

**UBI's** Bachelor programmes

**BSc** (Hons.) Business

**BSc** (Hons.) Business  
(International Business Management)

In partnership with Middlesex University London

UBI Brussels

UBI Luxembourg

**Shaping Minds for the 21<sup>st</sup> Century**



**UBI**  
United Business  
Institutes





Students from

**35**  
countries

Faculty from

**17**  
countries

Over

**30**  
languages present  
at UBI





# UNITED BUSINESS INSTITUTES

United Business Institutes (UBI), established in 1992 in Brussels, is a leading English-language business school offering high-quality business curricula with a strong international dimension.

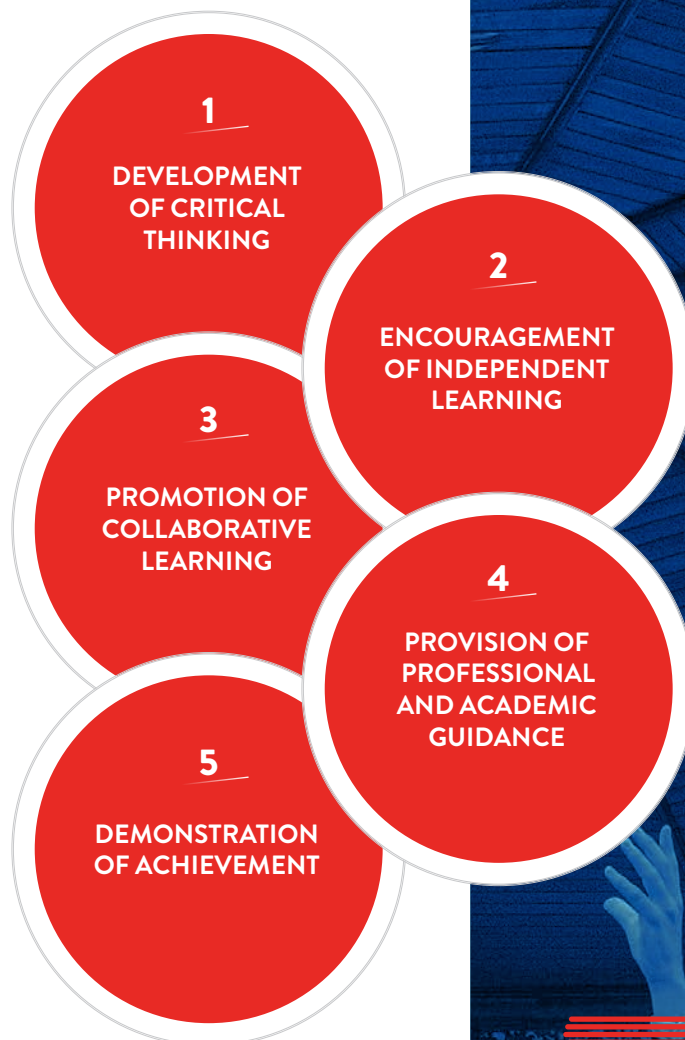
With three campuses situated in the heart of vibrant financial centres (Brussels, Luxembourg and Shanghai), UBI strives to develop a global environment to help prepare our students for tomorrow's business world by creating international career opportunities and professional development.

UBI graduates are proficient professionals and good corporate citizens, who master the necessary knowledge, skills and attitudes to successfully navigate in an increasingly challenging globalised and digitalised environment.

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), top 100 Young Universities in the World (Times Higher Education) and top 10 transnational universities (Times Higher Education) in the world. Furthermore, it was awarded a Silver award in the Teaching Excellence Framework.

In all our programmes, our institute's educators, tutors, and mentors guide our students to understand, reflect and apply management practices, assimilate business knowledge, and acquire leadership skills.

Based on student-centred learning, **UBI's unique educational philosophy follows five core principles.**



## THE UBI DIFFERENCE

- **THE ONLY BUSINESS BACHELOR DEGREES IN PARTNERSHIP WITH A BRITISH UNIVERSITY IN BELGIUM AND LUXEMBOURG**
- **THE ONLY BUSINESS BACHELOR DEGREES DELIVERED IN ENGLISH IN LUXEMBOURG**



