

UBI Business School

Postgraduate Certificate Programmes

Expert-level knowledge for working professionals, designed to keep you relevant, credible, and ahead in an AI-driven world.



In partnership with



All Postgraduate Certificates are developed in partnership with Middlesex University London, an institution with a distinguished heritage of excellence and innovation. With the completion of the bachelor programme, graduates will obtain a British degree issued by Middlesex University London (UK).

Why UBI Business School?

ABOUT

UBI Business School is a non-profit organisation established in 1992 in Brussels. We are a leading English-language business school delivering high-quality British degrees.

We exist as an open institution to empower global talent and bridge distances through accessible, innovative, and person-centred education aimed at creating value responsibly with focus on Management of Technology, a Global Mindset, and Good Citizenship.

We stand out for several differentiators, which together create a strong value-for-money proposition that helps our graduates progress both personally and professionally, while also making a positive impact on the economies and societies in which they live and work. Moreover, our teaching takes place within our UBI Citizen framework, which promotes values that guide ethical and responsible behaviour across our organisation and among our alumni.



ACADEMIC EXCELLENCE CERTIFIED BY QS RANKINGS

UBI Business School has a long-standing commitment to academic excellence and high-quality education, certified by an independent third party – QS (Quacquarelli Symonds). QS has awarded UBI a 5-Star Overall Rating (Excellent), along with additional 5-Star ratings in the categories of Employability, Teaching, and Online Learning. Furthermore, some of our degrees are recognised among the world's best in various categories.



Joint-EMBA (QS Ranking)

#19 worldwide
#1 in Belgium
#2 in Career Outcomes
#1 in Diversity

Master in Business Analytics (QS Ranking)

#10 Value for Money

OUR DIFFERENTIATORS

British Degrees in the EU and Online

Culture of Lifelong Learning

HyFlex Delivery Model

AI Enhanced Learning

Innovative Programmes following Market Demands

Partnerships and Cooperations

A Personalised Journey

LOCATIONS



Brussels



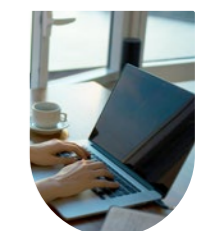
Luxembourg



Madrid



Shanghai



Online

“ In today’s rapidly evolving professional landscape, the ability to continuously upskill and adapt is more important than ever.

UBI offers Postgraduate Certificate Programmes designed to address the most critical and high-demand areas identified by industry. These programmes focus on equipping professionals with targeted expertise in fields such as AI & ML, AI in E-commerce, Energy Transition, Changing Demographics and other emerging domains shaping the future of work.

Our programmes are built on three key principles: relevance, flexibility, and impact. Developed in close collaboration with industry partners, they align with current and future workforce needs. Their flexible format allows working professionals to learn without interrupting their careers, while their practical focus enables participants to apply new knowledge immediately and create tangible value within their organisations.”



DR MARIA ALTAMIRA

Dean of Postgraduate Programmes and International Development

Upskill without Pausing

The professional landscape is shifting faster than ever. Artificial Intelligence, data-driven decision-making, and digital transformation are no longer emerging trends – they are the current reality. For managers and specialists with three to ten years of experience, the challenge is not starting over. It is staying ahead.

UBI’s Postgraduate Certificate programmes are designed for exactly this. Each five-month programme delivers focused, postgraduate-level knowledge in a specific domain – without requiring you to leave your job, restructure your schedule, or commit to a multi-year degree.

The programme blends flexible, asynchronous learning throughout the week with synchronous sessions every other Friday afternoon and Saturday morning – available on campus in Brussels or Madrid, or fully online – giving you the structure you need without disrupting your professional life.

5 months

Focused programme duration

30 ECTS

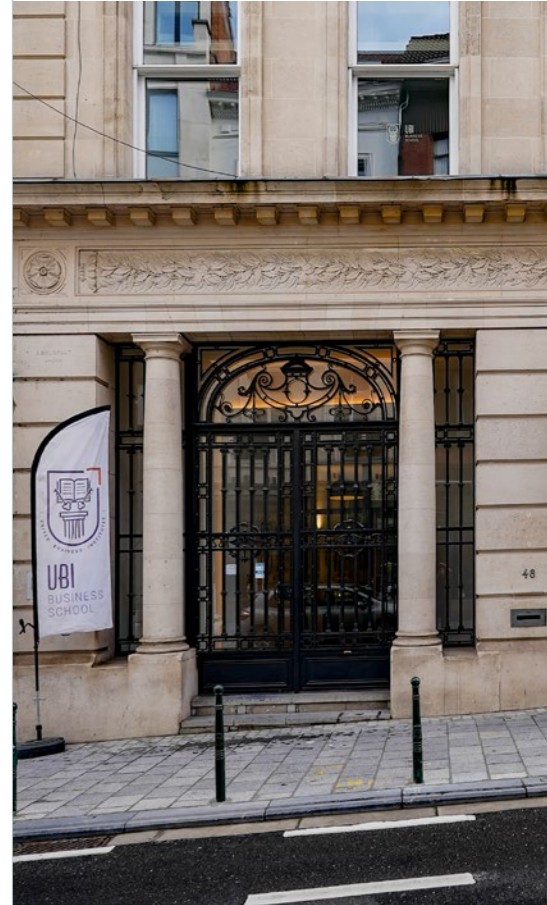
British postgraduate credits

Middlesex University London

€ 3,500

Tuition per programme

Strong value for money



WHY A POSTGRADUATE CERTIFICATE?

A PGCert is not a stepping stone – it is a strategic investment in a specific area of professional knowledge. Where a master’s degree builds broad capability and transforms a career, a Postgraduate Certificate goes deep and goes fast, targeting a defined domain to strengthen what you already know and expand into what you need to know next.

● Master’s Degree:

Broad management skills across disciplines

Career transformation and reinvention

12–18 months commitment

Ideal for career change or acceleration

● Postgraduate Certificate:

Deep knowledge in one focused domain

Precision upskilling on top of existing career

5 months – fits around your job

Ideal for deepening expertise and staying relevant

Stay Relevant in an AI-Driven World

Across every sector, AI is changing what organisations expect from their people. It is not enough to have years of experience – professionals must now understand how artificial intelligence intersects with their domain, how to use AI tools critically, and how to lead in environments where data and automation are reshaping decisions.

UBI's Postgraduate Certificate programmes are built around this reality. AI is not a separate module – it is embedded throughout the curriculum. Each programme ends with an AI-driven final project where participants solve a real business challenge using the tools and knowledge acquired. This ensures that every graduate leaves not just with theoretical understanding, but with hands-on experience applying AI to professional contexts.

