

Executive Master of Business Administration

NEW CURRICULUM



ubi.edu



UBI
BUSINESS
SCHOOL

Brussels | Luxembourg | Madrid | Shanghai



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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.

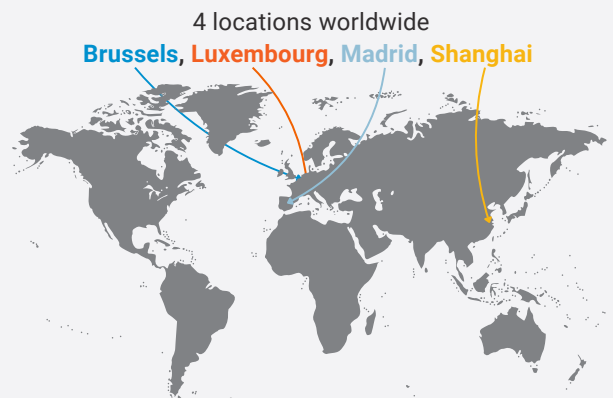
UBI Business School has been ranked #20 worldwide for its joint-EMBA programme and achieved a prestigious 5-star overall rating (Excellent) in the academically renowned QS rating system, with additional 5 Stars for Excellence in three important categories: Employability, Teaching and Online Learning. 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. UBI's portfolio of programmes are EOCCS-certified by EFMD.

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.



UBI Brussels campus



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



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



<https://ubi.edu/ubi-is-now-eoccs-certified-by-efmd/>



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



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



THE UBI DIFFERENCE



Inclusive British degrees nurturing forward-looking leaders

- #20 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, Babson College or Porto Business School

“UBI’s HyFlex delivery gives me maximum flexibility to pursue a world-class MBA programme from any part of the world – a truly seamless learning experience. It is a programme built to foster close connections with global professionals and companies.

MERCEDES

Spanish, MBA student, Solicitor



Executive

MASTER OF BUSINESS ADMINISTRATION

Re-imagine your career with Flexibility and Personalisation never seen before.

This programme is a strategic acceleration for your career, designed for globally minded professionals ready to transition to a new level of leadership. It is more than just an EMBA; it's a transformational journey that blends academic rigour, international fieldwork, and real-time business relevance. What sets UBI's Executive MBA apart is its commitment to flexibility and personalisation never seen before: the curriculum adapts to your lifestyle, your goals, and your pace, empowering you to lead in a fast-changing global business landscape. Whether you're managing complex responsibilities or planning your next bold move, this programme gives you the space to re-imagine your career with purpose, freedom, and strategic clarity. This is for those who don't just want to keep up — they want to shape what's next.

UBI's MBA graduates are quality leaders with a forward-looking view, a deep awareness of how organisations create value, and how their business decisions holistically impact their environment. Our alumni are prepared to implement innovative strategies, with a clear international focus thanks to their deep understanding of business & tech, and good citizenship values both on a personal and corporate level.

DELIVERY MODEL AND KEY FACTS

Sessions are delivered in person in Brussels. Students may also attend the same synchronous sessions connected remotely thanks to our cutting-edge hybrid rooms and the use of the latest technology, providing a seamless learning experience. These sessions are complemented by UBI's 5-Star asynchronous structured learning. Students may also choose to do the entire programme connected remotely to the synchronous sessions.

90 ECTS programme

180 hours of synchronous sessions (real-time)

180 hours of asynchronous structured learning

Programme duration: 12 or 24 months, adapting the pace of studies according to students' personal and professional needs.

Programme intake: September, November, January, March, June

Language of delivery: English

Synchronous sessions schedule (every other week):

Fridays 13:30 - 18:30

Saturdays 9:00 - 13:00



Degree awarded upon completion

Master of Business Administration (MBA), delivery by Middlesex University London



In partnership with

PROFILE OF PARTICIPANTS

The programme attracts globally diverse cohorts of managers and entrepreneurs who wish to broaden their knowledge of business practices, re-orientate their career, or update their management knowledge with a forward-thinking international focus. Participants are expected to be passionate about the opportunities that digitalisation, globalisation, and elements of good citizenship bring towards their everchanging business environment.

