

SUMMER SCHOOL

FOUNDATIONS IN AI AND DIGITAL BUSINESS



GBSB GLOBAL
BUSINESS SCHOOL

Barcelona / Malta





PROGRAM OVERVIEW

FOUNDATIONS IN AI AND DIGITAL BUSINESS



Duration Location

2 weeks **Barcelona / Malta**



Dates

07.07.2025 - 17.07.2025 | Barcelona

Upon request | Malta



Language

100% in English



Format

**On-campus: in-person day course
taught by GBSB Global professors**



Cost

Barcelona: €1.800

Discounts are available; please contact the admissions office for further details.

Malta: Upon request



Certificate

Upon course completion

SUMMER SCHOOL

FOUNDATIONS IN AI AND DIGITAL BUSINESS

by GBSB Global offers a hands-on course
for those who want to master AI tools
and apply them in their lives, work, and
business processes



ABOUT US

GBSB Global Business School is an internationally recognized and accredited higher education institution with three physical campuses – Barcelona and Madrid in Spain, Birkirkara in Malta – and an online virtual campus. GBSB Global Business School offers internationally recognized undergraduate and graduate business degrees in three formats: On-Campus, Online, and Blended.



GBSB Global is also

- Recognized as a **Microsoft Showcase School** and a part of a global community driving the transformation of teaching and learning;
- Awarded top scores for internationalization and diversity by **U-Multirank** (funded by the European Commission, the Bertelsmann Foundation and Banco Santander);
- Recognized as a Leader in Business Education by **Newsweek Magazine**;
- Officially ranked as one of the 1000 Best Business Schools in the world by the **Eduniversal International Scientific Committee**.



OUR MISSION: TRANSFORMING HIGHER EDUCATION FOR INDUSTRY 4.0

GBSB Global Business School is redefining higher education to meet the demands of Industry 4.0 and face the challenges of the Fourth Industrial Revolution era, where cutting-edge technologies such as the Internet of Things (IoT), artificial intelligence (AI), and automation are reshaping our world. In this era of digitization, disruptive innovation, and rapid internationalization, we are driven by a shared belief in the power of entrepreneurship and cultural diversity. Our Business School serves as a catalyst, nurturing the aspirations of a new generation of socially responsible leaders who are equipped to thrive in an interconnected, dynamic environment.

GBSB Global Core Values



Embodying Diversity



Embracing Innovation



Encouraging Opportunities



- **BBA** Bachelor of Business Administration and Digital Innovation with 7 specializations
- **MBA** Master in Business Administration
- **MIM** Master of Science in Management with 9 specializations
- **MA** Master of Arts with 4 specializations
- **Summer School**
Foundations in AI and Digital Business



PROGRAM STRUCTURE

In today's rapidly evolving business landscape, artificial intelligence (AI) is playing an increasingly important role. AI has the potential to revolutionize the way we create and innovate. This two-week course, offered by GBSB Global Business School, will provide you with the knowledge and skills you need to leverage generative AI to gain a competitive edge in your business.

THIS INTENSIVE COURSE WILL COVER THE FOLLOWING TOPICS:

1. Introduction to Artificial Intelligence
2. AI and Digital Business Ethics
3. AI in Business Strategy
4. Digital Transformation and Business Models
5. Startups and Innovation in the Digital Era
6. Digital Marketing and AI
7. Data Analytics in Business
8. Blockchain & Business
9. Careers in AI and Digital Business