20% of organisations are AI-ready: Deloitte identifies limited workforce capability as the single biggest barrier to AI adoption – with only 20% of organisations considering their talent AI-ready.

AI skills are evolving 66% faster: PwC finds that roles exposed to AI require skills that change 66% faster than other occupations, and that industries most exposed to AI see three times higher revenue growth per employee, plus significant wage premiums for AI-skilled professionals.

In Summary: Competitive advantage no longer depends on technology alone, but on the ability to lead AI-enabled teams – making AI understanding essential to driving results, not just efficiency.



AI SKILLS ARE HIGHLY DEMANDED

A recent study by Stanford University, the AI Index Report 2026, based on billions of U.S. job postings collected since 2010 by Lightcast, highlights the significant surge in demand for AI skills.

Our programmes are designed with a strong focus on developing the most in-demand skills in today's job market.

Skill demand increase between 2015 and 2025 in %

Amazon Web Services	1358% ↑
Python	391% ↑
Computer Science	165% ↑
Scalability	733% ↑
Automation	610% ↑
Workflow management	818% ↑
Data analysis	210% ↑
SQL	132% ↑
Project management	147% ↑
Data science	431% ↑



Who are our Programmes for?

UBI's Postgraduate Certificate programmes are designed for working professionals who have already built a foundation in their careers and are ready to go deeper. Unlike master's degrees focused on broad transformation, PGCerts are for specialists and managers who want to sharpen a specific area of expertise – and do so without disrupting their working lives.

EARLY-CAREER MANAGERS:

Around 3–6 years of experience. Ready to build domain expertise and stand out in a competitive market.

FUNCTIONAL SPECIALISTS:

Mid-career professionals who want to deepen knowledge in a specific area and strengthen their authority within their organisation.

INDUSTRY EXPERTS:

Experienced professionals with deep sector knowledge who need updated, AI-relevant expertise to stay ahead as their industry transforms.



Discover our Proprietary Methodology

At UBI Business School, programmes are delivered through a proprietary, award-winning methodology anchored in three core principles.

Programme Structure at a Glance

Each Postgraduate Certificate follows the same five-month structure, combining a shared foundation in Business Strategy with three specialist modules and a final AI-driven project. This ensures consistent academic rigour across all tracks while delivering focused, domain-specific knowledge.

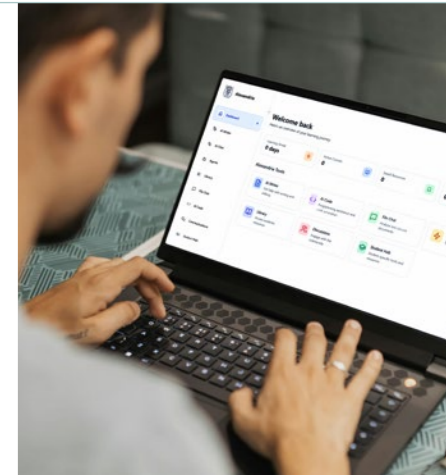
MONTH	MODULE	FOCUS	ECTS
Month 1	Business Strategy	Foundation (all tracks)	6
Month 2	Specialist Module 1	Domain-specific knowledge	6
Month 3	Specialist Module 2	Domain-specific knowledge	6
Month 4	Specialist Module 3	Domain-specific knowledge	6
Month 5	Final Project	Real-world business implementation	6

PATHWAY TO A MASTER'S DEGREE

Every PGCert is a building block. Graduates can progress to a full Master's qualification by completing additional modules and a capstone project – earning a degree that deepens the knowledge developed in the certificate and opens new career pathways.

1 AI ENHANCED LEARNING RESPONDING TO MARKET DEMANDS

GenAI use drives mistakes and skills atrophy – UBI's answer is Human AI First. We teach students how GenAI works, where its limits are, and how to apply it professionally and responsibly to real business problems. Our proprietary platform Alexandria drives rigorous, data-informed learning co-developed with Publicis Media – recognised with the Highly Commended Award at the AMBA & BGA Excellence Awards 2026.



2 HYFLEX RIGOROUS, FLEXIBLE, STUDENT-CENTRED

UBI's HyFlex methodology blends five-star asynchronous learning with live synchronous sessions and continuous faculty feedback, ensuring a progressive transfer of knowledge and skills. Students can study online or on campus, enjoying a flexible, borderless experience that mirrors real hybrid workplaces.

EOCCS-certified and one of only 60 institutions worldwide holding this standard, UBI was also Highly Commended at AMBA/BGA 2026 and holds the highest QS five-star rating in Online Learning.



3 A PERSONALISED MODEL WHERE NO ONE IS LEFT BEHIND

At UBI Business School, support is continuous and tailored throughout the entire academic journey. Small cohorts capped at 35 students, dedicated mentors, structured onboarding and continuous formative feedback ensure that every student – whether online or on campus – progresses with clarity, momentum and individualised support from day one to graduation.



Our Postgraduate Certificate Programmes

All seven programmes award a British Postgraduate Certificate issued by Middlesex University London (UK), combining domain expertise with AI-embedded learning and a pathway to a full Master's degree.

- 1** Management of AI & Machine Learning
- 2** Management of CRM & Marketing Cloud
- 3** Management of Technology
- 4** Management of AI in E-Commerce & Retail Marketing
- 5** Management of Digital Healthcare
- 6** Management of Energy Transition
- 7** Management of Business Transformation & Changing Demographics



UBI is a proud member of the Business Graduates Association (BGA) – an international membership and quality assurance organization focused on business schools and business education.

This affiliation speaks to our dedication towards fostering an environment that nurtures growth and excellence. Our association with BGA opens doors to collaboration and shared insights, enriching the tapestry of our educational approach and providing additional opportunities to our students. This membership embodies our ongoing commitment to the highest standards in education, ensuring that every student thrives in an atmosphere of support and encouragement.



Why choose this Programme?

MARKET OPPORTUNITY

AI adoption is accelerating across industries, creating growing demand for professionals who can turn advanced technologies into business impact. AI-related job postings rose 32% year-on-year in 2025 signalling a sharp increase in employer needs for applied AI skills. With the global AI market projected to reach \$2.57 trillion by 2032, organisations are investing heavily in professionals with expertise in machine learning, automation and data-driven decision-making.

1 Management of AI & Machine Learning

This programme equips professionals with strategic frameworks to manage AI and Machine Learning transformation projects. Its curriculum, co-designed with Microsoft, ensures that you develop skills aligned with real-world business needs and emerging technologies – positioning you to lead AI initiatives with confidence and drive tangible value for your organisation.

