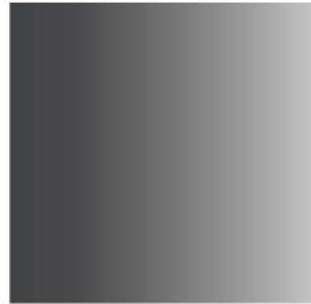


2020

EMPLOYMENT REPORT



GBSB GLOBAL
BUSINESS SCHOOL



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Presentation

Antonio Rodriguez Engelmann

**Managing Director,
GBSB Global Business School**

Firstly, I want to thank and congratulate GBSB Global's 2018-2019 graduating class for their tremendous hard work, dedication and commitment during their course of study. GBSB Global Business School is glad to announce that 92% of the 2018-2019 class successfully secured job offers within a year of graduation – 23% of whom received and accepted contracts prior to the end of the final term, before their official diplomas were obtained. These amazing accolades were supported further by a solid 71% maintaining their employment over a year's period.

Furthermore, GBSB Global's ethos and commitment

to innovation is reflected in its world-class digital reputation as a Microsoft Showcase School. Proud to be one of the first business schools in Europe to achieve this recognition, this institution goes above and beyond to provide the students with the most technologically advanced tools and methodologies transforming business schools today, improving both teaching and learning. The school has created inclusive and immersive digital experiences that inspire lifelong learning, stimulate the development of business acumen and promote network and industry connection. This progressive approach to business education makes GBSB Global one of the most innovative higher

education institutions teaching business in English and drawing students from all around the world to in-person and virtual classrooms.

The school's international faculty educators with renowned business experience of their own are highly adept to be able to advise the students on best practices today. Having been affected by the pandemic and its ways of shaping the world of business, GBSB Global prepares its scholars using real life examples of challenges the institute faced first hand, so that the graduates can circumvent these obstacles themselves. In that mix, 65% of GBSB Global's degree holders report that the education they received bolstered their confidence, leadership and executive skills, empowering them to work autonomously across all borders and carry out pivotal decisions with ease.

At the end of 2019 and beginning of 2020, GBSB Global's G-Accelerator program proudly established new working partnerships with ENPACT, a German non-profit organization that aims to strengthen economic relations between young start-up entrepreneurs across Middle East, Africa, and Europe, and with the University of Northampton, United Kingdom, whose main focus lies on researching social innovation, namely it's impact and other fundamentals, not only in the UK but across the globe.

GBSB Global, in collaboration with one's partners, continues to pave the way towards a revolutionized future for all aspiring talented entrepreneurs and those that are already established. With these objectives in place, the school is tremendously grateful to have been awarded a grant from the Government of Catalonia and The European Social Fund (European Commission) this past November, which has allowed for the expansion of available online programming, reaching local and international entrepreneurs with start-ups, based in Catalonia, offering encouragement and support to expansive thinkers wanting to bring their innovative ideas to reality.

Creativity, ambition and plenty of available learning resources; the culture and life on GBSB Global's campuses are like no other. The school's ever-growing diversity is also a major differentiator to mention. Adding to these distinctive attributes, innovative teaching methodologies, global perspective and relevant business offerings, GBSB Global is thrilled to have 92% of its graduates report not only being 'satisfied', but rather 'overwhelmingly pleased' with their career progression after graduation. This is a rewarding testament to this institution's devotion to providing its students with the right career foundation, with the main aim of fostering a global business-orientated community of professionals, devoted to their success and development.

To conclude, I would like to express my sincere thanks to all the employers who have provided GBSB Global's talented students with invaluable opportunities, from internships to official employment, throughout their studies and upon graduation.

Moreover, of course, a special thanks to my colleagues and the whole of GBSB Global's team. Your selfless dedication and commitment to students and partners never fail to astonish me year in, year out, and I shall forever be in your gratitude. Thank you for setting the direction and inspiring the scholars to chase their dreams despite all the challenges, serving the demanding mission of preparing well educated professionals of today.

Last, but certainly not least, I want to congratulate once again the class of 2018-2019. I wish you the utmost happiness, health and success as you embark on your new exciting life's venture. May your careers be not only rewarding but truly fulfilling. The school is very proud of everything you have accomplished during your educational journeys, strengthening GBSB Global's position in the domestic and international context. The faculty is sure of the bright futures you have going for each and every one of you. Thank you for trusting and choosing GBSB Global to create a brighter future together. All the very best.

Worldwide Employability Trends

1

1.1 The Pandemic Fostered New Working Conditions

The pandemic has reshaped the idea of life at the office and has sequestered us at home. Is it here to stay? Well, for the time being, it is the new reality. With remote and telework being deemed obligatory by most companies working in knowledge, data and scientific industries, the paradigm is this trend will not go out of fashion any time soon. With the likes of Google and Facebook setting the tone, as reported by Forbes, giving their employees the option of working from home until mid-summer 2021, other companies are sure to follow.

The best estimate is that 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021, as reported by *Kate Lister, President of Global Workplace Analytics*. Research shows that managers who have now experienced what it is like working from home are more likely to support it for others. Their worries about lost productivity have been quelled. As they and their employees are now accustomed to using virtual tools, their stress about communication and collaboration has been proven unwarranted. As a result, employers and managers alike are happier and more engaged, managing life without the added pressure of the commute. They spend more time with the loved ones and are not as often distracted by workplace interruptions.

COVID-19 may have not been the ideal pivot point, changing business practices and turning them upside down, but there is a silver lining.

Future Forum research of 4,700 knowledge workers found that majority never wish to go back to the old way of working. Only 12% want to return to full-time office work, and 72% want a hybrid remote-office model moving forward¹.

From Zoom calls to Basecamp project management, the virtual office has innumerable functional tools to meet any business demand of today. Adapting to technologies has been challenging; but for those individuals that foster a growth mentality, those that actively look for ways to enhance their talents and skills, this time has offered countless developmental opportunities. Through communication, collaboration and innovative thinking, individuals that were ready and open to the challenges presented by COVID-19, have thrived in this new virtual, highly digitalized environment.

Businesses that have transitioned well have also driven engagement, achieved organizational agility, maintained alignment and empowered teamwork across all disciplines and locations. These organization will have a competitive advantage in this new era of work.

And the pro's do not end there. Employers are economizing not only in productivity but favorably in financial expenditures. With business travel and office space deemed nonessential, companies have begun to downsize their real estate space and therefore revise their budgets. The new form of travel is now the meeting of the minds at various cloud platforms.

Employees around the globe are not at their desk 50% to 60% of the time! That's a huge waste of space and money.

Kate Lister, President Of Global Workplace Analytics

Undeniably the world is confidently headed towards omnipresent digitalization, generating corresponding changes in people's daily lives regulated more and more by various digital tools, from connecting interactive web services to international networks, available 24/7. These changing patterns, of course, are reflected directly on career paths, employment trends, emerging qualifications and skills required of the modern

workforce; all to maintain successful innovative business operations, contributing towards the maintenance and development of the global economy. To cultivate best progress as we enter this new digital chapter, everyone is expected to take the plunge despite any fears or challenges, remain open-minded and adapt by maintaining a growth mindset as we build the world of tomorrow.



In conclusion, as Indranil Roy, Executive Director, Human Capital practice, Deloitte Consulting attests, "more than half of the global workforce is working remotely and as the pandemic continues to threaten lives, we are looking at a prolonged period of hybrid working – from home and office in different proportions"².

Some lessons learned: one can realize most tasks remotely without a substantial drop in productivity or quality. Most employees appreciate flexibility and the added time they save. Over the long run, some form of face-to-face interaction is needed to facilitate collaboration, foster relationships and sense of team, solve complex challenges and generate ideas. Uninterrupted remote work extends the workday, diffuses work-life boundaries and reduces mental wellbeing. There will come a reckoning where a balance will need to be addressed. Organizations will have to rethink their working arrangements. This re-calibration will eventually settle on a sustainable new normal, likely

a hybrid workforce and distributed workplace³.

Enterprises adopting this new way of working – "virtual-first" – have certain characteristics and provide options: One, the workplace is distributed across home, office and satellite offices. Employees can elect to work remotely or face-to-face based on their preferences. Two, the teams are virtual ready. Managers know how to manage, coach, collaborate, evaluate performance and motivate their team remotely and can switch seamlessly. Three, the technology enables multiple modes of working. Data is recorded on cloud; access and security are tailored for different working means; and applications allow smooth virtual collaborations. Four, the culture prioritizes trust and belonging. Interpersonal connections are shaped with intent and care.

With these four critical moves, organizations can transit to a hybrid-workforce model and build a "virtual-first" enterprise, the new reality.

¹ Moving beyond remote: Workplace transformation in the wake of Covid-19 <https://slack.com/intl/en-ru/blog/collaboration/workplace-transformation-in-the-wake-of-covid-19>
² GWI research commissioned by Slack, 2020 <https://futureforum.com/2020/09/01/slack-launches-the-future-forum-to-create-a-better-way-to-work/>
³ BBC, Worklife, "Coronavirus: How the world of work may change forever," October 23, 2020. <https://www.bbc.com/worklife/article/20201023-coronavirus-how-will-the-pandemic-change-the-way-we-work>

1.2 How Did the Pandemic Influence Employment?

Ever since the worldwide pandemic declaration at the start of 2020 due to COVID-19 major outbreak, most governments had to impose rigorous restrictive measures all around the world, where social distancing became an absolute must to prevent the spread of the virus. As an outcome, the health crisis strongly affected not only the regular everyday life, but most importantly the economic life, with the global labor market forced to transition to remote work over night.

The overall slowdown of business activity brought various unsettling employment consequences, including: millions of jobs lost (the UN predicted a scary 195 million job losses⁴), cancelled or frozen staff hiring, rise of unemployment, and amongst those newly required to work from home: reduced working hours or worse, interim refusal/inability to work etc.

As the lockdown stroke, “only 12% of the US workers worked remotely full time, or 6% in the UK... Naturally the world was unprepared for mass remote work.”⁵

Nonetheless, as the year went on, the move to distance working has become the new reality and will be with us well into 2021 and beyond. 88% of organizations worldwide made it mandatory or encouraged their employees to work from home during the pandemic.⁶

With tech companies leading the transformation, large corporations such as Google, Apple and Twitter were first to implement novel changes including the announcement of their employees being able to work from home full time. Needless to say, ahead of the curve, they were well practiced and technologically prepared for a swift transition. They even had a fancy term for it: distributed working. Moving forward, concepts such as distributed and hybrid working will only proliferate.

This vast worldwide digital test interestingly revealed that remote work is proving to be a gradually rising long-term trend across all nations, with 77% of remote workers claiming to enjoy it and work more productively.⁷

It is expected that almost 73% of all teams across all kinds of industries will have remote workers by 2028. Hence, the future is sure looking long-distance.⁸

To sum up, despite the many challenges 2020 has presented, there is a sense that innovation will continue to arise, and businesses will flourish because companies have now embraced and successfully adapted to full-scale digitalization, and are empowering their teams to do the same by learning new skills and making the most out of the unknown.

1.2.1 Soft Skills Needed to Transgress this Era of Transformation

This crisis has also reshaped traditional models of problem solving, igniting a new wave of innovation. Many executives have seen a shift, hiring and promoting employees that have an agile mindset, able to test, learn and adapt to the market, operating with autonomy. Agility has become a byproduct of calamity and business as usual is no longer sufficient.

