

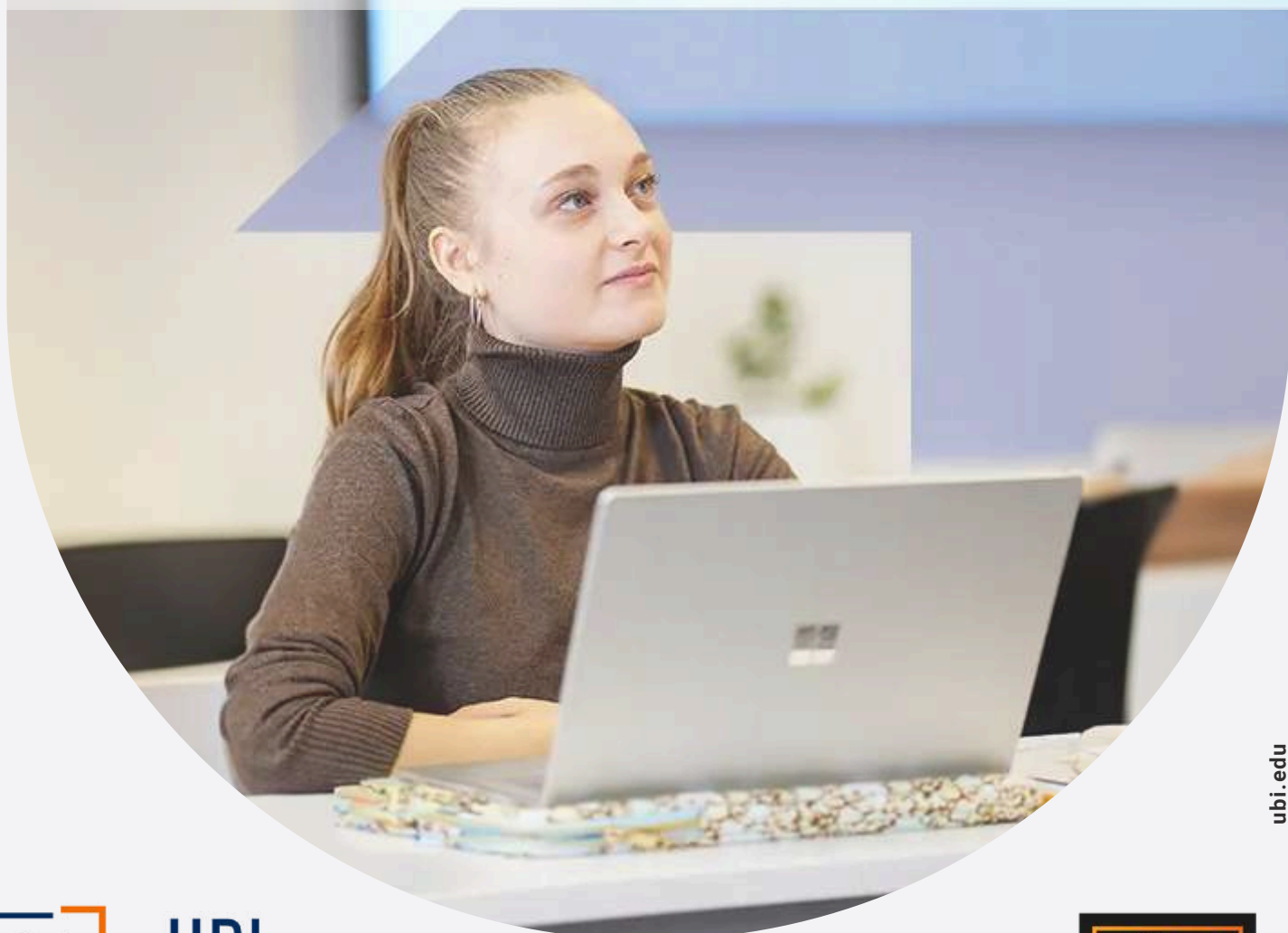
**BSC BUSINESS (MANAGEMENT OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING)**

**BSC BUSINESS (MANAGEMENT OF ARTIFICIAL INTELLIGENCE IN E-COMMERCE & RETAIL MARKETING)**

**BSC BUSINESS (MANAGEMENT OF SUSTAINABLE ENERGY TRANSITION)**

**BSC BUSINESS (INTERNATIONAL MANAGEMENT)**

**BSC BUSINESS**



ubi.edu



**UBI**  
BUSINESS  
SCHOOL

Brussels | Luxembourg | Madrid | Shanghai



# UBI BUSINESS SCHOOL

UBI Business School, established in 1992 in Brussels, is a leading English-language business school offering top-quality British business programmes with an enterprising focus on Business & Tech, Global Mindset, and Good Citizenship.