INTAKE	DURATION	LANGUAGE	LOCATION	ECTS	TUITION FEE (per year)
September / April	5 months	English / Spanish	Brussels / Madrid / Online	30	EUR 3,500

Certificate upon completion:

Postgraduate Certificate – Management (Artificial Intelligence and Machine Learning)

In partnership with



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CHOOSE THIS PROGRAMME FOR:

- 1 Designed for the modern enterprise**
 Co-developed with industry experts, the programme delivers real-world relevance, direct access to leading industry practices and real commercial application.
- 2 A top-quality international British postgraduate certificate, issued by Middlesex University (UK).**
- 3 Study via HyFlex – A flexible format for working professionals**
 Combine asynchronous content, live sessions and faculty support to study on campus, online or in hybrid mode. EOCCS-accredited and designed to help you upskill while balancing professional and personal commitments.
- 4 AI-enhanced learning through AlexandrIA, UBI's proprietary platform co-developed with Publicis, designed to strengthen human-AI intelligence.**
- 5 Pathway to a Master's degree**
 Progress to a full Master's qualification by completing additional modules and a capstone project, strengthening your credentials and career prospects.



Your Academic Journey

The curriculum is designed to support foundational, specialised and customised learning. Over five months, participants complete five modules, each blending theory with practical application, ensuring concepts are linked to real executive decisions. Classes are held every other Friday afternoon and Saturday morning, either on campus or online.

MONTH 1	BUSINESS STRATEGY (6 ECTS) Explores how digital disruption reshapes competitive dynamics and strategic decision-making. Align technological developments with business goals, organisational change, and value creation.
MONTH 2	AI IN BUSINESS (6 ECTS) Learn how AI transforms business functions through applications in operations, finance, HR and strategy. Understand key tools such as Machine Learning, NLP and predictive analytics. Gain practical insights into using AI to streamline processes and enhance business models.
MONTH 3	DATABASE MANAGEMENT (6 ECTS) Explore how organisations store, structure and access data through relational and non-relational systems. Learn data modelling, querying and the organisation of structured and unstructured data. Understand how cloud platforms and AI-ready architectures shape modern data ecosystems.
MONTH 4	NEURAL NETWORKS AND DEEP LEARNING APPLIED TO BUSINESS (6 ECTS) Study how CNNs, RNNs and transformers enable innovation in forecasting, image analysis, NLP and fraud detection. Learn to evaluate models, interpret outputs and apply deep learning to real business challenges. Develop the skills to align advanced AI techniques with strategic organisational goals.
MONTH 5	FINAL PROJECT (6 ECTS) Participants identify a real-world business or industry challenge and develop an AI-driven solution. The project integrates all concepts and tools acquired throughout the programme.

Built for the Job Market

With completion of this programme graduates will be able to add value to the industry and society from day one. Students in this programme will focus on developing the following skills and competencies:

- Formulating and steering **enterprise AI strategies** that translate priority use cases into measurable business value, establish KPIs and ethical guardrails, and align operating models across functions.
- Designing and managing AI-ready **data architectures** (relational and non-relational, cloud, modelling and query design) to ensure high-quality, compliant data pipelines for analytics and decision-making.
- Critically evaluating, selecting, and **operationalising CNN/RNN/Transformer approaches** for real business scenarios (e.g. forecasting, NLP services, fraud detection), interpreting model outputs and limitations to inform executive decisions.
- Conceiving, executing, and defending **AI-driven projects** that demonstrate feasibility, ethical risk management, and measurable organisational impact, with clear transferability to other contexts.

Career Opportunities

Graduates are prepared for careers in global, industry-relevant organisations.

- AI PROJECT MANAGER**
 Leads interdisciplinary teams in designing and deploying AI solutions in corporate or startup settings using Machine Learning.
- SPECIALIST**
 Develops and optimises algorithms and predictive models across industries such as finance, healthcare, or mobility.
- AI STRATEGY CONSULTANT**
 Advises organisations on integrating AI into their business models to gain a competitive advantage.
- DATA SCIENTIST / ANALYST**
 Transforms large datasets into actionable insights using Machine Learning techniques.

EMERGING ROLES

- SYNTHETIC DATA SUPPLY-CHAIN ARCHITECT**
 Builds enterprise synthetic-data pipelines – including generation, validation, and bias auditing – to enable privacy-preserving AI at scale. Governs data lineage, compliance and MLOps integration.
- INTELLIGENT AUTOMATION & AI OPERATIONS MANAGER (AI OPS)**
 Manages the deployment and optimisation of AI systems, ensuring models remain accurate, scalable, and aligned with business goals.





Why choose this Programme?

MARKET OPPORTUNITY

In an increasingly competitive and hyper-connected digital economy, organisations can no longer rely on traditional marketing methods to engage customers or maintain loyalty. Mastery of Customer Relationship Management (CRM) and Marketing Cloud technologies has become a strategic imperative for any business seeking to create meaningful, data-driven interactions at scale.

2 Management of CRM & Marketing Cloud

The programme equips participants with the strategic foundations and practical skills to drive customer-centric innovation, data-driven marketing and digital transformation. It covers CRM framework design, the evolving CRM ecosystem, and hands-on work with Marketing Cloud platforms to optimise customer engagement and campaign performance. Ultimately, it enables professionals to unlock customer value, strengthen loyalty and build competitive advantage in an increasingly digital marketplace.

INTAKE	DURATION	LANGUAGE	LOCATION	ECTS	TUITION FEE (per year)
September / April	5 months	English	Brussels / Online	30	EUR 3,500

Certificate upon completion:

Postgraduate Certificate – Management (CRM and Marketing Cloud)

In partnership with



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- 4 AI-enhanced learning through AlexandrIA, UBI's proprietary platform co-developed with Publicis, designed to strengthen human-AI intelligence.**
- 5 Pathway to a Master's degree**
 Progress to a full Master's qualification by completing additional modules and a capstone project, strengthening your credentials and career prospects.



Your Academic Journey

The curriculum is designed to support foundational, specialised and customised learning. Over five months, participants complete five modules, each blending theory with practical application, ensuring concepts are linked to real executive decisions. Classes are held every other Friday afternoon and Saturday morning, either on campus or online.

MONTH 1 BUSINESS STRATEGY (6 ECTS)

Explores how digital disruption reshapes competitive dynamics and strategic decision-making. Align technological developments with business goals, organisational change and value creation.

