

In collaboration with



MSC MANAGEMENT (ARTIFICIAL INTELLIGENCE IN E-COMMERCE & RETAIL MARKETING)

MSC MANAGEMENT (ARTIFICIAL INTELLIGENCE & MACHINE LEARNING)

MSC MANAGEMENT (CRM AND MARKETING CLOUD)

MSC MANAGEMENT (TECHNOLOGY)

MSC MANAGEMENT

ubi.edu



UBI
BUSINESS
SCHOOL



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
- Access to specialised Microsoft certifications
- 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

Degree awarded upon completion

Degree issued by Middlesex University London (UK):

- MSc Management (Artificial Intelligence in E-commerce & Retail Marketing)
- MSc Management (Artificial Intelligence & Machine Learning)
- MSc Management (CRM and Marketing Cloud)
- MSc Management (Technology)
- MSc Management





WHY STUDY A MASTER IN MANAGEMENT OF TECHNOLOGY AND AI (ACCORDING TO THE EUROPEAN COMMISSION)

- › Over 70% of businesses state the lack of digital and technology management skills as an obstacle to investment and growth
- › Over 805,000 digital leaders will be needed by 2025
- › 70% of new value created globally over the next 10 years will be based on digital and technology-based business model
- › Increasing demand for equal representation of genders in technology-related studies



OVERVIEW OF MASTER PROGRAMMES

UBI's master programmes meet the demand in the global labour market for professionals who can guide their organisations to compete in today's global and technology-led economy. According to the Future of Work Report, there will be a point in the near future when all the technology has been built and the demand for software programmers and data scientists will deplete.

Consequently, what is needed are people who can work with technology and apply their interpersonal and leadership skills. In this context, each of UBI's master programmes stimulates multidisciplinary orientation with an emphasis on applying these technologies to hone entrepreneurial agility for future leaders, strengthen business models and gain a competitive edge for years to come.

MSc Management (Artificial Intelligence & Machine Learning)

This avant-garde programme focuses on how Artificial Intelligence and its tools (e.g. generative AI, automation, data modelling, edge computing, etc) are instrumental towards creating or strengthening business models and ensuring sustainable economic growth in the rapidly evolving tech landscape..



As a member of "Microsoft Learning for Educators", our curriculum integrates intensive use of Gen AI tools such as Copilot and ChatGPT-4, alongside Microsoft's robust suite of software including Azure and Power BI.

Students under this programme receive targeted preparation to pursue Microsoft Certifications such as Azure Data Fundamentals and Azure AI Fundamentals.

MSc Management (Technology)

This programme creates technology-led leaders and develops high-quality professionals who have an advanced understanding of companies' value creation processes in an increasingly technology-led environment

MSc Management

The programme focuses on sharpening the managerial and leadership skills necessary to achieve both the strategic and operational objectives of organisations through sustainable entrepreneurship and innovation in the globalised world.

MSc Management (CRM and Marketing Cloud)

Designed for professionals aiming to excel in Marketing, Sales, and Strategic roles, this programme focuses on customer satisfaction and demand generation. By blending technical skills with business strategy, it bridges the gap in CRM and Marketing education. With a hands-on approach supported by Salesforce, students gain practical experience and certification to enhance their employability.

MSc Management (Artificial Intelligence in E-commerce & Retail Marketing)

This programme developed in collaboration with Publicis, explores the strategic role of AI in transforming e-commerce and retail marketing by equipping students with practical skills and insights to innovate, optimise the Digital Shelf, enhance customer engagement, and drive sustainable growth.

It fosters critical thinking to help students make informed decisions on key sales and marketing challenges, leveraging consumer behavior insights in an AI-driven digital economy.



DELIVERY MODEL, LOCATIONS, AND KEY FACTS

Sessions are delivered in person in Brussels, Madrid and Shanghai. 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: February and October
- Language of delivery:
Brussels and Shanghai - English
Madrid - Spanish
- Synchronous sessions schedule (every other week):

Brussels and Shanghai

Fridays 13:30 - 18:30

Saturdays 9:00 - 13:00

Madrid

Fridays 15:30 - 20:30

Saturdays 10:00 - 14:00



PROGRAMMES HIGHLIGHTS



In-person, hybrid, and virtual ecosystem mimicking professional environments

- Offers flexibility and support for working professionals.
- Deepens student engagement by reducing disruptions to their professional and personal lives.
- Maximises quality of learning by leveraging the use of technology, overcoming the limitations of full on-campus teaching.
- Reflect current and future hybrid work realities in many professional domains.

