



GBSB GLOBAL
BUSINESS SCHOOL

Bachelor Programs



Diploma in Applied Business Innovation

ABOUT US

GBSB Global Business School is an internationally recognized private educational institution, offering Bachelor, Master, and MBA programs delivered fully in English and administered by experienced professionals in their fields.

With campuses in Malta, Spain and Online, our business school supports advanced remote, blended, and multi-campus learning options to cater to students' individual needs and make high quality education available anytime, anywhere.

With a truly diverse learning environment representing over 100 nationalities, GBSB Global ensures to create an all-inclusive, multi-cultural academic ecosystem, giving rise to open-minded, highly skilled, global leaders.

Accreditations & Rankings

The school is state accredited by MFHEA and several international accreditation bodies, including ASIC, ECBE, ACBSP.



ABOUT THIS PROGRAM

Enhance your professional credentials. Pursue a Diploma in Applied Business Innovation.

The specialized additional qualification is ideally suited to those who'd like to further develop their knowledge and applied skills in business while appreciating the familiarity and comfort of the GBSB Global Barcelona campus in their final year of undergraduate studies.

Designed to compliment the Bachelor of Business Administration and Digital Innovation degree, this practical program provides hands on experience allowing students to graduate with a set of soft skills needed to succeed in today's career.

Boost your career development with a vocational course that includes advanced business theory, practical workshops and soft skills that are designed to give graduates an advantage in entrepreneurship and corporate world.

Practical classes and workshops are interactive and engaging delivered by expert lecturers. Besides the opportunity to further enjoy the stay at the GBSB Global Barcelona campus, the Diploma in ABI enriches students' knowledge of product ideation, business planning and business development.

Students can participate in on-campus training, corporate-focused lessons and a range of entrepreneurship opportunities. The program delves into a variety of relevant lessons, including Market Development, Planning & Resources and Negotiation.

All in all, the ABI Diploma merges hands-on training with comprehensive theoretical concepts to give GBSB Global students the know-how to tackle the business world.



CERTIFICATE AWARDED

Students who complete ABI studies will receive a private qualification "Diploma in Applied Business Innovation" awarded by GBSB Global Business School in Spain/Switzerland.

This qualification will be an excellent addition to the official Bachelor of Business Administration and Digital Innovation (EQF/MQF Level 6) awarded by GBSB Global Business School in Malta and accredited by MFHEA.

The diploma can be used to prove practical experience (either through a corporate internship or an entrepreneurial practical project) to potential employees and investors to increase the chances of students' success on the labour market.



CHOOSE YOUR PATHWAY:

CORPORATE PATHWAY

- ✓ Soft skills for **Corporate Environment**
 - ✓ **Option 1:** 6-months Internship*
- OR**
- ✓ **Option 2:** Corporate and Innovation
 - Innovation, customer understanding and product design
 - Market validation
 - ✓ **3-months Internship***

*Internship is not guaranteed by the school. Students are invited to use Career Services to secure an internship.

ENTREPRENEURSHIP PATHWAY**

- ✓ Soft skills for **Corporate Environment**
- ✓ **Entrepreneurship Center – Stage 1**
 - Innovation, customer understanding and product design
 - Market validation
- ✓ **Entrepreneurship Center – Stage 2**
 - Market development
 - Planning & resources

** This pathway is not available for students starting their ABI studies in April

DIPLOMA IN APPLIED BUSINESS INNOVATION

(CORPORATE PATHWAY)

1st term (OCT-DEC)

- **Soft skills for Corporate Environment**
 - Self-awareness workshop – **25 hours**
 - Communication, time management and leadership – **25 hours**
 - Negotiation and crisis management – **25 hours**



75 hours - 2.5 hours per day three times per week

- Includes theoretical part and the workshops

OPTION 1

2nd term (JAN – JUN) 6-months Internship

• Internship

Students who choose an option of an internship should complete an internship approved by the institution and related to the area of their undergraduate studies. The duration of an internship cannot be less than the sum of contact hours, supervised placement and practice hours and self-study hours in this unit.



Internship should not be less than 150 hours

- Internship report

Students who complete an approved internship of not less than 150 hours will be exempted from completing a Professional and Career Development module of 6 ECTS in their Bachelor of Business Administration and Digital Innovation studies, providing that all the relevant assessment for the internship will be submitted as described in this document.



Entrepreneurship pathway was elaborated with the support of G-Accelerator, GBSB Global's own startup incubator promoted by the Department of Business and Employment of the Government of Catalonia, within the Catalunya Emprèn framework and is 50% co-funded by the Social European Fund.

ABI students will have a chance to get selected for G-Accelerator's free Impact Call training program to scale their business project to a real-life startup. Residents will receive an exclusive 6-months package comprising mentorship hours, infrastructure facilities and the occasional support on funding market access.