MONTH 2 THE CRM LANDSCAPE (6 ECTS)

Introduces the foundations of CRM and its role in driving sales, engagement and retention. Participants examine analytics, automation and personalisation to enhance customer value in a data-driven environment.

MONTH 3 CLOUD-BASED MARKETING (6 ECTS)

Covers the fundamentals of cloud-enabled marketing and automation tools. Participants learn to streamline processes, enhance collaboration and deliver personalised, data-driven campaigns at scale.

MONTH 4 CRM AND MARKETING CLOUD IN PRACTICE (6 ECTS)

Focuses on applying programme concepts to a real organisational challenge. Participants analyse real business scenarios and propose structured, practical CRM and marketing cloud solutions.

MONTH 5 FINAL PROJECT (6 ECTS)

Participants identify a real-world business or industry challenge and develop a strategic solution. The project integrates all concepts and tools acquired throughout the programme.

Built for the Job Market

With completion of this programme graduates will be able to add value to the industry and society from day one. Students in this programme will focus on developing the following skills and competencies:

- Leading **customer-centric CRM strategy** by critically analysing the CRM landscape and translating insights into **governance frameworks**, performance metrics, and personalised engagement decisions at an executive level.
- Designing and orchestrating data-driven, **cloud-based marketing architectures** that integrate segmentation, automation, and omnichannel journeys to deliver scalable, efficient campaigns.
- Implementing and optimising end-to-end CRM and **Marketing Cloud solutions** in real business scenarios, **diagnosing complex contexts** and defending evidence-based decisions to achieve measurable impact.
- Conceiving, executing, and justifying **AI-driven projects** that address real organisational challenges, **integrating analytics, automation, and ethical considerations** to deliver transferable value.

Career Opportunities

Graduates are prepared for careers in global, industry-relevant organisations.

CRM MANAGER

Leads the strategy and execution of CRM initiatives using cloud platforms to boost customer loyalty and revenue.

MARKETING AUTOMATION SPECIALIST

Designs and manages automated marketing workflows and campaigns that increase customer engagement and optimise marketing spend.

CUSTOMER DATA ANALYST

Transforms CRM and marketing data into actionable insights to support personalised marketing and sales strategies.

DIGITAL CAMPAIGN MANAGER

Coordinates digital marketing campaigns leveraging CRM and cloud technologies to enhance brand presence and conversion rates.

EMERGING ROLES

AI-POWERED CRM STRATEGIST

Integrates AI into CRM systems to enable predictive insights, real-time personalisation, and automated decision-making.

CUSTOMER DATA PRIVACY AND TRUST MANAGER

Oversees ethical data use, consent management, and compliance, ensuring trusted and transparent customer relationships.





3 Management of Technology

This programme provides strategic understanding and practical tools to manage value creation through emerging technologies such as AI, cloud solutions and automation. Participants learn to drive innovation, align technological initiatives with business strategy and lead transformation that supports long-term competitive advantage.

INTAKE	DURATION	LANGUAGE	LOCATION	ECTS	TUITION FEE (per year)
September / April	5 months	English	Brussels / Online	30	EUR 3,500

Certificate upon completion:

Postgraduate Certificate – Management (Technology)

In partnership with



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Why choose this Programme?

MARKET OPPORTUNITY

The rapid growth of technology-driven roles is reshaping every sector, with the World Economic Forum reporting that AI, big data and technological literacy are among the top three fastest-growing skills employers expect to need by 2030. This rising demand makes strong technology-management capabilities increasingly valuable, as organisations rely on professionals who can effectively translate technological advancements into strategic and operational success across diverse industries.

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MONTH 1	BUSINESS STRATEGY (6 ECTS) Explores how digital disruption reshapes competitive dynamics and strategic decision-making. Align technological developments with business goals, organisational change, and value creation.
MONTH 2	ENTREPRENEURSHIP AND INNOVATION (6 ECTS) The module covers core principles of entrepreneurship, opportunity recognition and business model design. Students learn to foster creativity, manage risk and lead innovation initiatives. Builds skills to create value and drive competitive advantage.
MONTH 3	FINANCE AND TECHNOLOGY (6 ECTS) Explore how fintech, blockchain and digital tools transform financial decision-making. Students assess tech-driven impacts on strategy, risk and investment. Prepares them to use technology for stronger financial performance.
MONTH 4	SMART OPERATIONS (6 ECTS) Students focus on how technologies like automation, IoT and digitalised supply chains optimize operations. They learn to design efficient, data-driven processes. Develop capabilities to lead operational innovation and improvement.
MONTH 5	FINAL PROJECT (6 ECTS) Participants identify a real-world business or industry challenge and develop a strategic solution. The project integrates all concepts and tools acquired throughout the programme.

Built for the Job Market

With completion of this programme graduates will be able to add value to the industry and society from day one. Students in this programme will focus on developing the following skills and competencies:

- Formulating and steering **enterprise-level technology strategy** that align AI, cloud, and automation with business objectives, specifying KPIs, investment cases, and ethical/risk guardrails.
- Identifying opportunities, designing and testing business models, and leading **intrapreneurial initiatives** that create defensible value under uncertainty.
- Critically evaluating and deploying **fintech, blockchain, digital payments, and data-driven analytics** to inform capital allocation, performance management and risk control.
- Architecting and optimising **data-driven operations** (automation, IoT, supply chain digitalisation) and delivering measurable, real-world transformation projects from scoping to executive defence.

Career Opportunities

Graduates are prepared for careers in global, industry-relevant organisations.

TECHNOLOGY TRANSFORMATION MANAGER

Leads digital transformation initiatives, implementing technologies such as AI, cloud, and automation to improve performance and efficiency.

INNOVATION & STRATEGY CONSULTANT

Advises organisations on technology strategy, emerging trends, and new business models to drive long-term growth.

DIGITAL ETHICS & COMPLIANCE OFFICER

Ensures responsible technology use, managing risks related to data privacy, regulation, and AI ethics.

TECHNOLOGY PRODUCT MANAGER

Oversees the lifecycle of digital products, ensuring they meet user needs and deliver business value.