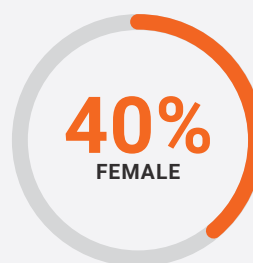
AVERAGE AGE

36

YEARS OLD

UNDERGRADUATE DEGREE FROM

30+ AREAS OF STUDIES



AVERAGE WORK EXPERIENCE

11

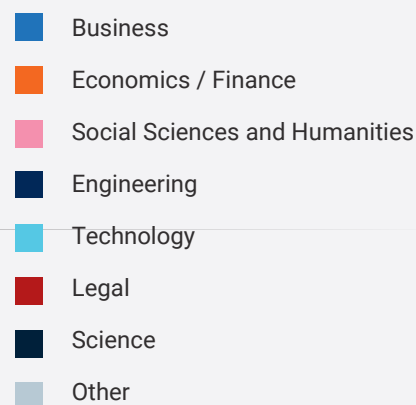
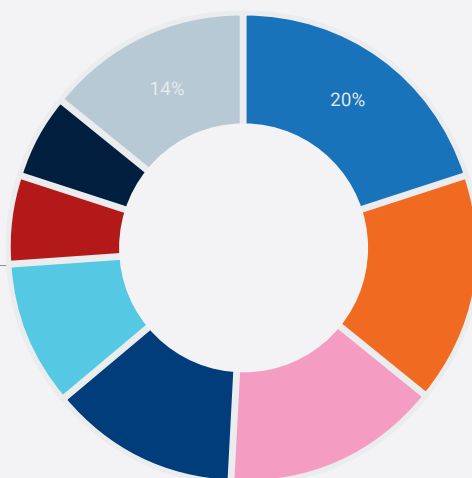
YEARS

40+ DIFFERENT NATIONALITIES

Data from 2023-2024 academic year



ACADEMIC BACKGROUNDS



ADMISSION REQUIREMENTS

- **Undergraduate degree with at least 5 years of professional experience.**
 - Outstanding candidates with 3 years of experience may also apply.
- **Proof of command of the English language**
 - Min. IELTS 6.0, TOEFL 72 or equivalent qualifications

Our differentiators

1 A professional and differentiated programme ranked #20 in the world

British Excellence in Higher Education

Delivered in partnership with Middlesex University, a top-500 global university (HESA) and among the top-10 transnational universities worldwide (Times Higher Education). You will be awarded an internationally recognised UK degree without the need to relocate to the UK.

Business Meets Technology

A curriculum with a focus on how business & tech strengthen new and existing business models. The programme addresses the economic, competitive, and social challenges of business & tech, global mindset, and good citizenship, with an understanding of companies' value creation processes in an increasingly technological environment.

UBI is ranked #1 in career outcome

Our Executive MBA is built for employability from day one. Our structured learning methodology is designed to develop real-world, work-ready skills. Hence, students engage with real case studies, business simulations and professional mentoring. This applied and experiential learning replaces outdated theory-heavy models and prepares our students to achieve their professional goals and ambitions in a global environment.

Practical, Real-world Learning

Benefit from our world-class faculty: a blend of senior-level practitioners and academic experts from top institutions, with hands-on learning via case studies, corporate engagement, and case studies or simulators from Harvard Business Publishing, among other alternatives.

A new curriculum that has been developed to face market challenges and dynamics

The curriculum and activities have been designed with deep engagement of local and international organisations, expanding participants' professional networks. It will also allow you access to world-market workshops and meetings with practitioners from UBI's corporate partners.