***We exist as an open institution to empower global talents and bridge distances through accessible, innovative, and person-centred education focused on creating value in a responsible manner.***

UBI Business School has been ranked #21 worldwide for its joint-EMBA programme and achieved a prestigious 5-star overall rating (Excellent) in the academically renowned QS rating system, with additional 5 Stars for Excellence in three important categories: Employability, Teaching and Online Learning. We are also a member of the EFMD (European Foundation for Management Development) and BGA (Business Graduates Association), recognised as two of the world's most renowned accreditation bodies for business schools, underscoring our commitment to providing the highest standards in academic rigour.

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.

Demonstrating its dedication towards academic excellence, UBI Business School is a member of the United Nations' Principles for Responsible Management Education (PRME), driving thought leadership on sustainable management education and aligning with the work of the UN Global Compact.



Brussels  
campus



Luxembourg  
campus



4 locations worldwide

Brussels, Luxembourg, Madrid, Shanghai



<https://ubi.edu/ubi-qs-ranking-top-21/>



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



<https://ubi.edu/ubi-business-school-achieves-full-efmd-membership-status/>



<https://ubi.edu/ubi-bga-membership/>

**PRME**  
SIGNATORY MEMBER

<https://ubi.edu/ubi-prme-membership/>



## THE UBI DIFFERENCE



### Inclusive British degrees nurturing forward-looking leaders

- #21 worldwide
- Enterprising focus on Business & Tech, Global Mindset, and Good Citizenship



### Accelerating entrepreneurship and global careers for all



- #1 in career progression
- Personalised career services for students and alumni



### Bridging distances with accessible, innovative, and person-centred education

- Hybrid learning ecosystem promoting flexibility by leveraging the use of technology
- Programmes delivered in Brussels, Luxembourg, Madrid, Shanghai, and Online



### A business ecosystem as your gateway to the world

- Extensive corporate partnerships to support high employability and career progression
- Customised focus on students' professional growth and lifelong learning support
- International business experience with opportunities at UBI locations and partners such as LSE or Babson College

### Degree awarded upon completion

Degrees issued by Middlesex University London (UK):

- BSc Business (Management of Artificial Intelligence and Machine Learning)
- BSc Business (Management of Artificial Intelligence in E-commerce & Retail Marketing)
- BSc Business (Management of Sustainable Energy Transition)
- BSc Business (International Management)
- BSc Business





“ The bachelor programme fully suits my career aspirations. I hold UBI in high regard for encouraging students to reach their full potential and become prominent leaders in the world of business.”

EMMA

*BSc Student*



# BACHELOR PROGRAMME DIFFERENTIATORS

## A BRITISH DEGREE IN THE HEART OF EUROPE

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



## CUSTOMISED ACADEMIC JOURNEY

- Choice of 5 specialisation tracks
- Venture Creation Lab or Business Consultancy project with guidance from mentors and industry experts
- 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

- 40+ 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

# BACHELOR PROGRAMME AT A GLANCE



**BRITISH DEGREE**  
UPON GRADUATION



**BRUSSELS** *or*  
**LUXEMBOURG**  
campus

**3-YEAR**  
fulltime curriculum

Credits

**180**  
ECTS

**Evolutive  
Hybrid  
Delivery**



**September**  
**+ February**  
Intake



CHOICE OF

**Internship** *or*  
**Semester abroad**

*Optional*

**International  
business  
experience**

**Exchange  
opportunities**

Choice of specialisation

- **Management of Artificial Intelligence and Machine Learning**
- **Management of Artificial Intelligence in E-commerce & Retail Marketing**
- **Management of Sustainable Energy Transition**
- **International Management**
- **Business**

# 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 MANAGEMENT

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

or

#### SUSTAINABLE ENERGY TRANSITION

- The Energy Landscape
- Energy Transition as Source of Competitive Advantage
- New Technologies and Energy Transition
- Sustainable Sociétés & Economies
- Global Challenges
- Elective\*

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

or

#### AI IN E-COMMERCE & RETAIL MARKETING

- The E-commerce Landscape
- AI in E-commerce
- Retail Media and AI
- Artificial Intelligence in Business
- Business Analytics
- Global Challenges

- 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)



“UBI Business School has played a key role in my entrepreneurial journey in Japan. Its effective teaching approach and comprehensive course materials have supported my professional development, providing me with the necessary skills to face the global challenges of entrepreneurship.