EMERGING ROLES

ECOSYSTEM AND PLATFORM STRATEGY LEAD

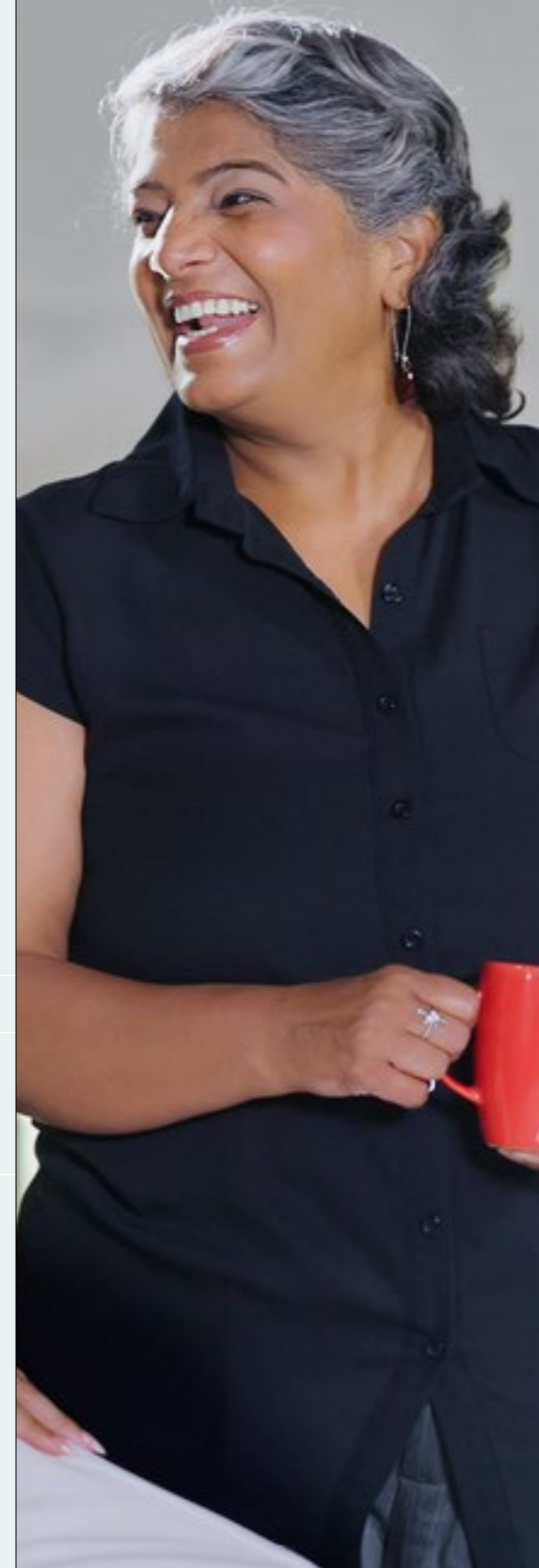
Develops platform-based business models, creating value through connected services, partnerships, and data-driven ecosystems.

HUMAN-AI COLLABORATION MANAGER

Enhances how humans and AI systems work together, improving productivity, decision-making, and workplace effectiveness.



In cooperation with



Why choose this Programme?

MARKET OPPORTUNITY

In the rapidly evolving landscape of e-commerce and retail, AI stands as a transformative force, reshaping how businesses engage with customers and optimise operations. Organisations face growing pressure to deliver personalised, seamless and efficient customer experiences. As data volumes rise and competition intensifies, professionals who can translate AI capabilities into measurable commercial impact are in high demand.

4

Management of AI in E-Commerce & Retail Marketing

Designed for professionals in retail, marketing, e-commerce and FMCG, this Professional Postgraduate Certificate develops the strategic and practical skills needed to lead AI-driven transformation. Participants learn to apply AI in marketing, customer analytics, personalisation, omnichannel strategies, supply chain and retail media to stay competitive in the digital and phygital commerce era. The programme empowers professionals to create new value, boost performance and drive innovation in the digital retail economy.

INTAKE	DURATION	LANGUAGE	LOCATION	ECTS	TUITION FEE (per year)
September / April	5 months	English / Spanish	Brussels / Madrid / Online	30	EUR 3,500

Certificate upon completion:

Postgraduate Certificate – Management (Artificial Intelligence in E-Commerce and Retail Marketing)

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MONTH 1	BUSINESS STRATEGY (6 ECTS) Examines how digital disruption reshapes competitive strategy and organisational priorities. Participants learn to align technological change with business goals, value creation and ROI.
MONTH 2	THE E-COMMERCE LANDSCAPE (6 ECTS) Provides an overview of current e-commerce models, consumer behaviour and omni-channel trends. Highlights why AI is now essential and how data-rich environments drive innovation.
MONTH 3	AI IN E-COMMERCE (6 ECTS) Explores how AI enhances personalisation, logistics, pricing and customer engagement. Participants assess practical tools and evaluate AI's impact on behaviour and operational efficiency.
MONTH 4	RETAIL MEDIA AND AI (6 ECTS) Introduces retail media networks and data-driven advertising strategies. Focuses on how AI optimises targeting, measurement and ROI across retailer platforms.
MONTH 5	FINAL PROJECT (6 ECTS) Participants address a real organisational challenge or industry case. They develop a strategic solution applying concepts learned throughout the programme.

Built for the Job Market

With completion of this programme graduates will be able to add value to the industry and society from day one. Students in this programme will focus on developing the following skills and competencies:

- Conducting **strategic analyses** of the e-commerce and omnichannel landscape.
- Critically appraising and **synthesising phygital retail models, platform ecosystems and digital consumer behaviour** to design evidence-based, AI-enabled growth strategies.
- Applying AI for marketing effectiveness by designing, implementing, and **evaluating AI-enabled marketing solutions** that deliver personalisation at scale, conversion uplift, and operational efficiency.
- Recommending retail media strategies and **AI-powered measurement by building compelling audience strategies**, enabling programmatic activation, and applying omnichannel attribution/incrementality testing to optimise budget allocation and ROI.

Career Opportunities

Graduates are prepared for careers in global, industry-relevant organisations.

E-COMMERCE AI STRATEGIST
 Leads AI initiatives to enhance customer experience, optimise pricing, and drive personalised marketing.

RETAIL DATA ANALYST
 Applies AI and Machine Learning to analyse customer data, predict trends, and optimise product strategies.

CUSTOMER EXPERIENCE MANAGER (AI-FOCUSED)
 Implements AI-driven personalisation, chatbots, and recommendation systems to improve customer engagement and loyalty.

SUPPLY CHAIN OPTIMISATION SPECIALIST
 Uses AI to forecast demand, manage inventory, and optimise logistics for greater efficiency and cost reduction.

EMERGING ROLES

AI PRODUCT MANAGER (RETAIL & E-COMMERCE)
 Develops and manages AI-powered products, aligning business objectives, customer needs, and technical delivery.