- **A sharp and forward-looking focus on globalisation, digital economy, and global citizenship**
- **UBI's Venture Creation Lab**
  - Students learn how technology-based companies are created, the importance of developing the right management skill set and team, while working with entrepreneurs and simulators.
- **Strong global exposure and international experiences**
  - Students can spend a period abroad in a partner institution.
  - International business experience in Shanghai, leveraging the international nature of the school.
  - Diverse student body with over 15 nationalities represented in the programme.
- **Practical orientation and experiential learning**
  - Hands-on activities throughout the curriculum.
  - Students have the opportunity to do an internship or project in a company in Belgium, Luxembourg, or abroad.
- **UBI's professional career development services**
  - UBI guides and supports students in defining their career path.
  - UBI partners with firms, international organisations, governmental and non-governmental organisations and more, to support our students in their career development.
  - Our Student Community Coaches support students and act as tutors for personal and career-related matters.
- **Guest lectures by industry experts covering various areas of expertise.**
- **UBI's alumni community**
  - More than 2000 alumni in over 50 countries across the world.
- **World-class faculty**
  - A combination of **senior-level practitioners** with over 15 years of professional experiences in leading international companies and **academics** from world-renowned universities.

# UBI'S SUITE OF BACHELOR PROGRAMMES



UBI's suite of bachelor programmes aim to develop students' international business knowledge as well as their management and leadership skills. Students get ready to face the challenges of an increasingly globalised environment within a digitalised economy and society, while demonstrating good citizenship both on a personal and corporate level.

UBI bachelor graduates are high-quality professionals who demonstrate a deep understanding of today's companies' needs as well as a strong awareness of the phenomena and trends in their corporate environment. They strive to identify, evaluate and implement business and management issues beyond the remit of their programme.

Our BSc programmes are delivered with a combination of in-class and online experiences so as to provide the most appropriate learning experience and training for future professionals. Furthermore, these are the only business bachelor programmes offered in English in Luxembourg.

**Our bachelor programmes are offered across two campuses:**

**BRUSSELS, BELGIUM**

**WILTZ, LUXEMBOURG**

## BSc (HONS.) BUSINESS

Explore and learn the knowledge, skills and abilities needed to become tomorrow's successful business leader.

- **Profile of participants:** candidates looking for a career in management and entrepreneurship.

- Our programme prepares students with the intellectual, analytical, critical and employability skills needed to succeed as managers and leaders in careers across different sectors.
- Students are expected to embrace the opportunities that globalisation, digitalisation and technology bring, as well as the changes in the business environment that they are creating.

- **Strategic locations for business:** Brussels and Luxembourg

- **Mode of delivery:** combination of in-class and online experiences

- **Learning methods**

- UBI's small class sizes promote interactivity between students and their peers, allowing for a hands-on and practical learning experience.
- UBI promotes active and reflective co-construction of knowledge among teachers, and students.

- **Integrative Final Project**

- Students choose between two options:
  1. Business plan: as a culmination of students' learning, this project is designed to develop the professional skills and competencies required to implement research and business projects successfully.
  2. UBI's Venture Creation Lab: students develop a three-year stage-gate execution plan to transform an innovative opportunity from an idea to a viable new technology venture.

- **Language:** English

- **Duration and intakes**

- Three-year programme.
- Two semesters per year:
  - **Autumn:** September to December
  - **Spring:** February to May
- Two intakes: September and February.

- **Degree awarded upon successful completion:** BSc (Hons) Business from Middlesex University London.



## BS< (HONS.) BUSINESS (INTERNATIONAL BUSINESS MANAGEMENT)

Understand how to operate in a global context while acquiring the knowledge, skills and abilities needed to become a successful international business leader and entrepreneur.

- **Profile of participants:** young candidates looking for a career in international business and management
- Our programme prepares students with the intellectual, analytical, critical and employability skills needed to succeed as managers and leaders in careers across different sectors.
- Students are expected to embrace the opportunities that globalisation, digitalisation and technology bring, as well as the changes in the business environment that they are creating.

- **Strategic locations for business:** Brussels and Luxembourg
- **Mode of delivery:** combination of in-class and online experiences
- **Learning methods**
  - UBI's small class sizes promote interactivity between students and their peers, allowing for a hands-on and practical learning experience.
  - Active and reflective co-construction of knowledge among teachers, peers and students.
- **Integrative final project**
  - Students can choose between two options:
    1. Business plan: as a culmination of students' learning, this project is designed to develop the professional skills and competencies required to implement research and business projects successfully.
    2. UBI's Venture Creation Lab: students develop a three-year stage-gate execution plan to transform an innovative opportunity from an idea to a viable new technology venture.

- **Language:** English
- **Duration and intakes**
  - Three-year programme.
  - Two semesters per year:
    - **Autumn:** September to December
    - **Spring:** February to May
  - Two intakes: September and February.
- **Degree awarded upon completion:** BSc (Hons.) Business (International Business Management) from Middlesex University London.