ERIC

*BSc Alumnus*





In collaboration with



Le Botaniste



Mobility and Transports Experts



BRANDREV.AI



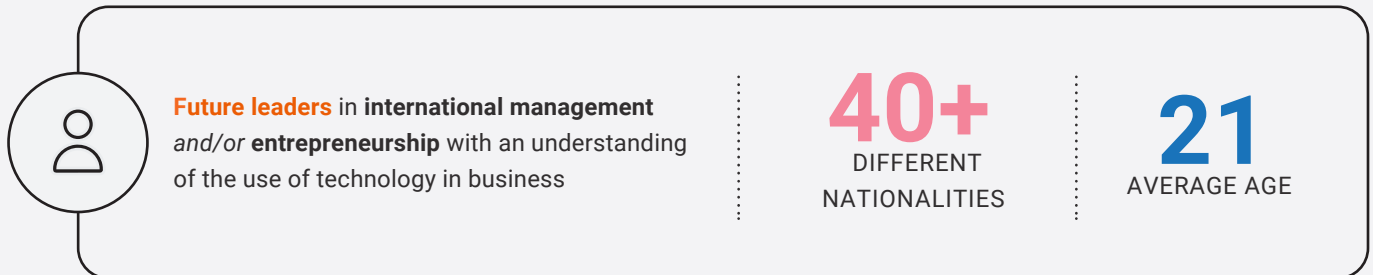
## ACADEMIC PARTNERS

The 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 exchange programmes.



# STUDENTS PROFILE



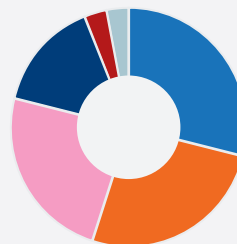
# GRADUATES CAREER PATH

**47%** continuing education

**40%** enter the workforce

## ALUMNI EMPLOYERS

- Central Bank of Luxembourg
- Chanel
- Cisco
- Deloitte
- European Commission
- HP
- KPMG
- McKinsey & Co
- P&G
- Reckitt
- Star Alliance
- Toyota
- TikTok
- Zoom



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

*Data based on 2016-2023 UBI Bachelor alumni data.*

## JOB POSITIONS UPON GRADUATION

- |                       |                          |                 |
|-----------------------|--------------------------|-----------------|
| Business analyst      | Communication manager    | Wealth manager  |
| Business developer    | Customer service officer | Entrepreneur    |
| Consultant            | Financial auditor        | Data analyst    |
| Marketing coordinator | Accountant               | Trade associate |



# LIFE@CAMPUS



Student lead social activities



20K Brussels Marathon



On-campus festivities



Intercultural exchanges



Company visit @Aston Martin Luxembourg



Visit @Central Bank of Luxembourg





# 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 on  
<https://ubi.edu/register/>



1

## ONLINE APPLICATION



Documents required:

- Secondary school/high school diploma
  - Academic transcripts
  - Copy of ID
  - Portrait photo
  - Proof of command of the English language IELTS (6.0) or TOEFL iBT (72)
  - 350-word personal statement
- > This requirement is waived for applicants who have completed their previous cycle of education in English

2

## INTERVIEW



On-campus or online interview for eligible candidates

3

## ADMISSION OFFER



4

## PAYMENT OF TUITION FEES



5

## WELCOME TO UBI!



### 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).
- UBI Business School provides support towards finding an accommodation for students for both campuses.