MARKETING AUTOMATION & PERSONALISATION SPECIALIST
 Uses AI to automate and personalise campaigns, improving engagement, conversion, and customer lifetime value.





5

Management of Digital Healthcare

Designed for healthcare executives, clinicians, and policymakers, this programme explores how digital transformation is redefining the healthcare value chain, from service design and patient engagement to data management and operational efficiency. It provides the frameworks and applied knowledge to manage innovation, implement technology ethically, and lead digital change within complex health systems.

INTAKE	DURATION	LANGUAGE	LOCATION	ECTS	TUITION FEE (per year)
April / September	5 months	English	Brussels / Online	30	EUR 3,500

Certificate upon completion:

Postgraduate Certificate – Management (Digital Healthcare)

In partnership with



All Postgraduate Certificates are developed in partnership with Middlesex University London, an institution with a distinguished heritage of excellence and innovation. With the completion of the programme, graduates will obtain a British degree issued by Middlesex University London (UK).

Why choose this Programme?

MARKET OPPORTUNITY

The digital healthcare sector is expanding rapidly as health systems adopt telemedicine, remote monitoring, and AI-enabled tools at unprecedented speed. The global digital health market is projected to grow from USD 288.5 billion in 2024 to USD 946 billion by 2030, driven by telehealth, mHealth, and data-driven care models. With chronic diseases rising and healthcare providers shifting towards more efficient, technology-enabled delivery, organisations urgently need professionals who can manage digital transformation.

CHOOSE THIS PROGRAMME FOR:

- 1 Designed for the modern enterprise**
 Co-developed with industry experts, the programme delivers real-world relevance, direct access to leading industry practices and real commercial application.
- 2 A top-quality international British postgraduate certificate, issued by Middlesex University (UK).**
- 3 Study via HyFlex – A flexible format for working professionals**
 Combine asynchronous content, live sessions and faculty support to study on campus, online or in hybrid mode. EOCCS-accredited and designed to help you upskill while balancing professional and personal commitments.
- 4 AI-enhanced learning through Alexandria, UBI's proprietary platform co-developed with Publicis, designed to strengthen human-AI intelligence.**
- 5 Pathway to a Master's degree**
 Progress to a full Master's qualification by completing additional modules and a capstone project, strengthening your credentials and career prospects.



Your Academic Journey

The curriculum is designed to support foundational, specialised and customised learning. Over five months, participants complete five modules, each blending theory with practical application, ensuring concepts are linked to real executive decisions. Classes are held every other Friday afternoon and Saturday morning, either on campus or online.

MONTH 1	BUSINESS STRATEGY (6 ECTS) Explores how digital disruption reshapes competitive dynamics and strategic decision-making. Align technological developments with business goals, organisational change, and value creation.
MONTH 2	GLOBAL HEALTH SYSTEMS AND PRACTICES (6 ECTS) Analyses how healthcare systems operate worldwide, examining patient, practitioner, and provider perspectives. The module explores the role of digital technologies in driving systemic change, addressing barriers to innovation, and fostering equitable, technology-enabled health solutions across diverse global contexts.
MONTH 3	BUSINESS MODELS AND TECHNOLOGY IN THE HEALTH INDUSTRY (6 ECTS) Explores how technological advancement is reshaping healthcare business models. The module focuses on evaluating and designing innovative, ethical, and financially viable approaches that integrate patient-centered care, data governance, and regulatory compliance to enhance the effectiveness and sustainability of digital health delivery.
MONTH 4	HEALTHCARE BUSINESS AND TECHNOLOGY IN PRACTICE (6 ECTS) Examines how healthcare organisations can strategically implement digital transformation. The module develops students' ability to design comprehensive and ethical transformation plans, assess financial and operational implications, and apply technology-driven solutions to optimise performance and stakeholder value.
MONTH 5	FINAL PROJECT (6 ECTS) Participants identify a real-world business or industry challenge and develop an AI-driven solution. The project integrates all concepts and tools acquired throughout the programme.

Built for the Job Market

With completion of this programme graduates will be able to add value to the industry and society from day one. Students in this programme will focus on developing the following skills and competencies:

- Critically analysing **global health system architectures** and the role of digital technologies, including telemedicine, mHealth, and remote monitoring to identify systemic barriers to innovation and design technology-enabled solutions.
- Evaluating and designing innovative, financially viable **digital health business models** that integrate **patient-centred care, data governance,** and regulatory compliance to enhance the sustainability and effectiveness of health service delivery.
- Leading comprehensive digital transformation strategies within **complex health organisations,** assessing **financial and operational implications,** and optimising performance and stakeholder value in alignment with ethical standards.
- Conceiving and justifying **AI-driven healthcare projects** that address real organisational challenges, integrating data analytics, operational efficiency, and responsible use of patient data.

Career Opportunities

Graduates are prepared for careers in global, industry-relevant organisations.

DIGITAL HEALTH PRODUCT MANAGER

Oversees the design and implementation of digital health solutions such as telemedicine platforms, wearable technologies and remote patient monitoring systems.

HEALTH DATA ANALYST (AI SPECIALIST)

Uses data analytics and AI tools to support diagnostics, personalise treatment and optimise clinical and operational performance.

CHIEF DIGITAL HEALTH OFFICER

Drives digital transformation, technology adoption and innovation in hospitals, startups, and public health organisations.

EMERGING ROLES

AI-POWERED HEALTHCARE OPERATIONS MANAGER

Oversees AI-driven systems to optimise care delivery pathways, resource allocation and patient outcomes at scale across health networks.

DIGITAL HEALTH ETHICS & COMPLIANCE OFFICER

Ensures responsible use of patient data and AI tools, managing regulatory compliance, privacy protocols and ethical standards in health technology.





6 Management of Energy Transition

This programme provides a structured understanding of how the global energy transition is reshaping markets, supply systems, and business strategy, preparing professionals from both technical and management backgrounds to make informed decisions in volatile, geopolitically exposed, and climate-constrained energy markets. Participants learn to interpret market volatility, geopolitical pressures, and technological change, and to design transition strategies, evaluate technologies and investments, and apply digital and AI-enabled tools to balance security, competitiveness, and decarbonisation.

INTAKE	DURATION	LANGUAGE	LOCATION	ECTS	TUITION FEE (per year)
September / April	5 months	English	Brussels / Online	30	EUR 3,500

Certificate upon completion:

Postgraduate Certificate – Management (Strategic Energy Transition)

In partnership with



All Postgraduate Certificates are developed in partnership with Middlesex University London, an institution with a distinguished heritage of excellence and innovation. With the completion of the programme, graduates will obtain a British degree issued by Middlesex University London (UK).