Engagement with leading technological companies

- Industry-led curriculum developed in consultation with leading technological companies and professionals.
- Access to world market workshops and meetings with practitioners from UBI's corporate partners.
- Prominent guest speakers and valuable internship opportunities.
- Programme supported by BECI, with special fees for its members.

Dedicated focus on personal professional growth

- Class sizes of 30-35 students for all delivery modes.
- One-on-one coaching and mentorship from technological leaders to support individual growth and development.
- UBI's Career Services: personal branding workshops, career progression counselling and opportunities for networking in various technological sectors.

UBI's Venture Creation Lab and First-hand International Experience

- Through guidance from entrepreneurs and working with simulators, students learn how to develop the right skill sets and management teams to create innovative technology-based companies in UBI's Venture Creation Lab.
- International business experience with opportunities at UBI locations and partners such as LSE, Babson College or Porto Business School (Optional).

Access to Microsoft Certifications

- Member of "Microsoft Learning for Educators" for a technology-enhanced learning experience.
- Intensive use of Gen AI tools (Copilot or ChatGPT4) and access to Microsoft's suite of software (Azure, Power BI, etc.).
- Preparation to pursue Microsoft Certifications Azure Data Fundamentals and Azure AI Fundamentals for students under the AI & ML programme.

1 STAGE ONE

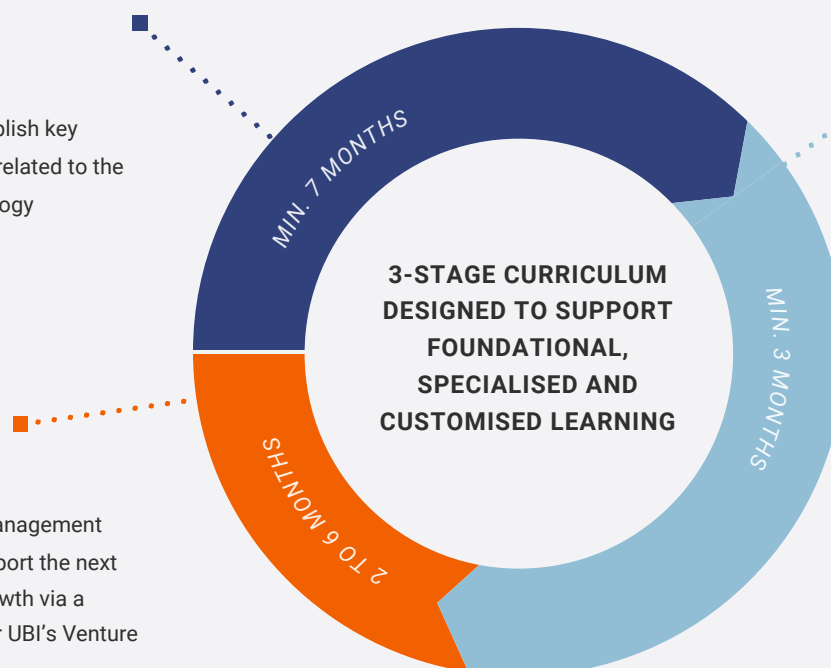
Core modules that establish key fundamental principles related to the management of technology