G-Accelerator Services:

Financial Support Services



Infrastructure Services



Mentorship Services





Assessment of the internship includes the following activities:

Formative

Journal or Reflective Diary: Through this activity, students reflect on the level they reach and focus on the evidence that, in their opinion, proves that they have developed one or more competences of those contemplated in the unit, be it formal or informal learning.

Management of Accounts: Formative assessment of professional use of digital accounts such as LinkedIn, job search platforms, memberships, etc.

Summative

Poster: Students will be required to create a poster on a personal professional development plan.

Portfolio: Evidence of different professional development activities, e.g. a CV, digital accounts, memberships, self-audits, extra-curricular activities, interviews undertaken, etc.

Final Project (Dissertation)
 This will be the same as the Undergraduate Dissertation in the Bachelor of Business Administration and Digital Innovation.

OPTION 2: LESS THAN 6 MONTHS INTERNSHIP

2nd term (JAN - MAR)

- **Innovation, customer understanding and product design**
 - The Innovation Process: Discovering new opportunities & markets
 - Customer Development: Engaging with new and existing customers
 - Product design and product development
 - Market validation

- The market research process
- The competitor analysis

 **60 hours – 2 hours three times per week**

3rd term (APR – JUN)

- **Internship**
 Students who choose an option of an internship should complete an internship approved by the institution and related to the area of their undergraduate studies. The duration of an internship cannot be less than the sum of contact hours, supervised placement and practice hours and self-study hours in this unit.

 **Internship should not be less than 150 hours**

- Internship report

Students who complete an approved internship of not less than 150 hours will be exempted from completing a Professional and Career Development module of 6 ECTS in their Bachelor of Business Administration and Digital Innovation studies, providing that all the relevant assessment for the internship will be submitted as described in this document.

What can I gain from an internship?

Obtain valuable work experience while exploring a potential career path. Give yourself an edge in the job market by developing and refining acquired theoretical knowledge. Gain confidence and expand your professional network before you graduate.



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DIPLOMA IN APPLIED BUSINESS INNOVATION

(ENTREPRENEURSHIP PATHWAY)

1st term (OCT - DEC)

• Soft skills for Corporate Environment

- Self-awareness workshop – 25 hours
- Communication, time management and leadership – 25 hours
- Negotiation and crisis management – 25 hours



75 hours - 2.5 hours per day three times per week

- Includes theoretical part and the workshops

2nd term (JAN - MAR) Entrepreneurship Center Stage 1

• Innovation, customer understanding and product design

- The entrepreneurial mindset
- The Innovation Process: Discovering new opportunities & markets
- Customer Development: Engaging with new and existing customers
- Product design and product development