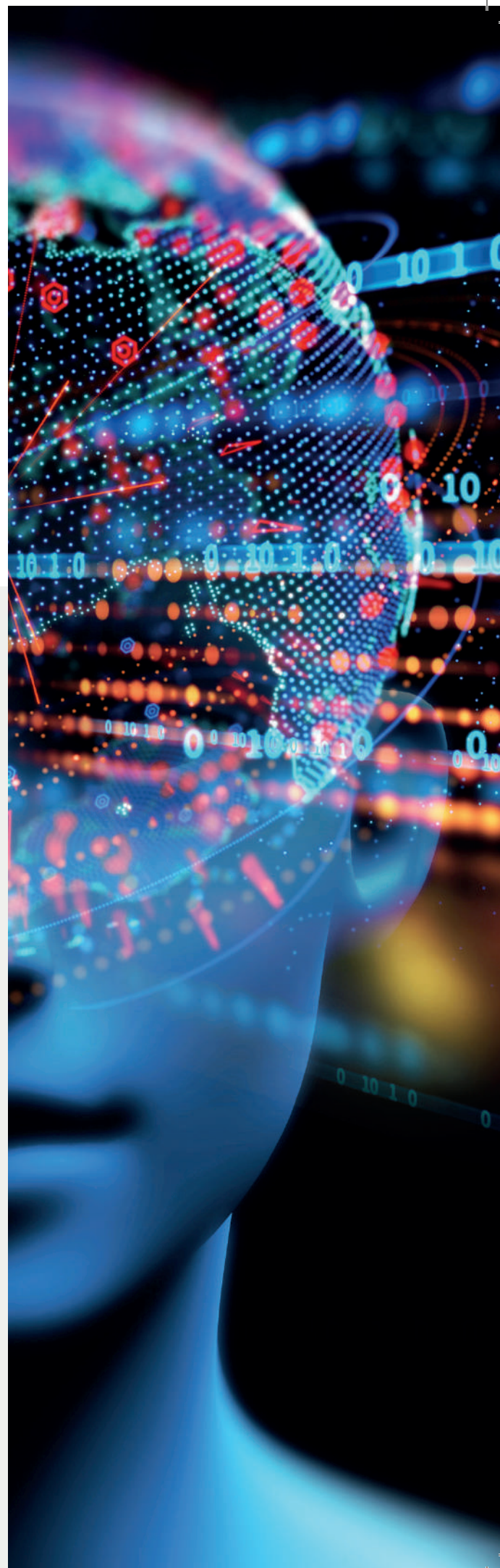
During two weeks, participants can enjoy sightseeing tours and workshops such as **"Teamwork and Teambuilding"** and **"Leadership and Communication"**.

WHO IS THIS PROGRAM FOR

This course is designed for professionals, managers, executives, students, and entrepreneurs who want to learn about generative AI and how it can be applied to their businesses or jobs. No prior knowledge of AI is required but a level of . The course will be taught by a team of expert professors from GBSB Global Business School.

WHAT WILL YOU LEARN

- ▶ **Core AI Concepts:**
An introduction to what artificial intelligence is, its basic principles, and its practical applications in business, supported by hands-on workshops using current AI tools.
- ▶ **Ethics in AI:**
A detailed look into the ethical dimensions of AI—covering topics like data privacy, algorithmic bias, and how to develop ethical AI strategies in a business context through discussions and group projects.
- ▶ **Digital Transformation & Business Strategy:**
Insights into how digital transformation is reshaping business models, including lectures and case studies on leveraging AI to enhance customer experience and operational efficiency.
- ▶ **Data Analytics & Blockchain Technology:**
Practical sessions on how data analytics supports decision-making in business, alongside introductory workshops on blockchain technology and its potential use cases.
- ▶ **Innovation & Industry Exposure:**
Engagement with the startup ecosystem and innovation hubs, including visits to tech companies and local incubators, which provide real-world context and application of digital business strategies.



AI SUMMER COURSE - ESCAPE THE BOREDOM, DIVE INTO BARCELONA

Ditch the boring summer classes and dive headfirst into Barcelona's sizzling soul! This vibrant city isn't just a place to learn, it's a kaleidoscope of experiences just waiting to be shaken awake. Here's why studying in Barcelona is a game changer.



Brain gain, Spanish style

Barcelona's universities are academic powerhouses. Expand your knowledge with world-class professors and swap Zoom fatigue for sunny classrooms. Immerse yourself in world-class education and academic excellence and set the stage for a summer of learning at its finest.

International friendships? You've come to the right place!

Join an international community of students from around the world. Expand your horizons and make lifelong friends from all corners of the globe. Barcelona is a melting pot of cultures, so broaden your cultural horizons, get ready to share stories, and leave the "tourist bubble" behind.

Culture craving?