# THE JOURNEY

UBI's Programmes have been designed to engage participants in a cumulative process of developing skills and management and/or international business knowledge through a sequence of complementary stages:

● **First year:** students develop management knowledge in broad contexts and a range of skills required to generate solutions to specific problems. The curriculum also allows them to practice self-management and to supervise the work of team members.

● **Second year:** students acquire specialised knowledge, develop awareness of the boundaries of that knowledge, and learn a comprehensive range of skills required to develop creative solutions. They also further practise management in the context of unpredictable change while developing their performance and that of others.

● **Third year:** students achieve advanced management and/or international business knowledge involving a critical understanding, advanced skills that demonstrate mastery and innovation to solve complex and unpredictable problems. Students manage complex technical or professional activities in international and cross-cultural settings.

In addition to the internship in their final year, students have the opportunity to build the next steps in their professional development by concluding their programme via two options:

1. *Elaboration of a business plan:* students apply the appropriate technical, methodological, and intellectual skills that have been developed to an applied research project devised under the guidance and supervision of a staff advisor.
2. *Participation in UBI's Venture Creation Lab:* students work with entrepreneurs and simulators to develop a three-year stage-gate execution plan to transform an innovative opportunity from an idea into a viable new technology venture.





## THE BACHELOR JOURNEY

YEAR 1	YEAR 2	YEAR 3			
CORE MODULE	CORE MODULE	CORE MODULES & ELECTIVES	INTERNSHIP	INTEGRATIVE PROJECT	HANDS-ON INTERNATIONAL EXPERIENCE

### BSc (Hons) Business

<p>Academic Writing, Critical Thinking, &amp; Personal Development</p> <p>Principles of Organisational Behaviour</p> <p>Introduction to Information Systems</p> <p>Introduction to Sustainable Business, Entrepreneurship, &amp; Start-ups</p> <p>Foreign Language – Introductory level</p> <p>Ethics and Corporate Social Responsibility</p> <p>Statistics &amp; Maths for Business Decisions</p> <p>Marketing in a Digital and Global Society</p> <p>Fundamentals of Economics</p> <p>Cultural Diversity and Communication in a Global Society</p>	<p>Applied Research Methods for Business</p> <p>Big Data Management &amp; AI in Business</p> <p>Professional Skills Development</p> <p>Sustainable Operations Management</p> <p>Foreign Language – Intermediate level</p> <p>Accounting and Corporate Finance</p> <p>E-commerce &amp; Online Consumer Behaviour</p> <p>Global Business: Chinese Perspective</p> <p>People Management &amp; Leadership</p> <p>Managing Innovation &amp; Technologies</p>	<p>Digital Transformation Strategy</p> <p>Sustainable Societies &amp; Economies</p> <p>Fintech and Blockchain Technologies</p> <p>Cybersecurity and Digital Risk Management</p> <p>Global Concerns</p> <p>Electives: Foreign Language – Advanced level or Web Applications for Business</p>	<p>Internships or projects in a company (Brussels, Luxembourg or overseas)</p>	<p>Business plan or Venture Creation Lab</p>	<p>International business experience to Shanghai (optional)</p> <p>and/or</p> <p>Semester at a partner institution (optional)</p>
		<p>Digital Transformation Strategy</p> <p>Sustainable Societies &amp; Economies</p> <p>International Financial Management</p> <p>Sustainable International Business Development</p> <p>Global Concerns</p> <p>Electives: Foreign Language – Advanced level or International Project Management</p>			

### BSc (Hons) Business (International Business Management)

# FACULTY MEMBERS

Faculty members at UBI have more than 15 years of professional experience, with at least five years in senior positions (in academia and/or in a major company). Positions in the

corporate world include CEOs, Senior Advisors and General Directors, among other senior positions in national and multinational companies. This leads to an experience that is shaped by the

latest developments in the field and is offered to participants in the form of academic research and/or reflections on professional experience.