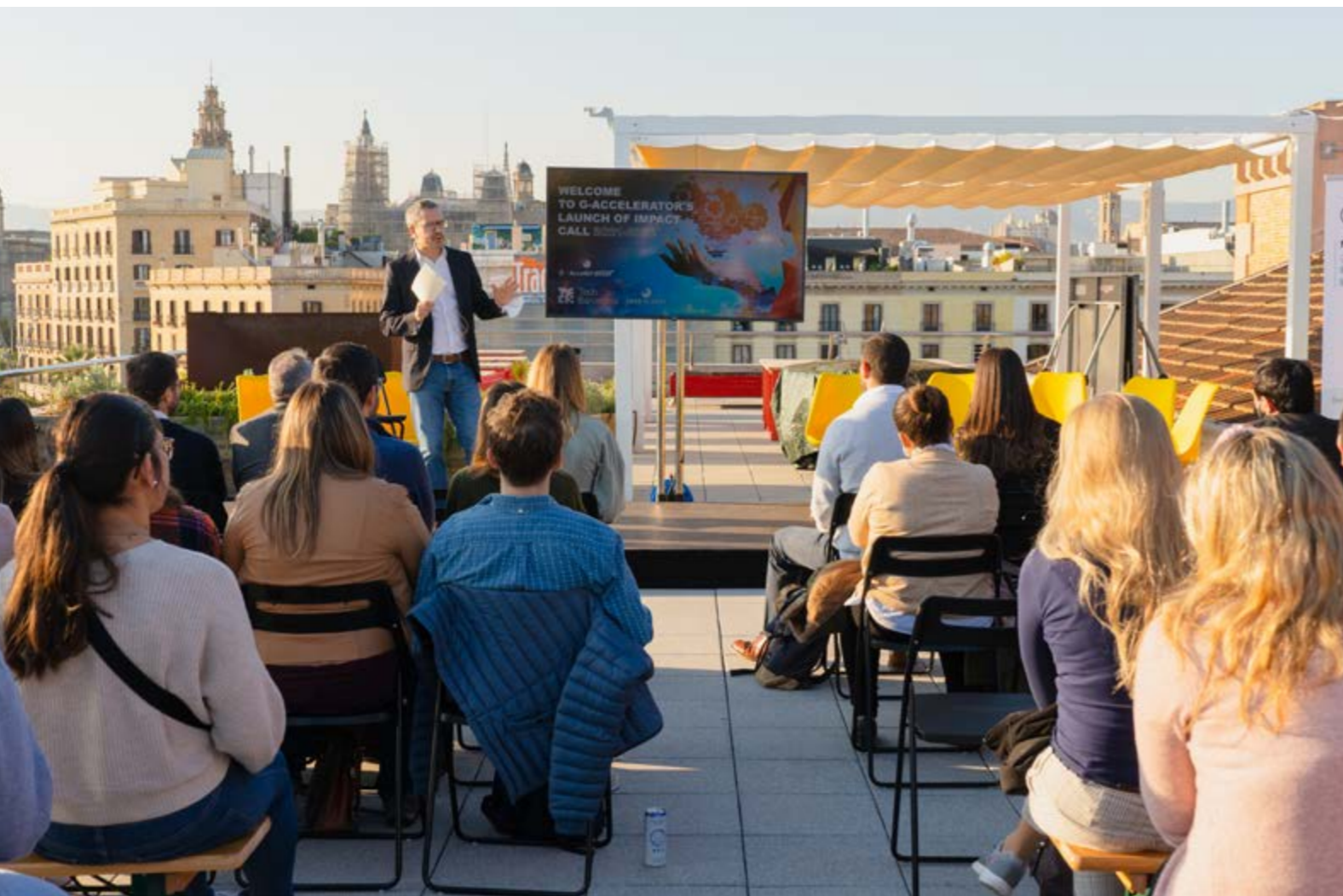
• Market validation

- The market research process
- The competitor analysis



75 hours - 2.5 hours per day three times per week

- Includes workshops and case studies



3rd term: (MAR - JUN) Entrepreneurship Center Stage 2

Market Development

- **The market test validation**
 - The customer development journey
 - Prototype/MVP
 - Product development road



75 hours - 2.5 hours per day three times per week

- Includes workshops and case studies

Planning & Resources

- Marketing plan
- Operational plan
- Economic & financial plan
- Fundraising

Final Project (Dissertation)

This will be the same as the Undergraduate Dissertation in the Bachelor of Business Administration and Digital Innovation.

ASSESSMENT

The assessment methodology of this program is based on students' active participation. Students will be assessed based on their active engagement, attendance and practical work. The assessment does not involve formative or summative submissions nor final examinations.

The attendance to the sessions is mandatory and general GBSB Global policy of 80% mandatory attendance applies for this program as well.



Connect with GBSB Global



Complete Program List

PROGRAMS ACCREDITED BY GBSB GLOBAL IN MALTA

BACHELOR OF BUSINESS ADMINISTRATION AND DIGITAL INNOVATION

- BACHELOR** of Business Administration and Digital Innovation with Digital Entrepreneurship
- BACHELOR** of Business Administration and Digital Innovation with Digital Communication & PR
- BACHELOR** of Business Administration and Digital Innovation with Digital Marketing
- BACHELOR** of Business Administration and Digital Innovation with Fashion & Luxury Business
- BACHELOR** of Business Administration and Digital Innovation with Finance & FinTech
- BACHELOR** of Business Administration and Digital Innovation with Sports and eSports Management

MASTER OF SCIENCE (MSc) IN MANAGEMENT

- MIM** with Blockchain Management
- MIM** with Digital Marketing
- MIM** with Digital Business & Innovation
- MIM** with Human Resources & Talent Development
- MIM** with FinTech & Digital Banking
- MIM** with Operations & Supply Chain Management
- MIM** with Sports Management
- MIM** with Finance
- MIM** with International Business

PROGRAMS ACCREDITED BY GBSB GLOBAL IN SWITZERLAND AND OTHERS

MASTER OF ARTS

- MA** in Fashion & Luxury Business Management
- MA** in Communications & Future Marketing
- MA** in Tourism & Hospitality Management
- MA** in Business Innovation

MASTER OF SCIENCE (MSc)

- MSc** in Entrepreneurship
- MSc** in Digital Education Management

MASTER OF BUSINESS ADMINISTRATION

- MBA** General
- MBA** in International Business
- MBA** in Entrepreneurship
- MBA** in Finance
- MBA** in Operations & Supply Chain Management

OUR CAMPUSES

Malta Campus 67 Old Railway Track, BRK, Birkirkara, Malta	Madrid Campus C/Numancia 6 28039 Madrid, Spain	Barcelona Campus C/Aragon 179 08011 Barcelona, Spain	Online Learning and Executive Education Bahnhofstrasse 28, Zug, 6300 Switzerland
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CONTACT US

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