



**GBSB GLOBAL**  
BUSINESS SCHOOL



**Bachelor of Business Administration and Digital  
Innovation  
with  
Digital Communication and Public Relations  
MQF/EQF Level 6**

**Learning Outcomes**



## Overall Course Objectives

The learning outcomes presented below have been defined in line with the descriptors for the Level 6 of the Malta Qualification Framework as outlined in the Referencing Report 2016.

### Knowledge:

- Understands professional theoretical and practical knowledge related to business administration, including both broad knowledge in the field of business administration and a considerable degree of specialised managerial knowledge in digital innovation;
- Possesses advanced professional knowledge of business administration and digital innovation in a specific industry or functional area chosen as an elective option in the undergraduate programme;
- Critically understands approaches to promoting the culture of digital innovation within an organisation by managing talent and knowledge and by incorporating the values of entrepreneurship, continuous learning and digital transformation
- Understands managerial methods and digital technologies that are in demand in the complex and challenging global business environment, innovation in terms of methods and technologies used, and implications of digital technologies for individuals and societies;
- Demonstrates professional understanding of issues of digital business and how it can be interpreted with different theoretical approaches;
- Critically understands the principles included in the Agenda for Sustainable Development defined by UNESCO that are associated with social welfare, business ethics, and corporate social responsibility;

### Skills:

- Gathers and interprets relevant data on problems, obstacles and opportunities faced by international organisations to inform judgments that include reflection on relevant social, technological, scientific or ethical issues with the purpose to evaluate alternative approaches and strategies an organisation may adopt to meet stakeholder needs and minimise risk within changing internal and external environments;
- Conducts research into business and digital innovation issues, which may relate to general business and innovation processes or to a specific business function or digital technology, which requires familiarity with a range of data, research sources and appropriate methodologies;
- Demonstrates innovative theoretical and practical responses to management of strategic, operational and transformational processes by which an organisation plans and coordinates the use of resources and innovation efforts with the general objective of securing or maintaining competitive advantage;



- Works effectively as a member of a team, continually reflecting on the group process to evaluate the management of projects and people;
- Demonstrates innovation in managing intra-entrepreneurial processes and strategies to design a digital product or service by assessing the commercial viability of digital technologies and business

### Competencies:

- Engages in critical thinking in the area of business administration and digital innovation and demonstrates independent thought and problem solving underpinned by evidenced based arguments;
- Manages complex professional activities efficiently and professionally to put managerial decisions into practice taking into account the organisational context together with different constraints;
- Demonstrates administrative design and resource in elaborating social, ethical, innovative and international approaches to complex management and digital business situations, and takes responsibility for their consequences;
- Shows creativity and initiative in developing digital transformation

opportunities and by planning, organising, and executing a project or a new venture;

- Demonstrates mastery in using digital tools for business administration and innovation purposes in various media and different modes (autonomous, collaborative, exploratory, designing);
- and digital intra-entrepreneurial projects by liaising and working with others to deliver high level of team performance;
- Has developed learning skills that are necessary to continue professional development in the area of business administration and digital innovation by critically evaluating personal strengths and weaknesses, keeping up to date with relevant management and digital business technologies, ideas and practices;
- Has developed proficiency and literacy in the use of digital technology needed to access learning opportunities and to pursue a managerial career in dynamic, innovative digital organisations.

## Learning Outcomes for Communication Skills for the Whole Course

- Communicates ideas, problems, and solutions in the area of business administration and digital innovation to both specialist and non-specialist audiences using a range of techniques involving
- qualitative and quantitative information to sustain arguments;
- Professionally argues for specific management and business proposals and recommendations by communicating relevant and appropriately detailed information,



coherently, articulately and confidently;

- Selects and uses effective communication media and digital technology to structure, present and disseminate information;
- Utilises effective interpersonal and team working skills, including effective listening and presentation and operates effectively in an online environment;
- Engages in debate in a professional manner, using communication to persuade and convince;
- Develops personal soft skills to ensure best practice in business administration articulated through varied and appropriate written and oral communications to a range of stakeholders.

## **Learning Outcomes for Learning to Learn Skills for the Whole Course**

- Assesses own learning and learning needs in the area of business administration and digital innovation by critically evaluating personal strengths and weaknesses, keeping up to date with relevant management and digital business technologies, ideas and practices;
- Assesses own proficiency and literacy in the use of digital technology needed to access learning opportunities and to pursue a managerial career in dynamic, innovative digital organisations;
- Can specialise in business administration or digital innovation for further learning within a specific industry or functional area chosen as an elective option in the undergraduate programme;
- Employs professional research skills in sourcing relevant information to support learning;
- Uses digital tools, resources and technologies for the advancement of learning;
- Develops independent learning strategies by adapting to changing environments and updating the knowledge received previously.





**GBSB GLOBAL**  
BUSINESS SCHOOL