Barcelona is a cultural buffet: ancient history, Gaudí's architectural madness, and a vibrant art scene will feast your senses. Get lost in the elegant avenues, marvel at the Sagrada Família and Casa Batlló, or channel your inner Picasso in the local galleries

Language Gym

Perfect your English at our school and enjoy the local bilingual buzz. Barcelona is your linguistic playground, offering you the chance to master both Spanish and Catalan, giving you a versatile advantage.





► **Brainiac in the morning, beach in the afternoon, and dancer at night**

Move between lecture halls, sun-kissed beaches, and electric nightlife. Or hit the books under the palm trees. Find your perfect balance of studying and chilling.

► **Networking Nirvana**

Network with future bosses, industry insiders, and classmates. Connect with experts in technology, design, and business to gain invaluable career insights. Barcelona is a hub of innovation, so stop scrolling through LinkedIn and mingle with the movers and shakers.

► **Foodie fiesta**

Prepare to tantalize your taste buds! From Michelin-starred wonders to hidden gems, Barcelona's culinary scene is a fiesta. Dine on tapas, savor paella, and wash it all down with a glass of sangria (responsibly, of course!).

AI SUMMER COURSE - MALTA, AN ISLAND PARADISE

Ditch the dry lectures and dive into paradise with our GBSB GLOBAL summer course in Malta! This sun-kissed island is not just a place to study, it's a cultural cocktail just waiting to be sipped. Here's why studying and soaking up the sun in Malta is a game changer.



History buffs unite

Malta is a living museum of history, from ancient empires to medieval knights. Wander through ancient temples, explore hidden fortresses, and get your Indiana Jones fix without the snakes! Choosing a summer course here means immersing yourself in a cultural tapestry woven by centuries of influence.

Malta's Mediterranean charm

Imagine crystal clear waters, golden beaches, and soul-warming sunshine. Malta's scenery is postcard-perfect for relaxing after class or snorkeling between lectures.

Speak like a pro

Polish your English with native speakers by your side. Immerse yourself in the language, ditch the boring textbooks, and order pastizzi like a local (bonus points for mastering the Maltese accent!).

Sunshine State of Mind

Ditch the winter blues and embrace the warmth! Malta's Mediterranean climate is a sun lover's dream, making studying feel like a tropical vacation.





Global Groove

Meet classmates from around the world. Swap stories, share cultures, make lifelong friends, and get ready to expand your horizons beyond your usual crew. This is your chance to escape the "tourist bubble" and become a global citizen, one beach bonfire at a time.

A vibrant business city

But beyond the beaches and ancient wonders, Malta's heart beats to the rhythm of commerce. Startups thrive in its fertile ecosystem, multinationals choose it as their base, and innovation buzzes in its tech hubs. Whether you're a budding entrepreneur or a seasoned professional, Malta offers a vibrant backdrop to network, connect, and launch your future success.

Books, beaches, and boho nights

Balance is key! After studying how AI will shape your future and exploring ancient ruins, relax with water sports, vibrant nightlife, and delicious local cuisine. Malta has something for everyone, from history buffs to party animals.

WHAT OUR STUDENTS SAY ABOUT OUR SUMMER COURSES

I chose the GBSB Summer School because it really focuses on putting your knowledge into practice, whereas in Belgium schools focus more on theory. I really wanted to get more practical experience. The only difficulty I had was that when I came here, I did not know what to expect. The truth? Well, everyone here was so nice and eager to learn and get to know you that I felt comfortable from the beginning. So I would just recommend this experience to anyone: dive in and you won't be disappointed! The Summer School is the perfect way to enjoy your summer, meet other people, find more opportunities in life, and develop your skills at the same time. I think it's the perfect combination of everything.



Eline

Belgium



I saw the GBSB Global Summer School website on the internet and all the videos were so convincing that I decided to enroll and come to Barcelona. I had some difficulties because I was not used to traveling during the pandemic, but GBSB Global helped me a lot. I was able to meet people from other cultures after not seeing anyone for a long time, and I was also able to learn how to interact with them. Before I left for Barcelona, my friends told me, "You're going to love Barcelona!" and it was absolutely true! Barcelona is such a beautiful city! There are so many things to do and I would definitely recommend seeing it from the top to dominate the whole city with one view. The Summer School experience at GBSB Global has taught me so much about myself that I would definitely recommend it to anyone who wants to expand their knowledge, go the extra mile, meet new people, and have fun.