3 You can further boost your career prospects with our Optional Specialisations

Once you have finished your Executive MBA, you can continue to enrol in one of our forward-looking, cutting-edge specialisations to further enhance your academic and professional profile. They will enable you to specialise in your field or move into a new sector to face different challenges. By completing one, you will receive an additional academic Professional PG Certificate from Middlesex University. You will be able to choose between:

- AI & Machine Learning
- Management of Technology
- CRM & Marketing Cloud
- AI in E-commerce & Retail Marketing
- Digital Healthcare
- Sustainable Energy Transition
- ESG
- Business Transformation and Changing Demographics

Our differentiators

2 Choose how to balance your personal, professional and academic life

Our HyFlex Learning and Delivery Ecosystem provides the basis for maximum flexibility and personalisation, allowing you to balance your personal and professional life while you are studying for our Executive MBA. Our HyFlex ecosystem is accredited by ECOSS (EFDM), which means that UBI is among the top 2% of business schools in the world for online education. Our system offers four axes of personalisation:

Choose when to start

You can begin your Executive MBA in five different months: September, November, January, March or May, so you can choose the one that suits you best.

Choose when to finish

Life changes, so you have to adapt: a new job, a new country, a new personal situation... Our Executive MBA programme offers you the opportunity to finish your studies in two academic years instead of one. It's that simple, because we do not want our programme to interfere with your personal or professional changes.

Choose how you want to study

Face-to-face? Yes! Remote? Done! Use both? Of course! Just select the mode you need at any time.

Choose how to finish

You can also choose the subject of your final project, named the Integrative Management Project, that best fits your needs. You will be able to choose between preparing a business plan/consultancy project, participating in UBI's Venture Creation Lab, writing a thesis, or completing a strategy project with an internship or undertaking an international experience.

4 A real global programme

UBI is the #1-ranked business school for diversity

A diverse cultural ecosystem is crucial for a better learning experience. It enriches classroom discussions, broadens perspectives and fosters deeper critical thinking. Exposure to different viewpoints cultivates empathy, enhances collaboration and better prepares leaders to navigate the complexities of global business (not included in fees).

Global Business Focus

The programme prepares students to address the challenges of technology-driven business, globalisation and sustainability, equipping them with the knowledge and skills to lead in today's fast-evolving market landscape.

With an immersive international experience

At the London School of Economics, Babson College (Boston), or Porto Business School, gaining insights into diverse markets and business strategies.

Structure of the EMBA

EMBA Core Modules

Designed to acquire, develop and master (new) knowledge and professional skills.

- Geopolitics and the Global Economy
- Technology-enhanced Accounting & Control
- Finance, Technology, and Capital Markets
- Data-Driven Organisations and Analytics
- Professional Development & HumanMachine Interaction
- Smart operations and Logistics
- Marketing , Demography and Demand Generation
- Sustainable Strategy & Innovation
- Management of Technology & Entrepreneurship
- Leading Ethical, Responsible, and Diverse Organisations

EMBA Management Integration

Designed for the students to build and decide the next steps in their professional career.

First-hand International Experience

- International business experience with opportunities at UBI locations and partner institutions, such as the London School of Economics, Babson College or Porto Business School.

Professional and Personal Development

- World Market Workshops
- Meetings with Practitioners
- Agile Project Management and Research

Integrative Management Project (select one)

- Business Plan/Consultancy Project
- Venture Creation Lab (VCL)
- Thesis Strategy Project + Internship or International Experience

Period Abroad (optional)

- Additional term at a partner institution abroad

Structure of the additional Professional PG Certificates

Artificial Intelligence and Machine Learning	Artificial Intelligence in E-commerce & Retail Marketing	CRM and Marketing Cloud	Management of Technology
Artificial Intelligence and Machine Learning	The e-commerce landscape	The CRM Landscape	Entrepreneurship and innovation
Database Management	AI in e-commerce	Cloud-based Marketing	Finance and technology
Neural networks & deep learning applied to business	Retail Media and AI	CRM and Marketing Cloud in practice	Smart operations

Applied Research and Practical Application

Integrative Management Project

For the final phase of your MBA journey, you will embark on the Integrative Management Project, designed to provide options based on alignment to your career contexts.