Time management and motivation are also key to transgressing the moment. While in the office, it is quite easy to stay on course, when left to individual devices, the pandemic has forced professionals to reprioritize their work/life balance and become more effectual at distance. For some this was easy, but others faced distraction and business had to adapt to the shift and get in the groove. Professionals that easily delegate their time to certain tasks, take time to step away to see the big picture and dive back in. These individuals are most successful and often step into leadership roles, fostering these same attributes in the teams they lead.

It is important to harbor these skills and make them known. Self-branding, whether starting a company or moving up on the corporate ladder is a necessity. More and more companies favor contracting freelancers and outsourcing staff as they find it prudent to minimize costs and evade recruiting employees in crisis.

Marketability in a fragile labor market will be the determining factor of an individual's success. From communications to crisis management, leadership and beyond, investing in new skills, especially those with a digital focus able to adapt to new developments and look for innovative solutions.

2020 has called upon individuals to fine tune their skills which include their ability to work in teams, communicate at distance and adapt to the changing times. These attributes, while rudimentary to some are vital in today's business climate

⁴ <https://news.un.org/en/story/2020/04/1061322>

⁵ <https://theconversation.com/how-the-pandemic-will-shape-the-workplace-trends-of-2021-152277>

⁶ <https://www.gartner.com/en/newsroom/press-releases/2020-03-19-gartner-hr-survey-reveals-88-of-organizations-have-e>

⁷ <https://www.cosocloud.com/press-releases/coso-survey-shows-working-remotely-benefits-employers-and-employees>

⁸ <https://www.upwork.com/press/releases/third-annual-future-workforce-report>



Agility

Business agility implies a company can rapidly, continuously, and systematically adapt. It is an entrepreneurial innovation concentrated on gaining and maintaining a competitive advantage, generating value when adversity arises. This can also apply to the individual by promoting an agile mindset.

Antifragility

Antifragility describes a category of things or a way of doing business that not only profits from chaos but needs it to survive and thrive. As a society, we have been fragilizing the economy, health, political life, education, almost everything by “suppressing randomness and volatility” as Nassim Taleb writes in his book about the subject. Antifragility goes beyond robustness; it means that something does not simply withstand a shock but actually embraces it and advances because of it.

Team Working at Distance

Working remotely means everyone is using various available video conferencing platforms meant to bring people together while being socially apart. During these times and perhaps into the foreseeable future, some form of distance working will be the norm and as such companies are looking for employees who have the skills to manage and motivate teams. Finding the balance between taking the lead and being able to take direction will go a long way whether one is conversing with the CEO or engaged in project management.

Communication Skills

Being able to communicate effectively, both written and verbally, is perhaps the most important of all life skills. The ability to communicate information accurately, clearly and as intended, especially at distance, is vital for all business operations and is required in every workplace from all types of employees.

Self – Motivation and Time Management

Working outside the office environment at your own pace within your own elected surrounding provides freedoms, but at the same time, these freedoms may become distractions. Remote work is not always easy because it takes an incredible amount of self-direction and commitment to keep a balanced schedule to be effective at a distance.

Emotional Intelligence

The ability to manage one’s emotions, Emotional Intelligence (EI), is a significant skill business leaders must possess to be successful. Leadership refers to the ability of an individual or an organization to guide individuals, teams, or organizations toward the fulfillment of goals and objectives. Having emotional intelligence bolsters the manager’s ability to keep a level head in the most demanding situations in addition to providing support when required.

1.2.2 Understanding Employability Drivers

Acquiring soft skills is important to stay competitive in today’s labor market, but in order to attract the attention of potential employers, one must also attain a common understanding of the economic drivers impacting markets, be competent in customer data analysis, and proficient in digital operations.

Digital Project Management

The role of a digital project manager is to ensure all of the necessary deliverables for a project are completed and handed over on time and on budget. More recently, project managers have become accountable for making sure the project also supports business goals.

Digital Business Analysis

Digital business analysts review a great deal of information related to the web traffic that their company receives. They also research information related to their industry to better understand what’s happening in their industry’s market. Business analysts (BAs) are tasked with bridging the gap between IT and the business using data analytics to assess processes, determine requirements and deliver data-driven recommendations and reports to executives and stakeholders.

Business Intelligence

Business intelligence (BI) analysts convert data into insights that drive business value. This is done by mining complex data using BI software and tools, analyzing data in comparison to competitors and industry trends and generating graphics and visualizations that communicate findings to other members in the organization.

Economics

Economists prepare reports, tables, and charts based on market trends. Economists study the production and distribution of resources, goods, and services by collecting and analyzing data, researching trends, and evaluating economic issues at hand.

People Management

People managers are leaders who assess potential and existing staff members, make hiring and firing decisions, and provide management with information about individual employee performance and company employee policies. Attentive to detail – people managers use observation and attention to detail to supervise employees.



1.3 Trends: the Fastest Growing Industries

COVID-19 has not only impacted the world on a personal scale but all aspects of life from business to education have had to adapt to a new reality. New trends have arisen out of necessity.

1.3.1 E-Commerce

In light of this research, OECD has published a brief noting COVID-19 crisis has accelerated the expansion of e-commerce towards new firms, customers and types of products. Despite persistent cross-country differences, the COVID-19 crisis has heightened enthusiasm in e-commerce. Many of the changes due to COVID-19 commerce will likely be of a long-term nature with different purchasing habits, learning costs and the

incentive for firms to capitalize on investments in new sales channels. To ensure an efficient e-commerce landscape that delivers for everyone, policy makers should further foster the enabling environment for online transactions in areas such as digital connectivity, (international) logistics and trade including in digital goods and services. These are some new trends to focus on in 2021.

1.3.2 Media and Social Networking

Considering that 3.5 billion people (about half the world's population!) are using social media daily, it is hardly surprising that 73% of marketers agree that social media adds considerably measurable value to their business strategies.⁹ A leading multibillion-dollar industry of 'media and communications' encompasses numerous specializations including, but by far not limited to: public relations, advertising, publishing, social networking and many more. Looking ahead, the nearest future guarantees the continuation of the immense transformation within this domain, especially given the current world health situation, as more and more novel trends and technological advances immerse, contributing towards further innovation, operational changes, and opportunities for development.

The pandemic has been pivotal in pushing all sorts of businesses across industries towards digitalization at an instant. At times when interpersonal communication has suddenly become an unattainable luxury due to imposed lockdown, social networking platforms came to the rescue, remaining not only a crucial source of entertainment, but also for many across the globe, a sole means of maintaining communication and sustaining mental health. In turn, social commerce, data analysis and digital media technology subfields have expanded enormously, calling for more creative minds. Naturally, the further we progress into the digitalized future, the more tech-driven, innovative, skilled professionals will be in high demand with the longstanding media giants including: Microsoft, Google, Facebook, Twitter, Reddit, Instagram, LinkedIn amongst many others.¹⁰

1.3.3 Online Education

We are living in a life-long-learning era, that's why the market and demand in education at distance is growing. In 2019, the global online e-learning market was sized at approximately 101 billion U.S. dollars. During that same period, learning management system market generated roughly 18 billion U.S. dollars¹¹. By 2026, the total market for e-learning worldwide is forecasted to grow exponentially, reaching over 370 billion U.S. dollars. The pandemic has changed the course of academia, forcing institutions to close their doors and the unforeseen, overnight transition to online teaching propelled schools, universities and training facilities to become digital, online arenas, providing more convenience and flexibility to the learner.

new and has been around for decades, remote learning has never been employed at this scale, and many companies and academic institutions are realizing its profitability. For those colleges and universities who had systems in place, it was easy to pivot and grow, for others, it has been a learning process, one that will continue to transform the world of education in the years to come.

A byproduct of this new trend is a growth in innovative companies which offer the tools to support these facilities, offering Mobile E-Learning, Learning Management System, Application Simulation Tools, Rapid E-Learning and Virtual Classroom platforms. Even before COVID-19, there was an increase in business and adoption in education technology, with global edtech investments attaining US\$18.66 billion in 2019 and the overarching market for online education predicted to reach \$350 Billion by 2025. Whether it is language apps, virtual tutoring, video conferencing tools, or online learning software, there has been a significant surge in usage since COVID-19¹².

In these unprecedented times, college leaders and professors are making strides to jointly create resources online, university partnerships, share best practices, rapidly train faculty in a mode of remote teaching they may never have done, and adapt to a constantly changing environment, especially in regard to advancements in tech. While online education isn't

1.3.4 Online Entertainment

With numerous events and gatherings called off, citizens across the globe are seeking out entertainment on video streaming services like Netflix and YouTube, and looking to connect with one another on social media outlets like Facebook and online conference services like Zoom. Facebook, Netflix and YouTube have all seen user numbers on their phone apps stagnate or fall off as their websites have grown and users are at home able to use their larger devices.

While professional sporting events have been postponed, online video gaming sites have seen a surge. New apps like TikTok also are hitting the market and capturing a piece of the online space.

Since the beginning, but heightened as numbers of infections and deaths rise, individuals across the globe have sought out more established media brands for factual, unbiased information on the public health crisis and its economic consequences.

⁹Mahoney, Megan. Single Grain. "The Impact of Social Media on Business in 2021." <https://www.singlegrain.com/blog-posts/impact-of-social-media-in-todays-business-world/>

¹⁰Brown, Eileen. Social Business. January 8, 2021. Topic: Social Enterprise <https://www.zdnet.com/article/2021-predictions-the-future-digital-media-technology-amidst-the-pandemic/>

1.3.5 IT for Business Support

With governments making work for home recommendations, business has had to adapt to the home office. Back in March, professionals thought the change would only last a few months, but as time elapsed the reality set in and systems had to be reworked to accommodate telecommuting for the foreseeable future. Some tools were already in the support arsenal from Docusign and Dropbox

to Zoom, Slack and Basecamp, but these platforms had to scale to meet the influx of demand. The industry has also grown to offer alternatives, from GoogleMeets to Microsoft Teams, internal conferencing systems have also been developed making it possible to manage everything online and still collaborate with colleagues as though they were in the cubicle next door.

1.3.6 Innovations in Health Care

Telehealth has arisen as a preventive way to still connect with healthcare professionals without exposing oneself to the risk of infection of the coronavirus. While the capacity for distance checkups was available pre-COVID, the demand has risen and has expanded access

to care, reduced disease exposure for staff and patients, preserved scarce supplies of personal protective equipment, and reduced patient demand on facilities. Telehealth policy changes might continue to support increased care access during and after the pandemic.

1.3.7 Blockchain

In March 2010, Bitcoin had a value of less than a penny. Less than a decade later, each Bitcoin had a value of almost USD 20,000. While the enthusiasm around Bitcoin will always be inherently tied to the price, its ubiquity drove blockchain, the technology that secures cryptocurrency, into the tech spotlight. Blockchain skills became one of the most sought-after proficiencies in the world with the demand increasing by almost 2,000 percent from 2017 to 2020¹³.

A possible launch for Facebook's digital currency Libra is slated for as early as January 2021, as a senior European Central Bank official warned in November «What is at stake is nothing short of the future of money»¹⁴.

The Geneva-based Libra Association that will issue and govern Libra plans to launch a single digital coin backed by the dollar, a substantial scaling back from its recently revised plans to release a series of stablecoins backed by individual traditional currencies, as well as a token established on the currency-pegged stablecoins¹⁵.