3 STAGE THREE

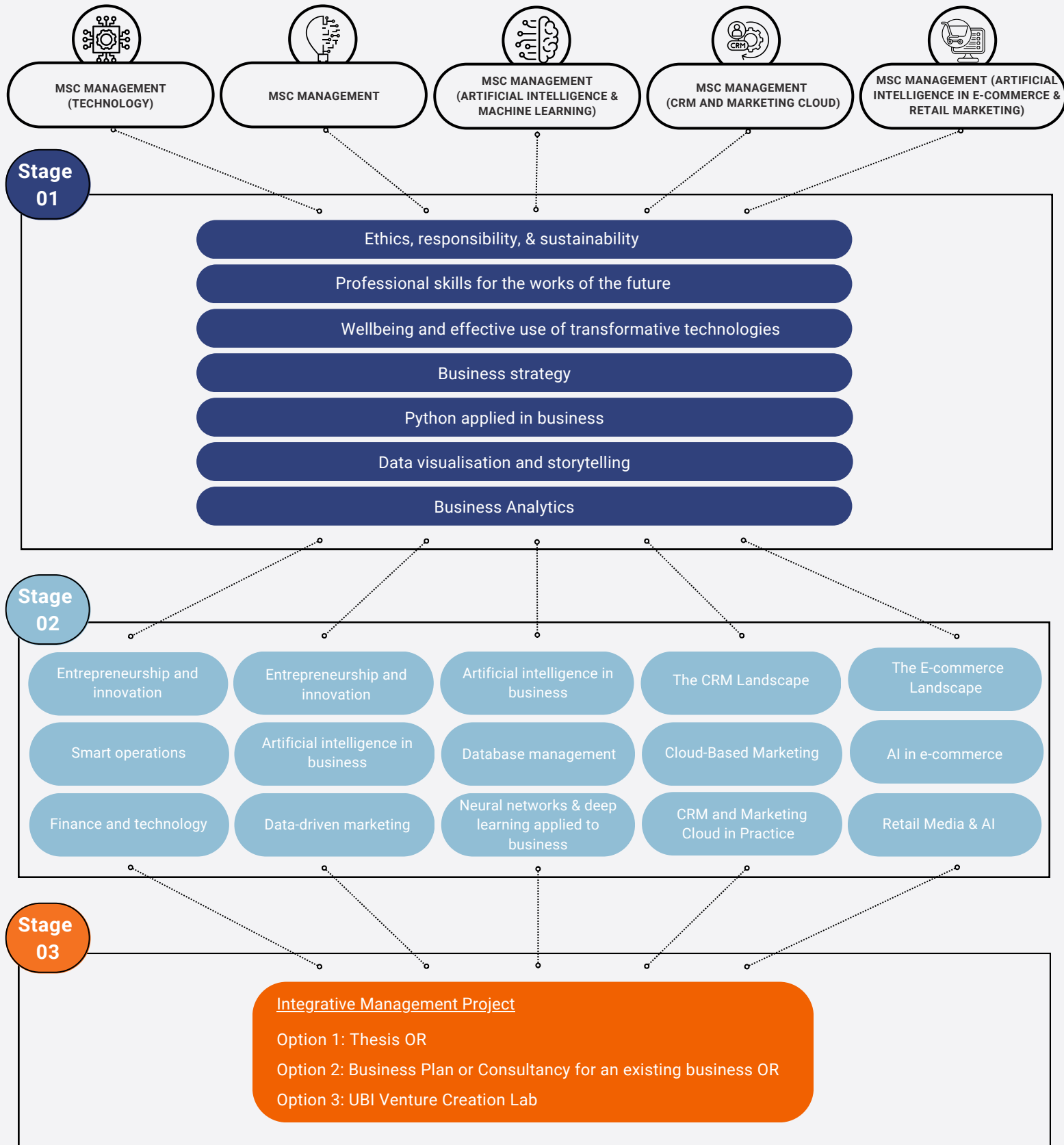
Choice of Integrative Management project designed to support the next stage of your career growth via a Business Plan, Thesis or UBI's Venture Creation Lab

2 STAGE TWO

Specialised modules designed to strengthen technological management in business (Management and Management of Technology track), expertise in AI & Machine Learning with applications in E-commerce & Retail Marketing (AI & Machine Learning and AI in E-commerce & Retail Marketing pathways), or advanced skills in CRM and Marketing Cloud.



PROGRAMMES STRUCTURE



In collaboration with



CORPORATE PARTNERS

UBI Business School continuously establishes partnerships with international companies across a wide variety of industries. These collaborations have brought about a plethora of opportunities for our students including: internship & job opportunities, scholarships, guest lectures, company site visits, invitation to corporate events, customised short courses, corporate mentorships, etc.



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.





“ As an overseas participant of UBI’s programme, I have never felt disconnected from my course mates who participated mainly on-campus. UBI’s hybrid teaching facilities world-class, and the learning experience is seamless whether online or face-to-face.