Students can choose amongst several options:

1. Business Plan/Consultancy Project

- Apply the appropriate technical, methodological, and intellectual skills that have been developed to a business plan for an existing business.
- The plan is devised in consultation with and supervised by a staff advisor.

2. Thesis

- Provides students with comprehensive, specialised, factual and theoretical understanding, as well as a comprehensive range of cognitive and practical skills to understand, conduct and supervise research projects in the business and management environment, often challenged by unforeseen problems, cultural differences, global trends and local market dynamics.

3. Business & Tech, Global Mindset or Good Citizenship Strategy + Internship/Project in a Company OR International Experience

- Develop a strategy to establish a company in a new foreign market, to digitalise a company's operation, or to improve the social impact of an organisation.
- Students undergo an international experience at a partner institution or internship in a company.

4. Venture Creation Lab

- Learn how technology-based companies are created and the importance of developing the right management team and skillset.
- Students will work with entrepreneurs and simulators, led by an experienced tutor, to use emerging technologies to develop innovative solutions and then use IP strategies to protect the new business venture.
- Develop a 3-year stage-gate execution plan to transform the opportunity from an idea to a viable new technology venture.

“The International Business Experience was a key highlight in my MBA journey. The collaborations with top institutions and companies such as LSE, The Guardian, Wolverine Worldwide and Lloyd’s provided tremendous value to all participants in the programme.

SEAN

Singaporean, MBA student, Chief of Staff, Burnley Football Club and Vice-President of the Football Association of Singapore





INTERNATIONAL BUSINESS EXPERIENCE

As a global MBA programme, UBI partners with top institutions such as the London School of Economics, Babson college and Porto Business School to deliver a week-long International Business Experience for all participants.

The International Business Experience is an invaluable element of the MBA programme which complements the students' learning through workshops provided by these prestigious academic institutions and first hand exposure of the inner workings of international companies thanks to UBI Business School's corporate partners. This element of the programme is included within the MBA tuition fees (excluding flights and accommodation).

Beyond this unique experience, UBI also offers students opportunities to participate in optional business immersion trips to Singapore or Shanghai.



OUR ALUMNI

60+

DIFFERENT
NATIONALITIES

2000+

ALUMNI
COMMUNITY

98%

EMPLOYED WITHIN six
MONTHS AFTER GRADUATION

Data from 2015-2023 graduates

EMPLOYERS UPON GRADUATION



MBA GRADUATES JOB POSITIONS



Head of PR



Vice-president



Deputy CEO



Head of quality



Entrepreneur



Director of Marketing & Communication



Associate director



Regional director



Investment associate



Chief financial officer



Sales director



Senior manager



Finance director



Associate partner



In collaboration with



ACADEMIC PARTNERS

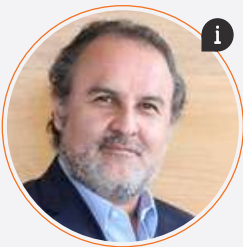
The school is committed to provide the best academic experiences to its students through partnerships and collaborations with prominent universities and institutions around the world.

These partnerships allow our students to benefit from semesters abroad, overseas business experiences, summer courses, and exchange programmes.

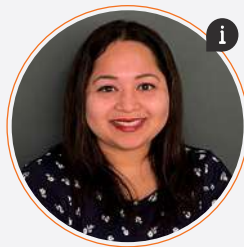


MEET OUR FACULTY

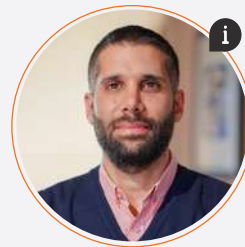
Faculty members at UBI Business School are comprised of a combination of experienced senior-level practitioners with over 15 years of professional experience in leading international companies and academics from world-renowned universities (e.g LSE, Warwick, Bristol, etc). They hold positions in the corporate world including CEOs, Senior Advisors and General Directors in national and multinational companies. This leads to experiences that are shaped by the latest developments in the field and offered to students in the form of academic research and/or reflections on such professional experiences.