The news has alarmed central banks, which are now at a minimum of two years from generating their own digital alternatives. Driving banks and developers into a frenzied race to control the fate of currency as we know it. This is a sign that a new generation of professions skilled in blockchain will be in demand for the foreseeable future.

¹³Statista, Size of global e-learning market in 2019 and 2026, by segment, November 4, 2020. <https://www.statista.com/statistics/1130331/e-learning-market-size-segment-worldwide/>

¹⁴Li, Cathy and Farah, Lalani, World Economic Forum, "The COVID-19 pandemic has changed education forever. And this is how." <https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning/>

¹⁵Schlapkohl, Kyle, IBM, The future of blockchain. April 10, 2020. <https://www.ibm.com/blogs/blockchain/2020/04/the-future-of-blockchain/>

¹⁶Finextra, "ECB warns the future of money is at stake as Facebook preps January crypto launch," November 27, 2020. <https://www.finextra.com/newsarticle/37037/ecb-warns-the-future-of-money-is-at-stake-as-facebook-preps-january-crypto-launch>

¹⁷ET CIO.com from the Economic Times, Reuters, Facebook cryptocurrency Libra to launch as early as January but scaled back: FT, November 27, 2020. <https://www.reuters.com/article/us-facebook-cryptocurrency-idUSKBN2870UY>

1.4 Trends: Self-Employment and Entrepreneurship

1.4.1 Employment Revolution: Chasing Freedom

What does it mean to be self-employed? An individual that is self-employed does not work for a specific employer who offers a bi-weekly paycheck or salary, allowing for greater autonomy and flexibility at work. Self-employed individuals, or independent contractors, as often referred to in Europe, earn their income by contracting with businesses directly and providing an invoice for their services. In most cases, the client will not withhold taxes from their payment, hence this becomes the responsibility of the independent contractor. Sole proprietors may work across a variety of industries but are considered to be highly skilled at a specific trade, whatever it may be. Writers, IT developers, graphic designers, business traders, investors, lawyers, real estate agents, insurance agents, PR agents and many more could all be self-employed.¹⁶ Self-employment requires entrepreneurial spirit and may contribute to the development of a dynamic, innovative local economy.

In 2018, self-employment provided work to around one in seven (14%) employed persons aged 20-64 years across the EU (totaling to 26 million persons).¹⁷ In Spain, self-employment seems to be gaining importance annually. The number of workers registered as self-employed has reached over 3.2 million (16.2% of the total workforce of 19.78 million workers¹⁸), the highest level since 2011.¹⁹

Interestingly, female freelancers seem to be leading the charge of the self-employed revolution today. Inna

Yordanova, Senior Researcher at IPSE (the Association of Independent Professionals and the Self-Employed), in the United Kingdom states: "The figures today show that freedom and flexibility of self-employment are very attractive to more and more people across the UK. Especially women. Female freelancers are at the forefront of the self-employed revolution. Although there are still more self-employed men, the number of women going into self-employment is rising at a faster rate."

"Not only have 16,000 more women gone into self-employment than men in the last quarter. The research also shows the number of women in self-employment has grown by 57% in the last ten years compared to 25% among men. And there was an even more remarkable 63% increase in the number of highly skilled female freelancers."

What's inspiring, is that this research also reveals that most participants have chosen to go into self-employment for positive reasons, such as: having more freedom to choose where one works (83%), being able to establish one's own working hours (84%), and as a result, having a better work-life balance (73%)

"Freedom, flexibility and choice: these are the watchwords for the self-employed that are driving this revolution. Now it is up to the government to make sure this vital and growing sector has the support and freedom it needs."²⁰

¹⁸Internal Revenue Service, Independent Contractor Defined, <https://www.irs.gov/businesses/small-businesses-self-employed/independent-contractor-defined>. Accessed Oct 20, 2020.

¹⁹Eurostat, Self-Employment across EU Regions. April 1, 2020. <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/DDN-20200401-1>

²⁰Plecher, H., Employment in Spain 2021. <https://www.statista.com/statistics/275314/employment-in-spain/>

²¹Durán López, Jessica. Spain: Self-employment in the Spanish labour market, 2017. <https://www.eurofound.europa.eu/publications/article/2017/spain-self-employment-in-the-spanish-labour-market>

²²Franklin, Neil. Insight. Self-employment hits the 5 million mark for the first time (UK). January 22, 2020. <https://workplaceinsight.net/self-employment-hits-the-5-million-mark-for-the-first-time/>



1.4.2 The Age of Entrepreneurship | Will it Survive the Pandemic

The pandemic has reaped havoc on all aspects of life, and nowhere is the pinch felt more than on the employment market. The reality is disheartening, more than 70% of start-ups have had to terminate full-time employee contracts since the start of the COVID-19 pandemic. Many entrepreneurial businesses have had to pivot to meet new demands for consumer goods or services born out of the crisis. The way entrepreneurial business models and tactics have been disturbed by the pandemic will have an impact on how entrepreneurship is seen as a job choice in the future.

The onset and spread of COVID-19 have left few people, if any, unaffected. From financial hardship to healthcare systems being pushed to the brink, governments around the world have been repeatedly tested and stretched. They have reset the playing field and written new rules and practices to try to re-establish confidence in the markets and give economies a chance to breath again.

The dire impact of the pandemic on entrepreneurial businesses is being felt across the globe, as more than 40% of new ventures will fall into the so-called "red zone" with only enough cash for three months or less of normal operations.

While no doubt large number of start-ups have suffered during the pandemic, COVID-19 has also led to an increase in entrepreneurial activity with new innovations geared to new problems effecting society and industries pivoting to cope under the stress. Companies and

individuals across the world have rallied to respond to, and where possible, tackle this crisis. From organizers of music festivals overseeing pop-up morgues to automotive companies transforming manufacturing to much-needed ventilators, there has been a swell in creativity. People and companies have devised new ideas to respond to existing or emerging needs insufficiently addressed by governments and other acting institutions.

Over the past few years, entrepreneurship has become more and more affiliated with stereotypical high-tech start-ups, often located in specific hubs that serve as fertile ground, attracting some of the best talents. Though the successes of these young tech companies are undeniably critical for the advancement of a digital society, what we see today is the potential for democratizing entrepreneurship and creating new entrepreneurial models that lay people can more easily identify with and embrace. This could potentially lower the bar, empowering a wider range of individuals to start their own businesses.

With so many large institutions scaling down, shedding talented and well-qualified employees, maybe this crisis and the aftershock will encourage more people to take on the risks associated with entrepreneurialism. There are so many new demands and holes to fill and start-ups tend to be much faster at adapting and satisfying society's need than more traditional entities.

1.5 Managers Continue to Lead the Charge on Innovation

In today's unstable and competitive environment, organizations are desperately trying to find possible ways to gain advantage against other players on the market. Innovation remains one of the main determining factors differentiating a successful business that will withstand school's current hardships, from one that will not. With IT advancements, changes in consumer behavior, increased competition, limited resources, short product lifecycles and transformation of business models, there is a greater demand for strong, pioneer-thinking managers to take charge and drive businesses towards advanced innovation, contributing directly to further economic development.²¹

Despite the widespread digitalization, employees, especially those occupying managerial posts, persist as organization's most valuable asset— it is people, who create and implement innovations, and their attitude and aptitude to foster an innovative mindset are essential.

The leader plays a crucial role in shaping the way in which innovation is perceived by others within the company. Thus, leaders ought to be creative in nature, open to new ideas, able to visualize extensive processes to implement best possible solutions. Managers, therefore, should be the ones to recognize and support other employees, who might also demonstrate such valuable

characteristics, instead of undermining them, or worst, leaving them unnoticed. Trust is a key component, nurturing a favorable workplace built upon competent teamwork, loyalty and confidence. Employees must be aware and play witness to the real impact of innovation across processes within the company. The more managers are in tune with the principles and nature of innovation, the easier it will be for them to prepare and convince the rest of the employees to act in a favorable manner, building an overall affluent culture that can thrive.²²

Therefore, the overall success of an organization can be attributed heavily to the leadership's capacity to innovate, compete and produce. In order to bolster innovation, entrepreneurial tendencies and start-up mentality within a society, many governments across the globe have placed management science at the core of its economic relief strategy. This way governments and businesses amass intellectual capital i.e. expert future-proof leaders with innovative competencies, so vital to the growth of the economy; this has been proven to have a substantial impact on changing the financial environment for the better and addressing present day concerns about foundering markets.²³

1.5.1 Building Resilience Through Business Innovation in Light of the Pandemic

Whether inspired by a necessity as the times demand today, such as an urgent need for retailers and restaurants to design and implement new delivery options, or simply motivated by an analysis of new customer needs, business innovation is dire for both resilience in light of the pandemic and ultimate growth. Once again, leaders can significantly accelerate the process of business innovation.

Talented managers can develop the tactics, where innovation becomes a critical component of the overall success. Research indicates that one of the most significant challenges companies confront in their development today is discovering managerial

talent to hire. The data results suggest that key part of the problem in boosting innovation and economic development is attributed to the shortage of experienced managers. Companies constantly need people with an entrepreneurial mindset and experience, comfortable and adept in taking the necessary risks in the name of innovation, inspiring teams, and getting ahead of the curve. Consequently, if one aspires to be successful in business or any management profession today, they must invest in developing their innovative capacities, such as creativity, soft skills, entrepreneurship, knowledge of digital technologies, and competent leadership.

²¹Kozioł-Nadolna, Katarzyna. MDPI. Institute of Management, University of Szczecin. The Role of a Leader in Stimulating Innovation in an Organization. August 20, 2020. file:///Users/mac/Downloads/admsci-10-00059.pdf

²²Kozioł-Nadolna, Katarzyna. MDPI. Institute of Management, University of Szczecin. The Role of a Leader in Stimulating Innovation in an Organization. August 20, 2020. file:///Users/mac/Downloads/admsci-10-00059.pdf

²³United Nations, "Recover Better, Economic and Social Challenges and Opportunities, July 13, 2020. https://www.un.org/development/desa/en/wp-content/uploads/2020/07/RECOVER_BETTER_0722-1.pdf

1.6 How Alumni Dealt with the Spread of COVID-19 and the Impact It Has Had on Their Jobs?

Andrea Echeverría

Master in Fashion and Luxury Business Management Alumna

Founder of Perspective Internship Program

For Andrea, COVID-19 has been really tough. She works with international students primarily which had to delay their arrival to Spain or cancel it definitely. Projects with partner companies were put on hold so we had to stop most operations and create a whole new marketing plan in order to adapt to the new reality and prepare for the next chapter.

The pandemic has coaxed Andrea to think outside-the-box and come up with innovative ideas to implement that will make processes and operations easier. It also showed her new markets to tap into and different ways to boost sales.

Alessandra Acquaviva

Master in Fashion and Luxury Business Management Alumna

Certified Specialty Mentor for Vat Services Amazon

Alessandra was lucky to say that the current health crisis did not stop her daily work and she was able to earn the same salary as before the pandemic. Within Amazon many new opportunities in higher level positions became available temporarily and the only restrictions were related to smart working which she is currently engaged in.

Sabrina Oudni

Master in Marketing Management Alumna

Management Marketing Manager Factorial HR

This period has been hard for many. Sabrina was pushed to grow professionally very quickly taking over responsibilities and facing the challenge of staying motivated. While everything has changed dramatically, she has learned very valuable lessons through it.