BRANDON

*Singaporean, Credit Manager,
Bachelor in Banking
and Finance*



TYPICAL CANDIDATE PROFILE

The programme welcomes **recent graduates** or **working professionals** driven by the desire to be innovative, disruptive, and resilient global leaders. The programme also advances managerial opportunities for professionals working in or seeking a career in technological companies and technology- based organisations.

| | MSC IN MANAGEMENT OF AI AND MACHINE LEARNING | MSC IN MANAGEMENT OF TECHNOLOGY | MSC IN MANAGEMENT | MSC IN CRM AND MARKETING CLOUD | AI IN E-COMMERCE AND RETAIL MARKETING |
|----------------------|--|--|---|---|---|
| Candidate Profile | Candidates from a business/technical background who wish to combine the expertise in AI/ML with managerial and leadership skills towards the value creation of organisation. | Business/technical professionals seeking to develop the managerial skills needed to navigate the complex intersection of technology and business across industries. | Recent graduates and working professionals from diverse backgrounds interested in advancing their career through the development of international management skills to develop global organisations. | Professionals or graduates in marketing, sales, or business management seeking advanced skills in managing CRM and marketing cloud systems. Ideal for those aiming to integrate technology, data-driven strategies, and leadership to excel in customer relationship and digital marketing roles. | Graduates or professionals in business, marketing, or technology looking to integrate AI, e-commerce, and retail marketing with strategic and analytical skills to drive innovation, optimise operations, and enhance customer engagement in a digital economy. |
| Career Opportunities | <ul style="list-style-type: none"> AI product management Big data management Data governance and analysis Database management Digital automation management Digital transformation management Fintech management IT/AI/ML consulting | <ul style="list-style-type: none"> Digital marketing management Digital project management Fintech management Information systems management IT strategy consulting Management of technological innovations Tech start-up | <ul style="list-style-type: none"> Business process development General management Financial modelling and analysis Innovation manager Management consulting Marketing manager Supply chain management | <ul style="list-style-type: none"> CRM Manager. Marketing Cloud Specialist. Digital Marketing Manager. Customer Experience Strategist. Salesforce Consultant. Business Development Manager. | <ul style="list-style-type: none"> E-commerce strategy Retail media management Digital shelf optimisation AI-driven marketing consultancy Data and insights analysis Digital transformation in retail |

ADMISSION REQUIREMENTS

* The above is a broad overview of typical candidates anticipated in the programme, and may not represent the profile of all eligible candidates.

- **Undergraduate degree**
- **For Brussels and Shanghai**
 - Proof of command of the English language, usually IELTS or TOEFL IBT results (minimum 6.0 and 72 respectively), or equivalent qualifications)
- **For Madrid**
 - Proof of command of the Spanish language, mainly level C1 in the Common European Framework of Reference for Languages (CEFR)
 - Proof of command of the English language, level B2 level (or equivalent) for reading only.

MEET OUR FACULTY

Faculty members in UBI Business School's MSc programmes 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 Maja Micevska

Python applied in business



Stefaan Van Waes

Professional skills for the work of the future



Dr Javier Rovira

Business analytics



Dr Maria Altamira

Entrepreneurship and Innovation



Dr Frank Longo

Wellbeing and effective use of transformative technologies



Dr Marcelo Leporati

Smart Operations



Dr Adolfo Montalvo

Ethics, responsibility, and sustainability



Prof Gaston Fornes

Artificial intelligence in business



Olga Fernandez

Professional skills for the works of the future



Dr Randy Priem

Finance and Technology



Dr Olena Zhytkevych

Data Visualisation and storytelling



Dr Peiman Alipour Sarvari

Neural networks and deep learning applied to business

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, Spanish or French).
- Proof of command of the English or Spanish language depending on the choice of campus (see “admission requirements”).
- 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 BOARD

- The Admissions Board assesses each application package and makes recommendations based on the academic requirements and on the candidate’s overall suitability for the programme.

INTERVIEW

- 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

- EUR 11,900 for EEA citizens
EUR 17,000 for 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 the International Business Experience, 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.

Contact

GET IN TOUCH

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



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