Why choose this Programme?

MARKET OPPORTUNITY

Global energy demand is expected to rise sharply by 2050, placing unprecedented pressure on leaders to manage volatility, geopolitics, and climate constraints. With up to 70% of energy still fossil-based mid-century, organisations face a complex transition requiring advanced strategic and risk capabilities, alongside an estimated \$275 trillion in investment to reach net zero and the creation of 14 million clean-energy jobs. This transformation creates a strong opportunity for a postgraduate programme that equips future leaders to steer the strategic, financial, and technological dimensions of the global energy transition.

CHOOSE THIS PROGRAMME FOR:

- 1 Designed for the modern enterprise**
 Co-developed with industry experts, the programme delivers real-world relevance, direct access to leading industry practices and real commercial application.
- 2 A top-quality international British postgraduate certificate, issued by Middlesex University (UK).**
- 3 Study via HyFlex – A flexible format for working professionals**
 Combine asynchronous content, live sessions and faculty support to study on campus, online or in hybrid mode. EOCCS-accredited and designed to help you upskill while balancing professional and personal commitments.
- 4 AI-enhanced learning through AlexandRIA, UBI's proprietary platform co-developed with Publicis, designed to strengthen human-AI intelligence.**
- 5 Pathway to a Master's degree**
 Progress to a full Master's qualification by completing additional modules and a capstone project, strengthening your credentials and career prospects.



Your Academic Journey

The curriculum is designed to support foundational, specialised and customised learning. Over five months, participants complete five modules, each blending theory with practical application, ensuring concepts are linked to real executive decisions. Classes are held every other Friday afternoon and Saturday morning, either on campus or online.

MONTH 1	<p>BUSINESS STRATEGY (6 ECTS)</p> <p>Examines how digital disruption reshapes competitive strategy and organisational priorities. Participants learn to align technological change with business goals, value creation and ROI.</p>
MONTH 2	<p>THE ENERGY LANDSCAPE (6 ECTS)</p> <p>Explores turbulent energy market dynamics, regulatory uncertainty, and security-of-supply challenges. The module develops the ability to interpret geopolitical signals, assess volatility drivers, and evaluate infrastructure resilience through applied case work focused on strategic responses to market disruptions.</p>
MONTH 3	<p>ENERGY TRANSITION AS A SOURCE OF COMPETITIVE ADVANTAGE (6 ECTS)</p> <p>Focuses on building durable competitive advantage under uncertainty. The module covers strategy design in turbulent environments, including scenario planning, transition finance, risk management, and governance frameworks to support informed investment decisions and credible performance delivery.</p>
MONTH 4	<p>NEW TECHNOLOGIES & ENERGY TRANSITION (6 ECTS)</p> <p>Examines how technology choices and system integration support energy resilience and optimisation. The module explores digital and AI-enabled applications, industrial transition technologies, storage and flexibility solutions, and cyber-physical security as key enablers of secure and efficient energy systems.</p>
MONTH 5	<p>FINAL PROJECT (6 ECTS)</p> <p>Participants address a real organisational challenge or industry case. They develop an AI-driven solution applying concepts learned throughout the programme.</p>

Built for the Job Market

With completion of this programme graduates will be able to add value to the industry and society from day one. Students in this programme will focus on developing the following skills and competencies:

- Critically understanding the forces reshaping **business strategy** – seeing how energy transition, demographic change and digital disruption redefine competitive dynamics and long-term organisational positioning, integrating market dynamics, geopolitics, regulation and tech innovation into strategic roadmaps.
- Learning how organisations create and protect value through energy transition – including **energy-market exposure, investment logic, system resilience, technology choices and operational continuity**, and understanding how businesses stay competitive amid volatility using efficiency, electrification, renewables and digital tools.
- Navigating the **ethics of energy transition** – exploring security of supply, environmental impact, affordability and investment, applying frameworks to guide **responsible decisions** in complex socio-economic contexts.
- Professionally managing the **language of energy transition** – using core concepts, frameworks and clear communication to interpret scenarios, risks and strategies, aligning priorities, KPIs and governance for **effective dialogue with business, policy and technical stakeholders**.

Career Opportunities

Graduates are prepared for careers in global, industry-relevant organisations.

ENERGY TRANSITION RESEARCH ANALYST

Supports the analysis of transition pathways, policies and market signals to help organisations understand emerging energy trends.

ENERGY POLICY & COMPLIANCE ASSISTANT

Helps interpret regulatory developments and policy requirements, supporting teams in aligning operations with evolving energy standards.

SUSTAINABLE OPERATIONS & EFFICIENCY ANALYST

Contributes to identifying efficiency opportunities, basic decarbonisation measures and operational improvements linked to energy use.

EMERGING ROLES

DISTRIBUTED ENERGY SYSTEMS ANALYST

Assists in evaluating distributed energy options – such as rooftop solar, microgrids and storage – and their impact on business resilience.

CLIMATE & ENERGY DATA INSIGHTS ASSISTANT

Supports teams by organising and interpreting energy-related datasets to highlight risks, trends and decision-relevant insights.

GREEN SUPPLY CHAIN & PROCUREMENT ANALYST

Helps assess supplier energy exposure, low-carbon procurement options and early sustainability requirements across value chains.





7 Management of Business Transformation & Changing Demographics

Demographic change is one of the most powerful – and least managed – forces reshaping global business. Ageing populations, generational workforce shifts, and rising diversity are redefining business models, talent strategies, and consumer markets across every sector. This 5-month programme equips professionals to anticipate and respond to these transformations, exploring how population shifts are redefining innovation priorities and organisational design.

INTAKE	DURATION	LANGUAGE	LOCATION	ECTS	TUITION FEE (per year)
April / September	5 months	English	Brussels / Online	30	EUR 3,500

Certificate upon completion:

Postgraduate Certificate – Management (Business Transformation and Changing Demographics)

In partnership with



All Postgraduate Certificates are developed in partnership with Middlesex University London, an institution with a distinguished heritage of excellence and innovation. With the completion of the programme, graduates will obtain a British degree issued by Middlesex University London (UK).

Why choose this Programme?

MARKET OPPORTUNITY

The global „silver economy“ is projected to reach USD 15 trillion by 2050, creating significant opportunities in healthcare, finance, mobility, and consumer goods. At the same time, Gen Z will represent nearly 27% of the global workforce by 2025, bringing new expectations around flexibility, diversity, and purpose. Despite the scale of these shifts, only one in four executives feel prepared to address them systematically – making demand for professionals who can bridge demographic insight with organisational transformation significant and growing.