The pandemic provided Sabrina's company the opportunity to do good and be socially responsible offering their product for free during the duration of the crisis in order to help as much companies as possible operate remotely. She is very proud for having been part of this initiative.

"Factorial HR offers software that makes remote work easier for companies, and COVID-19 had a tremendous impact on our work practices". The increase in remote work helped Sabrina's company find their place in the sector. It pushed her team to go beyond and be more productive and creative than ever before, propelling more growth.

1.7 The Market Calls for Lifelong Learning

In these highly disruptive times, individuals ought to consciously maintain a student's mentality throughout the whole of their careers journey, continuously having to adapt to the ever-changing business environment by acquiring new skills to increase one's up-to-date knowledge, relevant experience and expert competencies. Recent studies reveal, however, that while many workers in theory are willing to learn new skills or completely retrain to improve their future employability, only a few feel that they are given the time or opportunity to actually do so. This creates a professional dilemma: staying static in one's career versus somehow carving out the time for self-development as a long-term investment for a fulfilling future.

Does the urgency of work trump the luxury of learning? For learning to take place within a demanding workday, learning should seamlessly adapt to the flow of your daily schedule. Finding opportunities to learn "on the job" and "in the job" through webinars and company-sponsored trainings is a practical way to accelerate lifelong learning in organizations.²⁴

As technological innovation hastens the pace of change, there is a growing perception that individuals who pursue learning opportunities will be better positioned for career growth. Today, professional success is defined by both an individual's capacity to adapt to change and their inclination to own the evolution of their career.

According to a LinkedIn survey, "employees who spend time at work learning are 47% less likely to be stressed,

39% more likely to feel productive and successful, 23% more ready to take on additional responsibilities, and 21% more likely to feel confident and happy."²⁵

Even with a lifelong learning culture established within an organization or an academic institution, it's up to the individual to embody the right mindset and profit from what's being made available. Inspiring what Carol Dweck, a psychologist at Stanford University, calls a "growth mindset", could be a good place to start.²⁶ Employees and students with a "growth mindset" tend to believe that their talents can be developed, rather than those with a "fixed mindset", believing that their abilities are innate and therefore fixed/limited. The former type of individuals will in fact go on to actively develop their aptitudes through hard work, planning, input and mentorship from others and so on, throughout their lifespan. Therefore, to foster a will or motivation for life-long learning, individuals predominately need to believe that they have the necessary opportunities and an unlimited capacity to learn the new skills, needed to stay marketable.²⁷

Organizations and schools that dedicate themselves to fostering a growth mindset encourage appropriate risk-taking, and uplift individuals through failures and learned lessons. They support collaboration across organizational boundaries and make learning accessible and broadly available. GBSB Global instills these attributes into graduates, preparing them for the realities of the world of business today.

«Change can be frightening — particularly when you're pivoting to an entirely new way of working, which may be unfamiliar to you or your team. The key to staying grounded while adjusting to remote work is to look for opportunity whenever you instinctively fall into a scarcity mindset. It's important to remember that a remote transition is not a binary switch—it's a journey of iteration. Be open to rolling with the waves, as each day is a chance to learn.»

Darren Murph, head of remote at all-remote technology company GitLab in San Francisco, CA USA

²⁴Yokoi, Tomoko. Forbes. "How To Make A Culture Of Lifelong Learning Stick In Your Business". August 11, 2020. <https://www.forbes.com/sites/tomokoyokoi/2020/08/11/enabling-lifelong-learning-in-the-workplace/?sh=631e16e93477>

²⁵Bersin, Josh. LinkedIn. "New Research Shows "Heavy Learners" More Confident, Successful, and Happy at Work". November 9, 2018. <https://www.linkedin.com/pulse/want-happy-work-spend-time-learning-josh-bersin/>

²⁶Dweck, Carol. Harvard Business Review. "What Having a "Growth Mindset" Actually Means". January 13, 2016. <https://hbr.org/2016/01/what-having-a-growth-mindset-actually-means>

²⁷Yokoi, Tomoko. Forbes. "How To Make A Culture Of Lifelong Learning Stick In Your Business". August 11, 2020. <https://www.forbes.com/sites/tomokoyokoi/2020/08/11/enabling-lifelong-learning-in-the-workplace/?sh=631e16e93477>

«Traits like adaptability and flexibility were important marks for a candidate, but not necessarily absolute must-haves,» she said. «Now, if someone isn't adaptable and flexible and open to frequent changes in priorities, that's a dealbreaker. In today's new paradigm, flexibility, strong communication skills and the ability to adapt as working conditions evolve are the most important qualities a candidate can have.»

Annie Lin, vice president at Lever a Recruiting Software Company in San Francisco, CA USA

GBSB Global Navigating the Challenges

2.1 Covid-19 Aftermath: Managing Operational Challenges

"We all know that work will never be the same, even if we don't yet know all the ways in which it will be different," says Slack co-founder and CEO Stewart Butterfield.²⁸

Moving to a virtual workforce is raising a lot of operational issues for many companies. This new way "will leave many organizations and attitudes forever changed, even once the threat has receded," according to a new report from Capgemini Research Institute.²⁹

With volatility holding tight to all markets, individuals have had to adapt to these changing times in terms of expanding their previously developed professional skillset, taking on new job responsibilities, learning to use novel IT tools and so on. Among other consequences, the office, the in-person meetings, the nine to five schedule and the long, uncomfortable daily commute are increasingly becoming somewhat futile.

What has happened to the time previously lost to commuting? Many are using it to catch up on admin and email.³⁰ Speaking of communication at distance, the concept proved to be quite a challenge for some. Many had to learn to pay attention to non-verbal cues, develop emotional intelligence, foster empathy and respect, and become inquisitive, actively asking questions for clarity and understanding.

The way in which companies organize and lead their teams has also been reshaped, including provision of new learning opportunities, greater autonomy and responsibility amongst team members due to less

managerial control and other. To support international workers, many countries started issuing remote work visas to encourage people to spend lockdown working in their territory.³¹

Realizing these truths about the future of business, schools are being called upon to adapt their teaching models to support the present-day professionals. Globalization and the interconnectedness of markets today require business schools to graduate a new type of leaders - trustworthy, driven, organized, action-oriented and agile. Success today will be determined by a team's ability to foster innovative solutions, capitalize on digital technologies, and collaborate at distance. Graduates, and tomorrow's business leaders, are taught thorough strategies that incorporate the drivers of change such as globalization, advancements in technology and demographic shifts that will affect the overall operations.

Business schools, driving novel teaching methodologies, steering away from traditional business models, will graduate the most successful leaders of tomorrow. The design of new academic curriculum should be based on today's working advances, for students to acquire relevant knowledge and be ready to meet the new reality. GBSB Global has been at the forefront of institutionalizing newfound teaching methodologies, always abreast of the latest trends affecting business and the workplace, graduating leaders ready to step into roles that require a fresh, novel way of approaching management.

²⁸BBC Worklife. "Coronavirus: How the world of work may change forever". 2020. <https://www.bbc.com/worklife/article/20201023-coronavirus-how-will-the-pandemic-change-the-way-we-work>

²⁹EHS Today. "Fostering a Positive Workplace Culture in a Virtual Setting". April 6, 2020. <https://www.ehstoday.com/safety-leadership/article/21127735/fostering-positive-workplace-culture-in-a-virtual-setting>

³⁰<https://hbr.org/2020/12/where-did-the-commute-time-go>

³¹<https://theconversation.com/remote-work-visas-will-shape-the-future-of-work-travel-and-citizenship-145078>



2.1.1 Technology Is a Necessity, No Longer a Luxury

There is no denying it, technology has become a permanent fixture in life as we know it. And how academic institutions adapt to this fact is respectively witnessed in the caliber of graduates they produce. GBSB Global has been ahead of the curve and confronted the challenge of digitalizing the educational experience early on. In line with the ubiquitous digitalization of the business world, GBSB Global focused on arming its students with the digital capacities necessary to not only get by but excel in today's tech-savvy business arena. GBSB Global revolutionized the nature of the learning process by implementing digital blackboards, collaborative apps, and other digital instruments to foster an inspiring, inclusive learning environment in collaboration with Microsoft.

GBSB Global's faculty, staff, and students have embraced progressive stance on business education, taking the reins and navigating groundbreaking technologies that augment conceptualization through visualization and promote cognitive thinking.

Innovation has become intrinsic to sustainable economic growth and business schools – educational institutions responsible for educating competent leaders, must be seen as an essential cog in the wheel propelling innovation forward. Academic programs offered at business schools not only must encourage innovative thought but foster it through practical, hands-on experience, allowing students to witness firsthand what impact it has on one's success. This proactive approach starting in the classroom, will directly influence the innovative processes that are fostered in the workplace. Graduates in business will have the capacity to manage and redefine innovative processes within their organization or enterprise. A review of education focused on managerial competencies and the impacts leadership has on innovation can help academics surmount the current criticism that exists about the relevance of business education today and the weight it holds, elevating management practices to a new level. Academic programs designed with innovation at the core have become a commanding force in driving constructive change in society and economic development as well as for situating graduates in the right standing to be successful professionally.

Unfortunately, the fact is, the process of aligning management education programs to the current demand for knowledge and innovation is not easy. It is perceived that in some countries underperformance in innovation

and lack of productivity is brought by underdeveloped management capabilities – menial education and lower rates of transmission of best management practices. Therefore, business schools need to address this challenge and carefully consider new market realities.

Realizing the growing consequence of management education around the world and the ever-evolving economic climate, GBSB Global Business School has become a pioneer addressing the hurdles mounted against management educators. Globalization and the interconnectedness of markets today requires business schools to graduate a new type of leader, one that is skilled, action-oriented and agile. To be effective in a market based on innovation, tomorrow's leaders must be encouraged to develop careful strategies that consider the drivers of change such as globalization, new technologies and demographic shifts, and the institutions sending these leaders into the workforce must constantly look for the ways to improve business program's curriculum with the purpose of delivering greater benefits to society while simultaneously promoting the interests of businesses and their student body. Integrate games into learning, and advance digital humanities.

When you walk on campus today, students will experience a fully digitalized facility. Recognized as the first business school in Spain as a Microsoft Showcase School means GBSB Global joined a like-minded global community of schools engrossed in digitally transforming teaching and learning methods across the spectrum of academia. Inclusive and immersive digital offerings equip students with the modern know-how to be competitive today, and inspires lifelong learning, stimulating the development of key business skills applicable to business operations in the 21st century.

Students and faculty alike become proficient, active participants on GBSB Global's Microsoft Office 365 for Education platform and have access to other digital tools that provide indispensable knowledge dissemination, training, and support. These facilities arm graduates with the proficiencies that will be needed of them in the real world. As technologies evolve, companies are constantly looking to increase efficiency and the capabilities to adapt to changing times, and that means implementing the latest in digital applications. GBSB Global's graduates are prepared for what the future holds.

2.1.2 Creativity Requires Innovation, Without Which There Is No Growth

"Creativity" and "Innovation" are two trendy words that are consistently used in brainstorming meetings, corporate conferences and company mission statements. One cannot deny the importance they play in the business world today, from advancements in tech to the formulation of AI, but do leaders who routinely reference their importance really know the difference between them?³²

Creativity is the process that requires someone to identify that something might actually be possible. Once an idea is considered feasible, innovation comes into play. Innovation is the mere action of putting things into practical reality (despite potential challenges), rather than simply envisioning something as so. Both are crucial and absolutely necessary in business, but only one, innovation, translates into tangible revenue and profit.