Dr Alvaro Mendez
UK



Dr Anjali Raj Westwood
India



Dr Samer Ajour El-Zein
Lebanon



Dr Maria Altamira
Spain



Dr Frank Longo
USA



Dr Randy Priem
Belgium



Dr Adolfo Montalvo
Spain



Prof Gaston Fornes
Italy



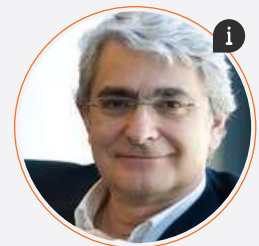
Olga Fernandez
Spain



Jose Luis Ferrero
Spain



Anh Nguyen
Belgium



Dr Javier Rovira
Spain

THE ADMISSION PROCESS

APPLY NOW on
<https://www.community.ubi.edu/register>



APPLICATION

Applicants are invited to [apply directly online](#). Along with an application form, applicants need to submit:

- Latest degree transcript giving final degree result and breakdown of individual subjects and grades (in English or French).
- Proof of command of the English language, usually IELTS or TOEFL IBT results (minimum 6.0 and 72 respectively).
- Passport or ID card.
- CV.
- Any certificate of academic achievement/other awards, if applicable
- Two reference letters. These letters are expected to make explicit reference to the applicant's potential to develop a professional career in business and to pursue Master's level studies.
- 500- word personal statement: a critical analysis on the programme's potential contribution to the applicant's personal and professional development.

Note: All students attending UBI programmes are expected to bring their personal laptops for all academic activities.

ADMISSIONS AND INTERVIEW

- The admissions team assesses each application package and makes recommendations based on the academic requirements and on the candidate's overall suitability for the programme.
- Candidates recommended by the admissions team are invited for a 30-minute interview with the Programme Director. Interviews for candidates are usually conducted online via Zoom.

ADMISSION OFFER

- Successful candidates receive a letter within 30 days of the personal interview offering admission to the programme.
- UBI welcomes students from a wide range of backgrounds to maintain a diverse student body and promote a stimulating learning environment. Applicants are not discriminated against on the grounds of political views, race, ethnicity, nationality, gender, sexual orientation, religion, disability or age.



TUITION FEES

- The tuition fee for a MBA programme is **EUR 19,950** for **EEA** citizens and **EUR 28,500** for **non-EEA** citizens.
- Enrollment rates for any of the four specialisations are in addition to the MBA fee: €2,600 for both EEA and non-EEA citizens.
- A non-refundable administrative fee of EUR 350 is chargeable for students who require a study visa.
- Tuition fee does not include personal equipment (e.g.: computers), printing services, accommodation, flight and visa fees for international study trips, and/or similar academic expenses.



SCHOLARSHIPS

UBI offers various scholarships and tuition support programmes for prospective and currently enrolled 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)
- ➔ • Most scholarships and tuition support programmes need a separate application, which must be submitted to UBI's admissions administrator.
- ➔ • For further information on scholarships and tuition support programmes, please see the Financial Terms & Conditions in detail.



“Having a strong and diverse group of participants from different continents and professions is pivotal in my selection of a leading MBA programme. My course mates bring with them years of deep management and leadership experience from different contexts, and are close contacts I will count on in the future.

FACUNDO


Argentinian, MBA Student, Chief of Cabinet Mendoza Government, Argentina


GET IN TOUCH

Speak to our academic advisor and book an appointment

<https://ubi.edu/contact/>

UBI Business School Headquarters

 Rue de Namur 48 B-1000 Brussels Belgium

 +32 (0)2 548 04 80

 info@ubi.edu