CHOOSE THIS PROGRAMME FOR:

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- 3 Study via HyFlex – A flexible format for working professionals**
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Your Academic Journey

The curriculum is designed to support foundational, specialised and customised learning. Over five months, participants complete five modules, each blending theory with practical application, ensuring concepts are linked to real executive decisions. Classes are held every other Friday afternoon and Saturday morning, either on campus or online.

MONTH 1	<p>BUSINESS STRATEGY (6 ECTS)</p> <p>Establishes a foundation in modern business strategy, focusing on how demographic and technological disruption are reshaping competitive dynamics. Participants learn to align strategic objectives with population trends, manage organisational change, and apply critical thinking to ensure value creation and long-term impact.</p>
MONTH 2	<p>UNDERSTANDING DEMOGRAPHICS (6 ECTS)</p> <p>Explores how population shifts influence economies, workforces, and consumer behaviour. The module develops the ability to interpret demographic data, recognise emerging patterns, and translate these insights into strategies for growth, innovation, and inclusion.</p>
MONTH 3	<p>TRANSFORMING THE ORGANISATION AND ITS ECOSYSTEM (6 ECTS)</p> <p>Focuses on how organisations can adapt to demographic and cultural change. The module builds understanding of how to redesign structures, processes, and cultures to foster diversity, strengthen collaboration, and achieve sustainable competitiveness.</p>
MONTH 4	<p>NEW VALUE PROPOSALS FOR CHANGING DEMOGRAPHICS (6 ECTS)</p> <p>Examines how demographic change drives new opportunities for innovation and market growth. The module highlights how technology and data can inform the design of targeted value propositions, distinctive products, and strategies that resonate across generations and cultures.</p>
MONTH 5	<p>FINAL PROJECT (6 ECTS)</p> <p>Participants identify a real-world business or industry challenge and develop an AI-driven solution. The project integrates all concepts and tools acquired throughout the programme.</p>

Built for the Job Market

With completion of this programme graduates will be able to add value to the industry and society from day one. Students in this programme will focus on developing the following skills and competencies:

- Interpreting and translating demographic data and population trends (e.g. ageing, rising diversity) into evidence-based strategic roadmaps.
- Designing and leading demographic-driven organisational transformation by redesigning structures, cultures, and talent strategies to foster intergenerational collaboration, inclusion, and competitiveness in multigenerational workplaces.
- Conceiving and evaluating innovative value propositions, products, and business models that respond to demographic change - leveraging technology, behavioural economics, and consumer lifecycle insights.
- Applying AI-driven analytics and demographic intelligence to generate predictive insights on consumer behaviour, workforce evolution, and market opportunity, and defending data-informed transformation projects with measurable organisational impact.

Career Opportunities

Graduates are prepared for careers in global, industry-relevant organisations.

STRATEGIC FORESIGHT & DEMOGRAPHIC INNOVATION CONSULTANT

Helps organisations anticipate population trends, enabling competitive positioning across healthcare, finance, and consumer goods.

HEAD OF GLOBAL CONSUMER TRENDS & LIFECYCLE INNOVATION

Uses demographic analytics and behavioural economics to anticipate market opportunities and create lifelong customer value across generations.

CORPORATE DIVERSITY & INTERGENERATIONAL STRATEGY LEAD

Develops age-inclusive strategies to improve talent retention, leadership development, and organisational culture in diverse, multigenerational workplaces.

EMERGING ROLES

DEMOGRAPHIC INTELLIGENCE & AI INSIGHTS MANAGER

Combines AI-driven analytics with demographic data to generate predictive insights on consumer behaviour, workforce evolution, and market opportunity across sectors and geographies.

LONGEVITY ECONOMY STRATEGIST

Designs products, services, and business models tailored to ageing populations – one of the fastest-growing and most underserved global consumer segments.





I'm Medical Director for BeLux at Merck. After 20+ years in Medical Affairs, I chose to explore AI, leveraging my medical and leadership background. I stepped out of my comfort zone and returned to campus, completing UBI's Postgraduate Certificate in Management of AI & Machine Learning at UBI Brussel school (in cooperation with Middlesex University London).

Intense, inspiring, highly recommended!

FILIPPO DE LORENZO

Graduate 2026



OUR ONGOING COMMITMENT TO RESPONSIBLE BUSINESS EDUCATION

PRME
SIGNATORY MEMBER

UBI Business School is a PRME Member (Principles For Responsible Management Education), underscoring the dedication to shaping future leaders who prioritise ethical and sustainable practices. This affiliation reflects the school's ongoing efforts to integrate responsible management principles into its curriculum, fostering a holistic approach to education that transcends traditional boundaries.

As a UN PRME member, the school joins a global network of institutions devoted to advancing the values of social responsibility, ethics, and sustainability in education. This membership represents a significant stride in the journey to equip students with the knowledge and skills needed to navigate a complex and interconnected world responsibly.

Become a UBI member today

ADMISSION PROCESS

- 1 Online application (free)
- 2 Attend an on-campus or online interview if selected
- 3 Admission offer

Candidates can apply to UBI at any point throughout the year.

CERTIFICATE REQUIREMENTS

- An undergraduate degree
- For Brussels:** Proof of command of English (usually IELTS 6.0 or TOEFL iBT 72)
- For Madrid:** Proof of command of Spanish (mainly level C1 CEFR) + Proof of command of English (B2 reading level)

APPLICATION PROCESS FOR INTERNATIONAL STUDENTS

We welcome students from around the world and support them throughout the visa application process. Visa applications can be complex and may require significant processing time. To study at our main campus in Brussels, students should follow the steps below:



UBI SCHOLARSHIPS – SUPPORTING YOUR ACADEMIC JOURNEY

UBI offers a range of scholarships and tuition incentives to recognise academic excellence, promote inclusion, and support access to international education. All scholarships are subject to admission, formal requirements, and committee approval. Full details are available at ubi.edu. Key scholarships include:

Merit Based

Global Inclusion

Refugee Status

Family-based

Special Group

Corporate Scholarships

EXTENDED INSTITUTIONAL RECOGNITION – EFMD



UBI is a full member of the EFMD, a globally recognised accreditation body dedicated to enhancing excellence in management education and development. With a network of 30,000 management professionals from academia, business, public service, and consultancies, EFMD plays a central role in shaping the global approach to management education and provides a unique forum for information, research, networking, and debate on innovation and best practice. This membership is a testament to UBI's adherence to the highest standards of academic rigour, continuous improvement, and internationalisation.



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