"Creativity isn't necessarily innovation," Shawn Hunter, author of *Out Think: How Innovative Leaders Drive Exceptional Outcomes*, expresses. "If you have a brainstorm meeting and dream up dozens of new ideas, then you have displayed creativity, but there is no innovation until something gets implemented."³³

Once leaders recognize the difference between creativity and innovation, they can encourage both among their teams. GBSB Global carefully nurtures both of these attributes, taking a practical and innovative approach to business education and supporting outside-the-box thinking with engaging mentorship. The school's unique approach to business education bolsters both of these competencies, graduating highly effective leaders able to meet the demand today.

³²Slack. Moving beyond remote: Workplace transformation in the wake of Covid-19. October 7, 2020. <https://slack.com/blog/collaboration/workplace-transformation-in-the-wake-of-covid-19>

³³Business News Daily. "Creativity is Not Innovation (But You Need Both)." February 5, 2020. <https://www.businessnewsdaily.com/6848-creativity-vs-innovation.html>



2.1.3 Research on Innovation in Management Education Reshapes Business Curriculum

The outcomes obtained in this study exhibit that there was a strong statistical connotation with some of the competencies establishing the capacity for innovation, particularly, leadership and the entrepreneurial mindset harbored by all participants and a tendency for risk propensity for those individuals whose close relatives did not have a business of their own. The results obtained

by applying both, quantitative and qualitative instruments, demonstrated that the participants of the study program improved their aptitude for innovation and the competencies associated with it. This conclusion supports those provided by earlier studies – innovation can be taught and when it is taught correctly, substantial improvement in the students' innovative faculty can be realized.



2.2 A New Trend in Entrepreneurship: Independence for All

The number of independent freelancers and entrepreneurs has increased tenfold in recent years and according to Forbes by 2027, 50.9% of the US working population will be freelancing. Are we ready for this increase?

Business is changing more rapidly today than it has ever in the past. Technology is transforming how we work, how we communicate, and how we obtain knowledge. International barriers are nonexistent and economies are becoming increasingly globalized. The freelance “gig” economy is expanding at a newfound pace, while traditional means of work are shifting.

One thing seems to remain the same, the education system. We are not educating tomorrow's leaders for the evolution at hand.

COVID-19 has definitely helped to accelerate the exponential change that society is experiencing and remote learning, a large-scale byproduct of the crisis, has impacted learning in an academic setting. While the world evolves and adapts to new practices, the education's system teaching the bright minds that will shape future appears to remain the same.

In many cases, schools, colleges and universities around the world have adopted a stagnant approach in the way school teaches tomorrow's leaders. That is not the case at GBSB Global, where common practice is a more hands on practical approach to learning, focused on innovation and collaboration within education at a grassroots level that has been the pinnacle to the differences to be seen among this school's graduates compared to other institutions.

Entrepreneurship is an integral part of GBSB Global's economy and business culture. Now is the time to advance modern education on entrepreneurship and give individuals a head start in the classroom.

Successful entrepreneurship produces job creators, opposed to job takers. In today's global market, it's never been more imperative to generate new jobs that are suited to the rapidly evolving market. “As per the UN's latest report on global unemployment, we're expected to see a 2.5 million rise of unemployment in 2020 and with almost half a billion people working fewer paid hours.”

In an effort to confront future unforeseen crisis and the advancements of technology leaving employees redundant, we need to start empowering individuals to become the job creators of tomorrow to secure a more sustainable future for all.

Entrepreneurship can provide independence and can help elevate people from their current station. There's no predisposition in entrepreneurship - it doesn't matter what your social status, gender, or ethnicity is. Being an entrepreneur can be the ultimate path to financial independence, freedom and empowerment. However, to instill a culture of entrepreneurship that actively promotes and supports the coming generations to innovate and create, we must teach them how.

The journey towards creating a generation of entrepreneurial experts must start with education. Investment into entrepreneurial education is an investment into a country's future. Teaching individuals the fundamentals onto which they can build an enterprise that generates jobs, wealth and financial freedom that contributes to the expansion of an economy is the ultimate investment, with an invaluable ROI.

2.2.1 Spain Amongst Top European Countries for Entrepreneurship

Spain keeps drawing in countless promising start-ups and ambitious entrepreneurs from across the globe. The country is not only one of the most charming, located along the Mediterranean, offering spectacular climate and culture, but also offers an array of professional opportunities for entrepreneurs and various businesses alike.

With over 3,250 start-ups and counting, the growth of the Spanish start-up ecosystem is reflected in a report by Mobile World Capital Barcelona, the organizer of the Mobile World Congress, representing a 20% year-on-year increase.³⁴ Looking at the number of employees, 20% of Spanish start-ups today have a team of 5 to 10 people, while 9% have between 10 and 20 employees on board.

Compared to just a decade ago, when searching for employment and innovating within existing companies was the norm, eight out of ten entrepreneurs that see a real business opportunity now dare to create their own start-up, especially in the tech sector.

Barcelona and Madrid, Spain's two largest cities, and fittingly both home to GBSB Global's campuses, are recognized as main centers prizing entrepreneurship, ranking them among top six European cities for start-up growth.³⁵

According to 2019 MWC Capital report, Barcelona based start-ups got 871 million euros investment and made it to the top 5 cities by capital invested.³⁶ Considering the rapidly changing landscape of disruptive technologies

and innovation hubs across the globe, Barcelona has many factors that are making it increasingly attractive to investors and ambitious entrepreneurs: quality of life, pool of talent, start-up ecosystem, etc. Adding all of these together quickly positions Barcelona as 6th overall amongst European start-up, innovation and tech cities.

Laura Urquizu, CEO of Red Points, commented: "Over the past years, Barcelona has emerged as one of the leading European cities for technology entrepreneurship. The combination of highly qualified talent from all around the world and an environment that encourages innovation has led to success stories such as Travelperk, Glovo, and Typeform. For us at Red Points, this has meant that we've been able to tap into a great pool of international talent – to date GBSB Global has people from over 32 nationalities – which I strongly believe has played a key role in Red Points' success story. In the future, I hope to see this trend continue, with even more innovation and investment coming to companies based in Barcelona, competing with our counterparts in European technology Hubs and of course Silicon Valley in the US."

Home to several large accelerators, especially those in the tech-scene: Startupbootcamp, Seedrocket and

Conector, Barcelona also has several organizations that promote the city as an innovation hub, giving Spanish companies opportunities to show themselves and find like-minded people. To name a few: Barcelona Tech City, Catalunya apps, Ship2B, the renowned Barcelona Activa and many more.

Madrid ranks just before Barcelona in 5th place, home to hundreds of promising start-ups and recognized active business angels, offering a large number of accelerators, tech events, expos and incubators. With Google Campus residing since 2015, and La Nave - a public facility and home to Madrid's Innovation Campus; a meeting point for innovation, promoting training and employability, aimed at developing different activities, the dissemination of new technologies, and collaboration between social agents as a driver for growth in the city.³⁷

Other top player examples include: Impact Accelerator, Wayra (recognized by Forbes as one of the top 10 global start-up accelerators in the world), South Summit, DES (Digital Enterprise Show), OpenExpo Europe etc. Needless to say, GBSB Global stays on top of its networking and encourages all students to visit as many of these events as possible to help them build up their professional network and secure employment upon graduation.



An Ambitious Entrepreneur in the Making

Eva Groot MBA Alumna Entrepreneur

Moving to Barcelona from Amsterdam, Eva, at 28 years old, decided to study for her Master's in Business Administration. With over six years of professional experience in media and e-commerce, Eva wanted to work in a diverse field that homed in on "green" and "sustainable" topics. It was by applying to GBSB Global's G-Accelerator Program that Eva was able to give sustenance to a business idea.

Before coming to GBSB Global, Eva had held various positions from media consultant and digital sales manager to account manager, where she gained experience in large corporations. Wanting to take the next step in her career, Eva studied for her MBA and acquired practical skills and learned different methodologies within the realm of business today. With a strong focus on sustainability and diversity GBSB Global's progressive curriculum offered Eva room to grow and opportunities to nurture her passions. Inspired by her peers from around the

world, Eva gained an international business perspective and the necessary skills to transgress borders, a crucial capacity considering today's globalized economy.

The G-Accelerator opened a door that wasn't there before. It was really a coincidence. In her professional experience, Eva gained the understanding of the value of matching the right employee to a company that fulfilled their vision and provided satisfaction. In essence, employee engagement directly influenced work performance; employees are more likely to excel when their personal values match the company values, and vice-versa.

This understanding impacted Eva's belief that it is essential for recruiters to find candidates that match well with the company's corporate culture, which is ultimately a reflection of the employee's personal values.

The conception of her business got underway when Eva started looking for a summer internship. During her search, she realized the difficulty she faced finding a company that was aligned with her values. Offering her service pro bono, Eva wanted to support a company that either had a strong social influence or environmental impact, but she was challenged by traditional recruiting

³⁴Business News Daily. "Creativity is Not Innovation (But You Need Both)." February 5, 2020. <https://www.businessnewsdaily.com/6848-creativity-vs-innovation.html>

³⁵<https://mobileworldcapital.com/report/startup-ecosystem-overview-2019/>

³⁶<https://apiumhub.com/tech-blog-barcelona/barcelona-makes-top-innovation-hubs/>

³⁷ <https://www.eu-startups.com/2019/07/madrids-startup-ecosystem-at-a-glance/>

methodologies. The system that was in place focused disproportionately on education and experience. The novel idea of a reversed recruitment system blossomed from a system that was outdated, focused on traditional classifications. Eva found when true internal motivation is triggered, employees are more likely to grow, develop and increase their performance.

While developing her idea, Eva came across the G-Accelerator Program. Considering the program is dedicated to mentor aspiring entrepreneurs, she knew her business proposition would be in good hands.

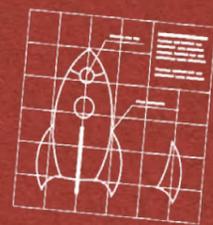
The G-Accelerator Program offers entrepreneurs a base in which to build and scale their business. Eva had never before felt more determined and motivated to see her idea to fruition. Throughout final exam week, Eva spent long nights working on her start-up pitch, more energized than ever. Applying for the process, receiving

the first feedback from professionals in the field, it was a very motivating experience for Eva. Sha has always had an entrepreneurial mindset, but Eva had never felt like it was the right time to invest in her ideas. The G-Accelerator Program helped Eva realize there will never be an ideal time, that now is the best time to get started.

One of the many benefits of the program was Eva's ability to test her idea with a team, discuss risks and formulate a sustainable strategy. Starting a business can feel overwhelming with so many things to do and decisions to make. The G-Accelerator Program helped ease the strain and guided Eva and keeping her on the right path to see her idea through to marketable service that fills a void in the market for recruiting employees and finding unequivocal matches with companies that align with the recruit's ideals.



1 Idea



2 Prototype



3 Build



4 Launch

Everyone deserves to work where they feel they belong. This doesn't only benefit the individual, but this mutual relationship also benefits the company: a study by the Social Market Foundation shows that happy employees work harder, collaborate better in teams and are 20% more productive. The match between candidate and companies is made by using gamification and creating an un-biased algorithm with a strong emphasis on

shared values and common goals. Using matchmaking technology increases the scalability of the recruitment process and it avoids human prejudices and selection discriminations. Eva's idea was driven by the belief in the ability of employees to learn and grow if the 'why' and purpose is strong enough. Therefore, working for a company that is in line with your internal motivation should be a top priority during the job search.