**Tom Spoors**  
UK  
BSc, MSc



**Frank Billingsley**  
USA  
BA, MSc, PhD



**Yalcin Sahankaya**  
Turkey  
BSc, MBA



**Beatrice Farkas**  
Romania  
BA, MSc, PhD



**Monique Hardenne**  
Belgium  
MSc, MBA



**Sophie Wang**  
China  
BSc, MSc



**Kim Adamsen**  
Denmark  
BSc, MBA, EMBA



**Camelia Nistor**  
Romania  
BSc, MSc, PhD



**Roger Claessens**  
Belgium  
BSc, MSc, MBA



**Anna Lassonczyk**  
Poland  
BA, MSc





**Vincent TAM**  
UK  
BSc, MEB, MBA



**Dr. Gaston Fornes**  
Argentina  
BA, MBA, PhD



**Eric Van Der Stichelen**  
Belgium  
BA, LLM, MSc



**Maria Altamira**  
Spain  
BA, MSc, PhD(c)



**Dr. Jordi Ballart**  
Spain  
MSc, MBA, LLM, PhD(c)



**Dr. Randy Priem**  
Belgium  
BA, MA, PhD



**Christopher Henny**  
UK  
BA, MSc, PhD

# BACHELOR PROGRAMMES ADMISSION REQUIREMENTS

The requirements to be admitted into our bachelor programmes are:

- A secondary school/high school diploma with evidence of a background in Mathematics
- Proof of command of the English language, either IELTS (6.0) or TOEFL iBT (72) results.

Candidates are assessed holistically, based on their academic qualifications and overall profile. Candidates also have to pass a personal interview with the Programmes' Director (in person or via Skype/Zoom). The main objective of the admission process is to admit candidates that can bring individual contributions to the cohort, while at the same time widen the school's diversity to enhance participation and mutual learning among participants.

UNITED  
BUSINESS  
INSTITUTES





## THE ADMISSION PROCESS

APPLY HERE

### Application

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

- A secondary school/high school diploma and breakdown of individual subjects and grades (in English or French).
- a scan of their passport
- “Professional” portrait photo
- CV
- Proof of command of the English language, either IELTS (6.0) or TOEFL iBT (72) results.
- **Personal statement:** a 250-word critical analysis on the programme’s potential contribution to the applicant’s personal and professional development.
- **Professional statement:** This 250-word essay on a topical issue will be requested prior to the interview stage if your initial application is successful. The UBI administration will contact you at that stage for more details.

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

### Admissions Board

- The Admissions Board, led by the Programme Director, working with a lecturer in the programme, assesses each application file and makes recommendations based on the academic requirements and on the candidate’s overall suitability for the programme.

### Essays/case study and interview

- Candidates recommended by the Admissions Board are invited for a 30-minute interview with the Programme Director. Interviews for international candidates are usually conducted by Skype or 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 UBI's BSc (Hons.) Business and BSc (Hons.) Business (International Business Management) programmes for the **2021-2022 academic year** is **EUR 10 800** (EUR 5 400 per semester).
  - Fees do not include textbooks, flights, accommodation and visa fees for the international business experience.
- Tuition fees are to be **paid in full** at the start of **each semester (September and February)**.
  - Down payment for EU/non-visa students: EUR 500 (deductible from the tuition fees) is required to secure a place in the programme.
  - Down payment for non-EU/visa students: EUR 5 650 (equal to the first instalment + EUR 250 one-time administrative fee).
    - Furthermore, students may be required to provide proof of subsistence funds as part of the VISA application process.
- Resit examinations: EUR 100 each.
- Module retake: EUR 1 080 each.

UBI automatically waives additional fees to non-EU students (non-EU students pay the **same tuition fees** as EU students).

## SCHOLARSHIPS

- **UBI offers various scholarships and tuition support programmes for prospective and currently enrolled students.**
  - **For prospective students:**
    - Tuition reduction for full payment of a programme's tuition fees upfront
    - Merit-based scholarship
    - Family-based scholarship
    - Special-group scholarship
    - Refugee-status scholarship
  - **For enrolled students:**
    - Dean's List
    - Financial aid
    - Payment plan
- **Most scholarships and tuition support programmes need a separate application, which must be emailed to UBI's admissions administrator.**
- **For further information on scholarships and tuition support programmes, please see the Financial Terms & Conditions in detail.**



## A BACHELOR IN

### Brussels, Belgium

Strategically located in the heart of Europe, Belgium offers unique access to the most attractive and dynamic locations for investments in the region as well as endless opportunities for business development.

Home to the European Union (EU) and the North Atlantic Treaty Organization (NATO), among other relevant international organisations, Brussels is a global, multicultural, and cosmopolitan city, dubbed the gateway for business in Europe.

### Luxembourg

Also strategically located in the centre of Europe, Luxembourg is positioned as a stable international, multilingual, and multicultural business hub. With one of the world's highest GDPs per capita, the country is also the largest investment fund centre in Europe and a financial powerhouse with cutting-edge technologies.

The Grand Duchy is also home to the European Commission, European Investment Bank and Court of Justice of the European Union.







# UBI

United Business  
Institutes

[www.UBI.EDU](http://www.UBI.EDU)



## CONTACT DETAILS



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