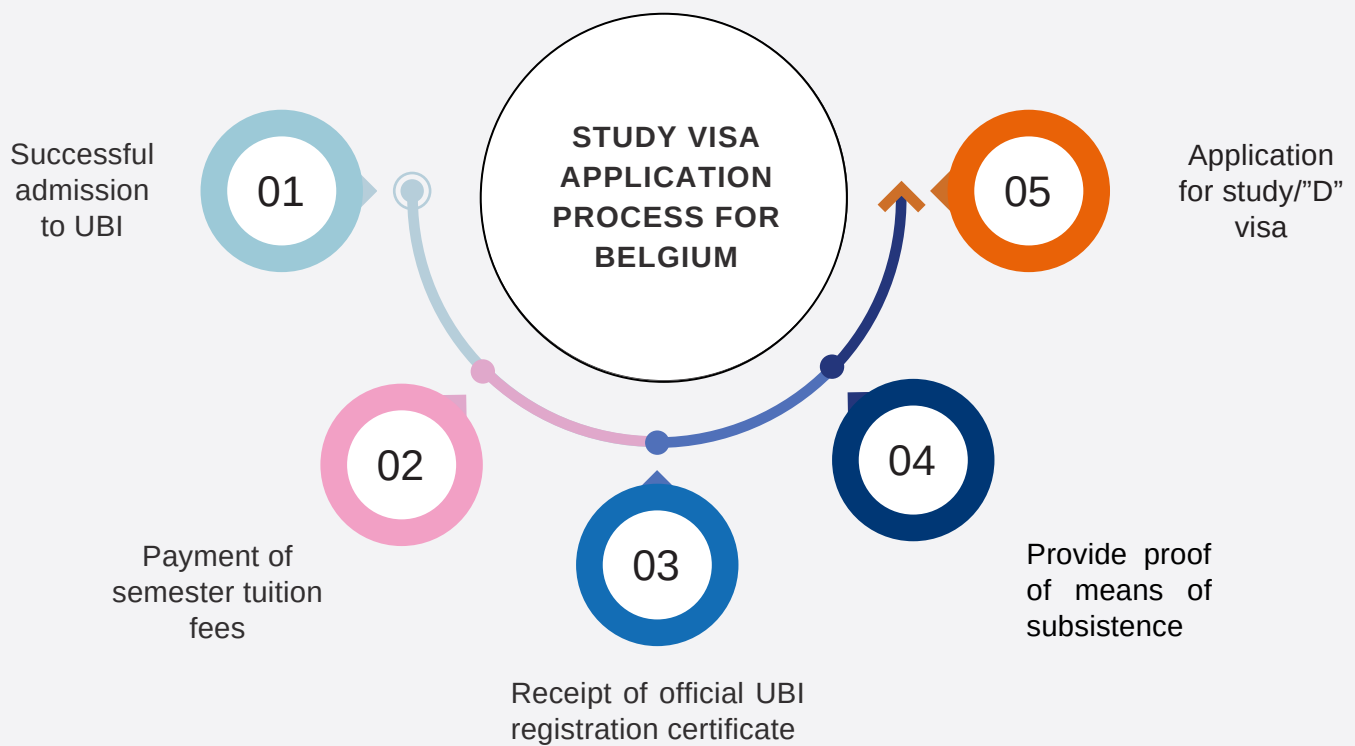
- €10,800 per academic year.



UBI offers various scholarships and tuition support programmes for prospective and currently enrolled students.



STUDY VISA FOR INTERNATIONAL STUDENTS



LEARN MORE ABOUT THE APPLICATION PROCESS



Contact

GET IN TOUCH

Speak to our academic advisor:

MAKE AN APPOINTMENT



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