2.2.2 GBSB Global Dedicated to Innovation and Entrepreneurship in Barcelona and Beyond

Aligned with a mission of being a beacon of innovation and inspiring entrepreneurial ingenuity, GBSB Global itself actively participates in a variety of novel and tech-oriented projects within the entrepreneurial landscape in Barcelona and across Europe. Recognized by the Financial Times as Southern Europe's top region for financial investment, GBSB Global takes an active role in many of the government's actions and initiatives. One such organization GBSB Global is involved in is the Barcelona & Catalonia Startup Hub. It is an inclusive digital platform that collects information about all the start-ups based in Catalonia and provides free access to who is who in the Catalan start-up scene.

According to the Boston Consulting Group and their Decoding Global Talent research published in 2019, Barcelona is the fifth city in the world to attract digital experts. The international allure of Barcelona, where GBSB Global's main campus was founded, attracts global talent and these figures give an overview of where these individuals hail from: 26% of all workers are foreign born, largely from Western Europe (46%) followed by Eastern Europe, South America, Asia, and North America. In addition, 15% of start-up founders – GBSB Global's alumni among the ranks – are not Spanish nationals.

Rated the 5th most dynamic start-up ecosystem in Europe, the Catalan Government attracted 84 investment projects amounting to 322 million euros and created 5,455 jobs from those investments in 2018. Overall, foreign investment in Catalonia over the period from 2015-2019, reached an annual average of over 4,730 million euros.

Barcelona, Spain – home to GBSB Global Business School – ranks 4th most innovative city among its European counterparts in 2019 and 21st in the world among 500 cities analyzed by Innovation Cities Index by 2ThinkNow.

International investors are drawn to the diversity and global reach of Barcelona. This is especially witnessed in the city's 22@ District, a neighborhood that plays host to universities, research and training facilities, start-ups and cutting-edge technology companies alike. Since 2000, more than 3,500 businesses have moved to the innovation center and, with the almost 100,000 employees working there. Poble Nou, one of Barcelona's pronounced tech-centric barrios has witnessed a nearly 25% increase in residents.

The growth and prestige in Barcelona have not been random, and its success has been a culmination of many factors coming together over time. The urban renewal projects and investments in tech in Barcelona have created a surge in economic activity by fostering 5 specific "knowledge clusters": Information and Computer Technology (ICT), Bio-Medical, Design, Energy, and Media. Connecting international and local communities in Barcelona and beyond, the Government of Catalonia and GBSB Global have invested in creating physical and social networks to facilitate collaboration, capture talent and develop a sustainable start-up and overarching business ecosystem that will pave the way of the future.

Barcelona's Entrepreneurship and Start-up Hub

FINANCIAL TIMES RECOGNIZES CATALUNYA AGAIN AS SOUTHERN EUROPE'S TOP REGION FOR INVESTMENT

FOREIGN DIRECT INVESTMENT IN CATALUNYA REACHED AN ANNUAL AVERAGE (2015-2019) OF 4,730 MILLION EUROS

2018 THE CATALAN GOVERNMENT ATTRACTED 84 FOREIGN INVESTMENT PROJECTS AMOUNTING TO 322 MILLION EUROS & CREATED 5,455 JOBS FROM THESE INVESTMENTS

4TH MOST INNOVATIVE CITY IN EUROPE IN 2019, AND THE 21ST IN THE WORLD AMONG 500 CITIES ANALYZED BY INNOVATION CITIES INDEX BY 2THINKNOW

BARCELONA IS THE FIFTH CITY IN THE WORLD TO ATTRACT DIGITAL EXPERTS, ACCORDING TO THE DECODING GLOBAL TALENT 2019 FROM THE BOSTON CONSULTING GROUP

5TH MOST DYNAMIC START-UP ECOSYSTEM IN EUROPE WITH OVER 1500 START-UPS AND COUNTING

Source: Generalitat de Catalunya, Barcelona & Catalonia Startup Hub. <http://startupshub.catalonia.com/>



G-Accelerator | the Role of the Partners



Richard Hazenberg

Research Leader at the University of North Hampton

As the official partner of the G-Accelerator, the University of North Hampton in the UK offers support around knowledge transfer, research, and especially teaching to the young social entrepreneurs. On a personal and professional level Mr. Hazenberg believes in the education of young minds in the field of social entrepreneurship.

"When we have a world that is facing all the various challenges, politically, socially, economically and certainly environmentally actually having young people who can approach some of these solutions in innovative ways, in market sustainable ways, where they actually use business to solve problems, is going to be a benefit to society, to governments because it provides us with a cost-effective way of solving some of society's problems." Often young people think outside-the-box, and find innovative solutions, other generations may not ponder upon.

The University of Northampton is one of the public universities in the United Kingdom which is leading the way in adding value to society in a form of social impact. The University ensures that its students and alumni have more opportunities to leave their own mark in the social improvement process. The University of Northampton won multiple awards in this area, such as being the first university in the United Kingdom to be named a Changemaker Campus in 2012.

Jan Lachenmayer

Managing Director at Enpact

Enpact is a non-profit organization headquartered in Berlin. They empower entrepreneurship in emerging and developing countries. They are active in the Middle East, in sub-Saharan Africa, in Asia, India and Southeast Asia, China and Latin America.

From the early idea phase until global market entry, Enpact supports entrepreneurs through the ideation process to fruition. Enpact also grants students access to a variety of innovative start-up camps and lounges, expert workshops and national roundtables.

ENPACT Academy develops trainings to provide support quality to the start-up in pursuing its endeavor.

ENPACT Data Lab measures framework conditions (such as the start-up friendliness of cities) and derives policy recommendations.

The ENPACT programs offers students a unique opportunity to to export and develop their entrepreneurship ideas in their native land as well as become part of an international framework of mentors, experts and start-ups from different regions around the world.

ENPACT helps G-Accelerator students and alumni gain first-hand insights on working realities and helps them dive into the practical regional implementation and its expediency by exploring different start-up ecosystems.

Enpact is an official partner of the G-Accelerator looking to inspire change.

2.2.3 G-Accelerator: Empowering Entrepreneurs of Tomorrow

In 2018, GBSB Global successfully launched its first ever G-Accelerator program. Driven by innovation, this start-up hub or incubator operates with an aim to help and support new and existing ventures, introduced to the market by talented entrepreneurs at the local and international arenas.

With three contests held every academic year over several intakes, GBSB Global identifies the projects, deemed the most promising, as judged by a panel of experts in the field. The individuals behind these ventures then receive a variety of necessary resources and tools: from available hi-tech facilities, to allow them to collaborate and/or work individually on their groundbreaking ambitions, to training, mentorship and securing pathways to investors and funding, helping these projects effectively come to life. GBSB Global's most recent winner projects were: Save, StartPup, Wonder Elemental and Imagine Sustainable Future.

Expanding partnership ties, on top of ENPACT, GBSB Global signed a new partnership with the Institute for Social Innovation and Impact (ISII, University of Northampton, United Kingdom)³⁸, which evaluates and measures the social impact of innovation in the UK and around the world. Together with GBSB Global, ISII helps social innovators develop their ideas and bring them to life through the delivery of progressive academic research and various consultancy services.

Outside of the classroom, G-Accelerator presents GBSB Global an opportunity to further invest into agile minds and creative business aspirations. GBSB Global serve as a base for innovative concepts to take shape and support those who dare to dream with the tools and resources necessary to see these aspirations into real-life, thriving initiatives.

³⁸<https://www.northampton.ac.uk/research/research-institutes/institute-for-social-innovation-and-impact/>

GBSB Global's Career Services in Action



Fostering an entrepreneurial mindset in the last decade has become not only a trend but a necessity. While having entrepreneurial ambition doesn't make you an anomaly because of its new rise in popularity, it does set your character and drive apart. It is a competency that many, if not all, business schools teach. Eager to create, develop and lead, young entrepreneurs of today add tremendous value to society and contribute to the economic prosperity of the nation in which they reside. As educator, GBSB Global has recognized the importance of this attribute, and therefore supports and guides the young minds that exhibit this directive.

While not every student wants to launch their own start-up or become CEO, it is still imperative to develop one's leadership skills and thinking agility, in order to enhance one's marketability and career opportunities. Times have changed massively. If just 50 years ago every graduate was guaranteed a well-paid job and therefore long-term financial stability and

security, this is not quite the case today. McKinsey predicts that up to 800 million workers will need to find new sources of income by 2030, and Oxford University estimates that 47 percent of current jobs could one day be automated.³⁹ In a few short years, the employment landscape will not resemble that of today. Present-day students will need to be prepared.

Due to current global economic uncertainties, students will need to be equipped with a broad skillset to provide them with the most potential to succeed. Entrepreneurs ought to be passionate, insistent, resourceful, open-minded and take failures in stride.⁴⁰ Unfortunately these traits serve only a few but should be fostered in all.

GBSB Global Business School has undertaken several important initiatives with this sole purpose in mind, to make entrepreneurship not an ambition but a certainty: breaking away from the standardized and unimaginative reasoning in favor of the outside-the-box thinking, accurate risk management and professional resilience.

3.1 Open Your Career Gate into the Future

The job hunt can be daunting. With available options in abundance, it may be difficult to know where to start or what to choose. From large portals such as LinkedIn or Indeed, to local career services and numerous government organizations, you would be lucky to be headhunted by a recruiter and are often left to your own devices in search of that next career opportunity. Taking into consideration this uneasy task, GBSB Global wanted to help its graduates secure their first dream jobs successfully, supporting them every step of the way, hence why the school created its very own Career Gate. An internal employment portal, that displays jobs and internship openings from a wide range of industries and business sectors, providing students with more than 160,000 career opportunities from all over the world throughout their studies at GBSB Global and of course upon graduation. This database showcases leading companies from Spain and overseas, who are actively recruiting and publish updated vacancies on a basis.

Today's job market is certainly extremely competitive, especially in light of the economic upheaval the world had to face most recently due to the declared pandemic. With the majority of applicants in today's talent pool being highly educated and experienced, adding into the mix recent graduates, the market is simply dealing with oversupply against a limited demand. Therefore, it is all in the fine print - the details, the unique added value graduates will be able to bring to the table, which will

effectively set them apart to secure the wanted job role.

At GBSB Global the academic classroom is ushered outdoors into the industrial community, encouraging compared to students to strengthen their fundamental networking skills. GBSB Global's partners and collaborates from local and international companies provide students with access to a wide network of experienced professionals including Pablo Zea, Xavier Sanchez, Arianna Mazzeo and Natalie Capell, amongst many other high rated specialists, from designers to business owners, that may open doors to new career routes.

In addition to the existing extensive network, GBSB Global Business School takes part in the biggest Spanish career fairs, JOBarcelona and JOBMadrid - International Employment Fairs organized in both Barcelona and Madrid annually. Students are given a chance to attend both fairs, travelling in groups.