## TUITION FEES →

- EUR 8,320 per academic year for EEA citizens
- EUR 11,890 per academic year for non-EEA citizens

*Candidates applying to the Luxembourg campus entitled to receive a scholarship from the Luxembourgish government (AideFi) are not eligible to the above-mentioned EEA rate.*

*Note to EEA citizens: to retain the rate of EUR 8,320 from year 2 onwards, students need to maintain an overall average of 14/20 throughout the academic year. Failure to achieve this average will result in the full rate of EUR 11,890 being applied for the subsequent academic year.*

*For the latest and most accurate pricing information, please consult our website.*



## SCHOLARSHIPS

UBI Business School offers a variety of scholarships for prospective students:

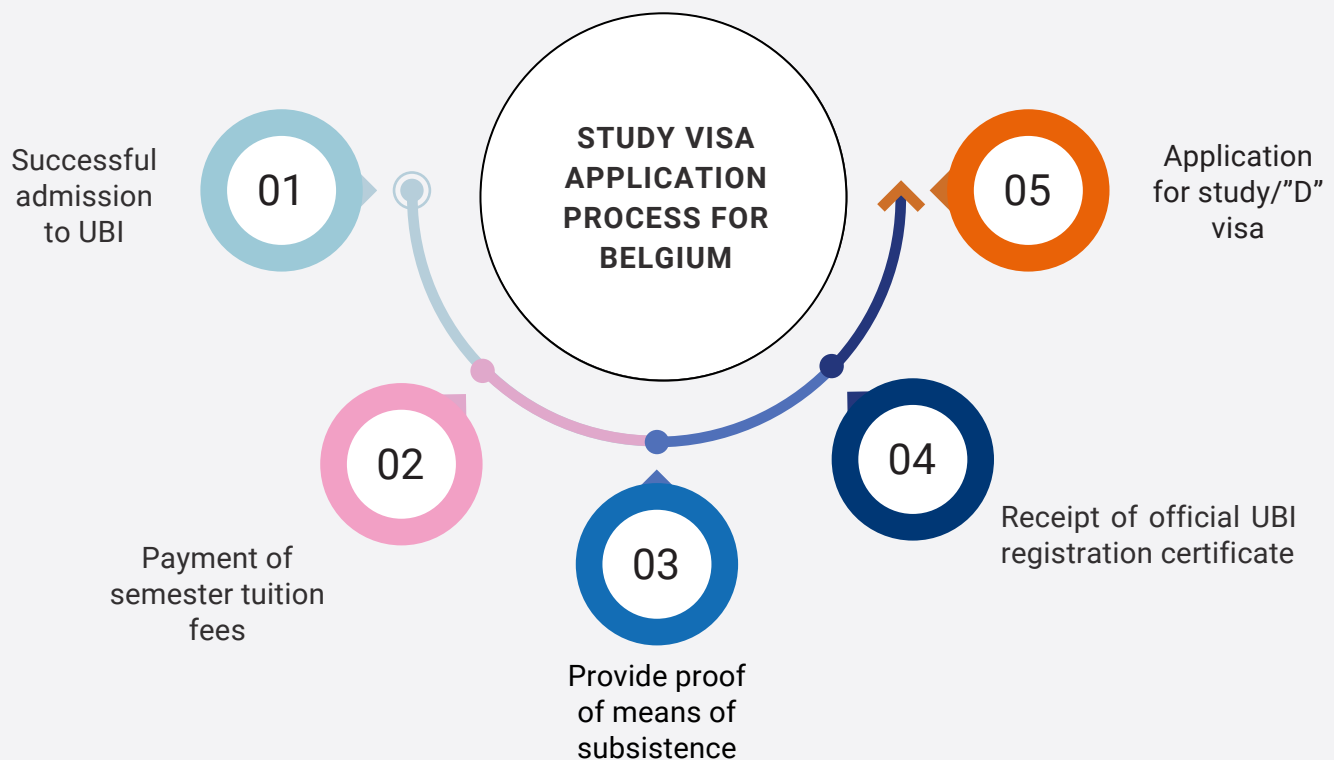
- Tuition reduction for full payment of a programme's tuition fees upfront
- Merit-based (outstanding academic record, special awards, social projects...)
- Family referral (family member of the UBI community)
- Special group (outstanding achievements in non-business related fields of study and/or work)
- Global inclusion (equitable access to global education, such as access to online education for young Argentinian students via Fundacion Bolsa de Comercio.)
- Refugee status (education for those displaced by political instability)

Visit our [scholarship page](#) for more information on how to apply to these support programmes.





# STUDY VISA FOR INTERNATIONAL STUDENTS



[LEARN MORE ABOUT THE APPLICATION PROCESS](#)



Contact

## GET IN TOUCH

Speak to our academic advisor and book an appointment  
<https://ubi.edu/make-an-appointment/>



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