Besides the external career fairs, the Career Services Department at GBSB Global has hosted domestic on-campus career fairs with highly sought-after, reputable companies and organizations. A number of presenters from companies such as Vice, Keenfolk, MisterFly and Talent Search People have joined and given keynote

speeches to the students attending these events. Talent Search People is an International Human Resources & Recruitment Consultancy based in Barcelona, Madrid and Lisbon that offers different HR services and helps place students with the right company. All the companies selected to present to students speak to the climate in which we live. The millennial landscape has established

its footprint and these companies speak the language, hiring the next generation of great leaders.

These resources ensure to equip all GBSB Global's students with the necessary means to obtain employment easily and jump onto the career path of their dreams.

3.2. A Grant from the Government

GBSB Global proudly received a grant awarded by the Government of Catalonia and The European Social Fund (European Commission).

Inspired by the breadth of knowledge and great ambition amongst students and graduates, GBSB Global has made a commitment to the expansion of its start-up incubator program. The grant, therefore, aims to provide a path to success for all current and prospective G-Accelerator participants, making the program available online for all local and international entrepreneurs, with start-ups based in Catalonia, offering help and support to those wanting to bring their innovative ideas to fruition. Founded in Barcelona, one of Europe's most thriving start-up hubs, G-Accelerator actively contributes to the start-up ecosystem development with each new project.

GBSB Global believes in encouraging tomorrow's future leaders through mentorship today. By providing this offering, one leads by example, imparting the importance

of giving back to the society and the world at both local and international levels.

Experiencing success and failure, participants in GBSB Global's G-Accelerator Impact Call program learn, grow, and develop. Residents learn key fundamentals in starting a venture and acquire the knowledge that they, too, can share with future budding minds. It links hand-in-hand with school's philosophy, empowering the next generation with the confidence and skills to face today's challenges and become the changemakers our society so imperatively need.

GBSB Global successfully launched the new, 2020 edition, G-Accelerator Impact Call. This online program is an extended version of the one launched just two years ago and includes a series of updated training modules, aimed at providing practical information and an in-depth overview of all the stages required for an effective business venture implementation. Program duration is 5 months.



³⁹Scala, Kristina. Denver Business Journal Leadership Trust. "Developing an entrepreneurial mindset." November 15, 2019. <https://www.bizjournals.com/denver/news/2019/11/15/fostering-an-entrepreneurial-mindset.html>

⁴⁰Scala, Kristina. Denver Business Journal Leadership Trust. "Developing an entrepreneurial mindset." November 15, 2019. <https://www.bizjournals.com/denver/news/2019/11/15/fostering-an-entrepreneurial-mindset.html>

GBSB Global's Graduating Class 2018-2019 Employment Report



4.1 General Overview

GBSB Global is proud to publish that 92% of the 2018-2019 graduating class have received and signed permanent job contracts within a year of their graduation. Prepared to meet today's business demands on a global scale, an estimated 71% held their positions over a year's time.

being "very satisfied" with their career progression and advancements after graduating from GBSB Global Business School. This data demonstrates the solid influence GBSB Global exercised on the career trajectory of the school's graduates, developing their aptitude to achieve more than what they have previously accomplished.

Furthermore, 80% of graduates reported that their internships at large and mid-sized corporations improved their management skills "much" or "to a great extent", whilst still studying at GBSB Global and boosted their confidence in respective professional fields.

GBSB Global's employment analysis shows a vast number of job opportunities within the Fashion and Luxury industry, but it is by far not the only industry in which this year's graduates have thrived. Employment has also been secured in Finance, Marketing, Hospitality and Tourism Management amongst other areas.

With only 3% of the class having returned to their previous employer, an astounding 92% admitted

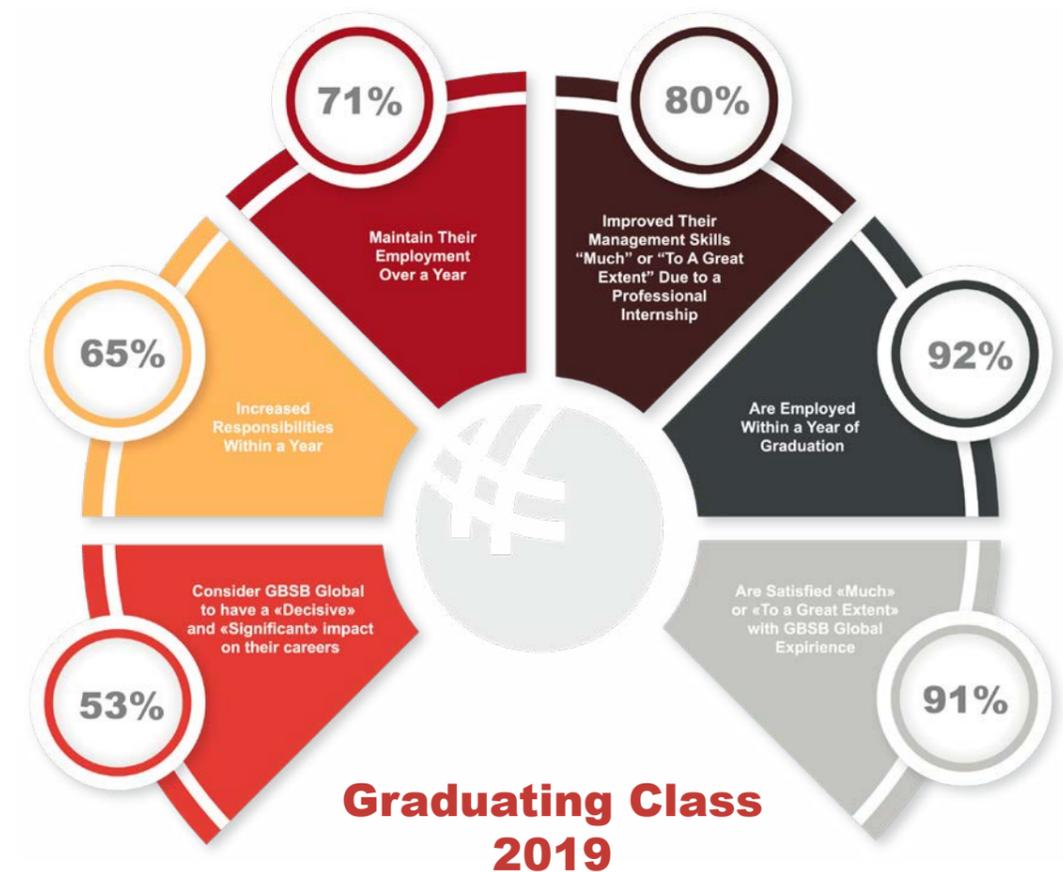
3.3 Work Hard, Play Harder - Building Friendships for Life

Since its launch in 2018, GBSB Global's Alumni Association platform has allowed the nurturing of lifelong relationships, offered various career resources, organizational and promotional opportunities and much more to all graduates. To continue to enhance their life off campus, in the real world, in the year of 2020 together with professors GBSB Global created a series of helpful Webinars, focused on helping Alumni deal with the pandemic impacts, supporting them through these uncertain times.⁴¹

GBSB Global joyfully welcomes the class of 2018-2019 into the Alumni Association, joining other like-minded graduates, dedicated to staying in touch with GBSB Global and playing an active part within the association. In fact, 89% of the graduates are "willing to be a member of GBSB Global's Alumni Association" and 75% would

be "delighted and open to share their career success story with other alumni," as reported in the global alumni survey conducted by GBSB Global's Career Services department.

With graduates from over 100 different nations worldwide, GBSB Global is overwhelmed by the outpouring of support for the Association. The diversity and global reach this peer group represents, is one of the most valuable assets graduates are able to take away to accompany them throughout their life journeys. In addition to this established social network, GBSB Global will continue to expand the scope of Alumni support, soon to be offering plenty of great opportunities to attend various events and workshops, to continuously help graduates develop further, providing them with a solid platform of professional references and contact.



⁴¹<https://www.global-business-school.org/landing/webseries-2020>

4.2 Embracing Diversity of Interests

GBSB Global's graduates come from across the globe with varied interests and professional ambitions. The diversity among these bright individuals is accentuated in the fields in which they choose to study and ultimately pursue careers in.

Some of the most popular fields of interest are Marketing and Communications, Digital Business, Fashion and Luxury Brand Management, and Financial and Professional Investment Services. Many of students take advantage of gaining real life experiences by taking on internships in respective fields of interest at big name organizations while still pursuing their studies. The showcased ambition, ingenuity and ability to juggle multiple demands during one's internship work, demonstrate to potential employers that these students have what it takes to become successful, frequently resulting in them receiving full-time offers of employment within these companies prior to graduation.

Moreover, the data report shows that 32% of GBSB Global's graduates accepted employment with Fortune 500 and Fortune 100 corporations worldwide. 45% of GBSB Global's graduates joined 500+ employee firms and 67% entered corporations that handle international clients. On top of that, 24% began their own businesses or start-ups.

Furthermore freedom of mobility across the international stage continues to be an unwavering trend, with 73% of the class reportedly seeking and securing employment outside of their homeland.

It is fascinating to note the popularity of fields that focus on digital technologies. With remote work at an ever-increasing high and global interconnectedness to never have been witnessed before, fields from Digital Marketing and Digital Business, to Digital Finance have never been in more demand. These degree programs have attracted students from all over the world. As a Microsoft Showcase School, always offering the most advanced tools and technologies to students online and on campus, it is no wonder that GBSB Global stands out as a distinguished leader in this academic arena, changing the way in which business is taught, preparing the next generation with the relevant skills to be future-proof.

These proficiencies, precisely the ability to be highly successful in a digital space, stand out to potential employers and have proven to be a lure for managers and recruiters seeking such talents today.



73% are Employed Outside of Their Home Countries



24% Launched Their Own Business



32% Joined Fortune 500 and Fortune 100 Companies

4.3 Functions, Roles, and Salaries

GBSB Global's graduates are highly marketable and very competitive. Learning how to effectively lead teams and having polished their executive management and communication skills, 65% of graduates attest that the education they received at GBSB Global prepared them for the next chapter in their careers.

General Manager, Marketing and/or Sales Manager, Information and Communication Technology Professional are only a few amongst the most popular titles GBSB Global's graduates have obtained post-graduation. Namely, 26% of these graduates acquired upper-level management positions and 56% increased their annual income within a year after graduation. This point is noteworthy, especially in today's volatile market of constant flux and high unemployment due to the pandemic.

Key takeaways were that graduates learned true autonomy and felt more emboldened to make serious decisions within an organization. The academic experience here at GBSB Global has armed them with the confidence and ability to foster change. In business today, if you are not willing to think outside-the-box and take weighed risks, you leave a very limited chance for yourself to progress in your career. GBSB Global's diploma holders are made aware of this issue and are taught ways to overcome it. The use of innovative teaching methodologies and the international scope of this school ensures that its graduates are highly motivated and well equipped to successfully stand out against competition, while embracing rapid business development, along with creativity and digitalization, ready to solve any problems of tomorrow.

Graduating Class 2019

Employment by Industries and Sectors



26%

Acquired Upper, Senior, or Executive Management Positions After Graduation



56%

Increased Their Salary Within a Year After Graduation



65%

Consider GBSB Global Educational Model to Have Improved Their Management & Leadership Skills

“Unleashing Entrepreneurial Potential: from Passion to Business”



Bushra Al Jarayhi
Master in Fashion and Luxury Business
Management Alumna
Entrepreneur

Bushra has always been fascinated by fashion and luxurious brands. Studying at GBSB Global provided Bushra with a solid career foundation, allowing her to see the backstage, the inner workings of the industry operations. Her Bachelor in Fashion and Luxury Business Management motivated her to go on further to pursue her Masters, which lead to a great starting point for Bushra to launch one's own business from scratch.

As part of her studies, Bushra was able to learn about business planning, budgeting, branding and marketing, all in context of sustainability. It has helped Bushra understand and clearly define a firm, resilient business model to be implemented some day.

When choosing where to pursue her education, Bushra was focused on finding an opportunity providing a truly international learning experience. GBSB Global was able to successfully offer a combination of a convenient virtual and international academic experience.

Bushra believes that the school has changed one's perspective on online learning for the better. Having total flexibility, as well as a peer group of like minded colleagues from all over the globe, impacted her studies tremendously. Being able to engage with the local and international community at discussion forums was incredibly interesting. Bushra found it inspiring: exchanging ideas, researching with one another,

developing topics etc. This digital learning experience helped one hone her leadership skills, project management capabilities and gain in depth business acumen.

GBSB Global also facilitated Bushra on the discovery of her true potential as a motivational public speaker and a career coach. These areas are where her passion lies.

According to Bushra, there is no better time than now to set up an online business, and that is exactly what she chose to do. Bushra is currently committed to working on a program focused on self improvement and personal development, where she can help individuals invest in themselves to achieve their desired goals, all while sharing her personal experiences accumulated along her own self-discovery journey earlier. Bushra is also writing a book to support both of these endeavors.

Without a doubt, Bushra credits GBSB Global highly for having played a huge part in inspiring one to create her own business and take a big step forward in one's career. Besides helping Bushra master all the professional skills needed to be effective in the business world, GBSB Global has set her on the right path to success in the field of Fashion and Luxury Brand Management.

“My Experience at GBSB Global Has Been a Turning Point in My Career”



Niel McLougin
MBA Alumnus
Team Manager at Apple

From his experiences, Niel has been shaped to believe successful companies are striving to recruit individuals who are driven to learn and grow continuously. And rightfully so. By achieving a Master's degree, you, as an individual, are demonstrating that you are willing to go the extra mile and be a high growth candidate. Recruiters will focus on how your skills are relevant to their business, and they will assess critically how your character will potentially fit into their team. The skills and personality you possess will have been shaped by outside influences, for instance, the school you attended, your professors and peers and ultimately the education you received.

To be successful in landing a job today's current employment market, the first step is to effectively communicate why you will be a great fit for the company. If your written and verbal presentation skills are not at a high level, recruiters will have minimal confidence that you will perform well in day-to-day business operations.

Analytical thinking is a key trait to possess in supply chain. Excel skills, charts, forecasting, statistical modelling are all important so be able to provide certain examples from your past experience of where you have used these effectively.

Leadership skills are always a great value and being able to lead a team and take initiative will set you apart from the rest of the crowd. For Niel, he will continue to improve his high-level presentation skills as he is always looking for innovative ways to communicate complex subjects to senior leadership.

At the moment, Niel is happy building his corporate career. He has an entrepreneurial spirit but that does not mean he has to be an entrepreneur. Right now, he is focused on learning about the Asian tech market, exploring new business cultures and adding value where he can.

4.4 Geographical Mobility

GBSB Global's graduates have acquired jobs in organizations on four of the seven continents on the map. The infographic below represents the geographical mobility of the graduating class 2019.



Austria
Belarus
Belgium
Egypt
France
Germany
Greece
Hungary
Ireland

Italy
Ivory Coast
Kazakhstan
Mauritania
Morocco
Netherlands
Peru
Portugal
Romania

Russia
Spain
Switzerland
United Arab Emirates
United Kingdom
United States
Vietnam

4.5 Key Figures and Facts

GBSB Global and Career

92% of the graduating class 2019 accepted **job offers** within a year of graduation (**23% even before graduation**)

71% of GBSB Global's graduates **maintain their employment over a year**

80% of graduates admitted that their **internships** in large and mid-sized companies improved their management skills **"much"** or **"to a great extent"**

92% of the graduates admit being **"very satisfied"** with their **career progression and advancement** after graduating from GBSB Global Business School

65% of graduates say that GBSB Global fostered their **leadership** and executive skills, mainly, when it comes to their **autonomy and decision-making capacity**

51% recognized that their GBSB Global diploma had a **"decisive"** and **"significant"** **impact** on their future global careers

Only **3%** of graduates returned to their previous employer

91% say they are satisfied **"much"** or **"to a great extent"** with GBSB Global education

69% improved their professional situation during and after the studies at GBSB Global

Recruiters and Employers

32% of graduates joined **Fortune 500** and **Fortune 100** corporations worldwide

45% of graduates joined **500+ employees firms**

67% entered corporations with international clients

24% launched their own **businesses** or start-ups

Positions and Salaries

26% joined **General Management positions and roles** after graduation

30% reached **C-Suite positions or functions** (25% occupied senior level positions while 4% secured executive level positions)

56% of graduates **increased their salary** within a year of graduation

10% increased their salary by **20% to 40%**

4% increased their salary by **over 40%**

11% of graduates reached **salaries between 75,000 and 100,000 euros** within a year of graduation

9% obtained **bonuses between 10,000 euros and 20,000 euros** as a part of their compensation package

24% were **promoted to a higher position** within a year of graduation

64% of graduates increased their **professional responsibilities** after graduation

4.6 Top Recruiters and Employers

GBSB Global's graduates have joined some of the most renowned international corporations in a wide variety of sectors and industries, including Marketing and Advertising, Hospitality, IT/Telecom, Fashion & Luxury among others. Apple, Booking.com, Swarovski, Nike, Amazon and are just a few of the many global recruiters that visit GBSB Global Business School with the intent to recruit the very best talent.

Recruiters and Companies

Abo Nawas
Adient
Advisors Property & Capital SL
Almagestum Group
Amazon
Apple
Arla Foods
Autograph Collection
Autodesk
B+P Creativity
B4Finance
SAS Barcelona IVF
Barry Callebaut Group Bayer
Booking.com
BMO
Capital Markets
British Council Tunis
Burj Al Arab LTD Byhours
Camaloon Cap Bleu
Carlisle Etcetera LLC
Casapub
Céline CGI
Codic Criteo
Cola Cola
Dawid Tomaszewski
Deloitte
Desjoyaux Mauritanie Digital Vision
Group DPI Cosmetology
eDreams
Odigeo
Easy2English
Ernst & Young
Endress+Hauser Group
Essence Corp
Exide Pakistan LTD.
ExxonMobil
EY FCA FIFA
FOD Financiën - SPF Finances Ford.
Four Points Hotel by Sheraton
G12 Innovation
Gestamp GiantLottos Google
Gewiss Deutschland GmbH

Hedz-Q
Hotel Arts Barcelona Hotelis SA
HP HTG
Hyatt Regency
IKEA Group
Immersive Planet Industex
Infor Jadewolf
JohnBeerens.com
Johnson & Johnson
Joyor E-Moving S.L JustFab
Justice Juul Labs
KK Communications Ltd KPMG
LATT Trading and Shipping Co.
Lemonway
Liberty International Tourism
Group
Luxottica
Luxury Boutique hotel Noir
d'Ivoire
LVE Rosey
Mad Ventura
Mas Rodó Winery
Mauritanian Federation of
Football
Médica Sur Meero Mekamorfofis
Mercato Centrale
Mr & Mrs Focus MQF
Nike
Noel Alimentaria
S.A.U.
NutriGen Bulgaria
OAZ
Oigetit
Orain
Page Personnel Payoneer
Petland Pernambuco Philips
Playmedia Propulse Video
Proudlycz
Qlik
Raiffeisen Bank International
AG Recrutement
Residence Inn by Marriott

Roshan Packages Limited
Salling Group SAP
Sara Weinstock Jewelry
Savant Elbul Bulgaria Selleriz
Sindbad Travel
SmartLayer3
Sotel BOSH
Stratcom
Stella McCartney
Studentfy
Swarovski
Sweetblue
Sweetspotter
Teleperformance
Portugal
Talkwalker
The Ascott Limited
The Broadmoor
The Click Lab
The HQA Group Toptim
Tracis Projectes Economics
i Financers Trendone GmbH
Trenitalia S.p.A.
Turning Stone Resort
Casino
Under Armour UniCredit Veepee
Vente-exclusive Vertigo
Media Vicob Event & Engineering
Viktor Rabinovitsch Online
Sales Vodafone Volkswagen
AG Volkswagen Group España
Distribución Voltacars – VRS
W Barcelona
W8line
Welcome Italia
WeWork
Yandex
ZAN Law

Recruiters and Companies



“GBSB Global Opened Up New Possibilities”

Andrea Acheverría
Master in Fashion & Luxury Business Management Alumna
Founder of Perspective Internship Program



How has your GBSB Global Master's experience helped you grow personally and professionally?

Personally, the experience helped Andrea connect with individuals from all around the globe which was eye opening in many ways. The whole experience was amazing because you were able to make friends that eventually would become key factors to intricate into your professional network. These connections opened up a sea of opportunities.

Professionally, the Master helped Andrea gain a new perspective on how business works on an international level. It gave her the confidence he needed to start her own business as she gained so much knowledge and a great skill set that helped her along his journey, not only as an entrepreneur but also as an employer and employee. Andrea believes GBSB has a great set of teachers; they're also great mentors and always willing to help you reach your goals.

What skills help you to be successful? What skills are you planning to develop?

Andrea believes the skills that personally helped her be successful were time management, being attentive to detail, adaptability, and professionalism. Since she embarked in the adventure of entrepreneurship, these skills have been essential for his development. She is planning to dive into the technological world and gain skills such as digital business and marketing as she believes today digital skills are essential to adopt.

How do you see your career in the next 5 years?

Andrea sees herself running a successful business with an amazing team and expanding to other European countries. She would also like to become a mentor and help international students in their entrepreneurship journey, having a positive influence like so many of her professors at GBSB Global.

How did COVID-19 affect your projects and income?

COVID-19 has been really rough for Andrea. She mostly works with international students which had to delay their arrival to Spain or cancel their plans indefinitely, so this affected her directly. Projects with partner companies were put on hold, so they had to stop most operations and create a whole new marketing plan in order to adapt to the new reality and prepare for the next thing.

What opportunities and what restrictions COVID-19 gave to your company?

It allowed Andrea to think outside-the-box and come up with different ideas to implement that will make the process and some operations easier. It also showed her new markets and different ways to boost sales revenues.

“Studying online can be challenging, but with GBSB Global, we were connected under one platform with support and help from our teachers and from the administration. We were given many workshops, exams, projects and quizzes not to mention discussion questions we were asked to participate in. This aspect of participation nurtured a profound connection amongst my peers and professors.”

Nour Saadeh, Online Fashion and Luxury Business Management

“When I sat down to create a formal company, go into business on a more structured, long-term way, the business degree absolutely gave me the confidence that I needed to be able to talk to my lawyers, and accountants and the rest of my team in a language they could understand.”

Aiden McKeivitt, GBSB Global Alumni & Founder of Breakwater Marketing

“The flexibility the online program offered was a significant draw. It afforded me the opportunity to download classes and go back to them when it was convenient for me. One of the more challenging aspect was developing discipline. Online studies versus the in-person, one-on-one classroom environment is very different and calls for more organization and structure, essentially self-management.”

Jalashaia Shakira Harewood, MA Hospitality and Tourism Management

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