Romina

Germany



What I really liked about my summer course was meeting a lot of new people and studying abroad. To tell you the truth, it was the first time that I studied outside of Portugal. In my country, school is taught in Portuguese and I was a little worried about my English, I didn't know if I would be able to keep up with the English, but everything was really easy and I could ask questions or share my opinions in class and feel comfortable. I really liked the practical exercises and the workshops we did on team building, leadership, and communication. I also enjoyed the Lego workshop. Many topics were new to me, but I was motivated to develop good marketing skills. My overall experience here was great and I would definitely recommend it to anyone. I've just done it with some of my friends!



Tomás
Portugal



I'm launching my own brand very soon and I thought that learning about digital would definitely help me in the launch process. The course I took was very informative. We met different professors from different backgrounds and different fields; they all gave us their insights into the digital world, which I found very interesting, especially because they all gave us different perspectives. As for Barcelona, I have to say that this city has everything you could need during the summer. My most precious moment here? Certainly the relationship with classmates from all over the world: I have definitely made friends for life!

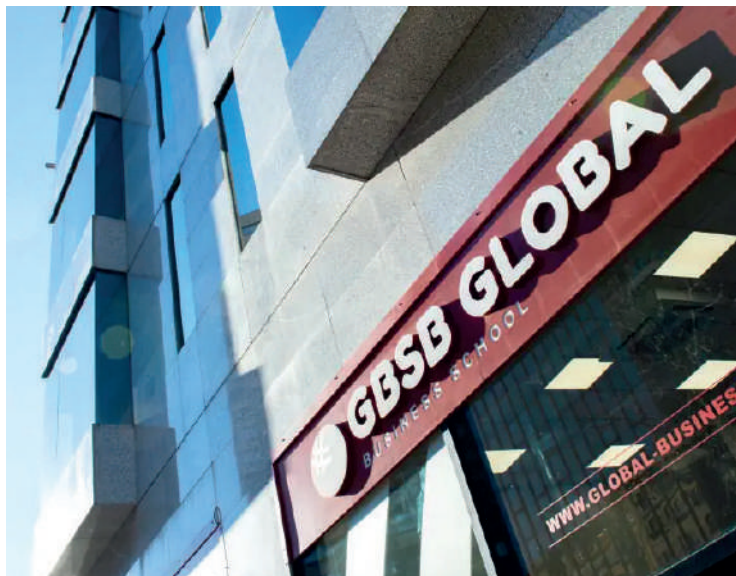


Yasmina
Lebanon



SUMMER COURSE - ESSENTIAL INFO

WHERE ARE LOCATED OUR CAMPUSES?



GBSB Global Barcelona Campus

Students enrolled at our Barcelona campus are immersed in the vibrant environment of Spain's second-largest city. Our campus is located in the Eixample district and is housed in a contemporary building with modern classrooms and advanced technology.



GBSB Global Malta Campus

GBSB Global Campus is located in Birkirkara, a picturesque town in central Malta. Our well-equipped campus is a detached, private building with a beautiful courtyard, set in a lively neighborhood with many shops and community areas to explore. The building is located on a quiet side street, allowing students to benefit from a tranquil study environment with amenities close at hand.





ENTRY REQUIREMENTS

Students must have a sufficient level of English to be able to read and understand the course material.



ACCOMMODATION

GBSB Global will provide you with an accommodation guide and advise you on how best to book your accommodation.



EXCURSIONS

GBSB Global organizes cultural visits and excursions during the Summer School. This program will broaden your understanding of the world and foster personal growth by exposing you to diverse experiences and perspectives.



FOR-CREDIT COURSES

Students who successfully complete the Summer School will be awarded a certificate and 4 ECTS credits, granted by GBSB Global as a private institution.

HOW TO APPLY

Please use the QR code provided to access and complete the online form, as this step is required to receive further information and register for the GBSB Global Summer School. Please be sure to provide your correct phone number (including country code) and email address. The GBSB Global Business School Admissions Department will be happy to answer any questions you may have.



"At GBSB Global, creating opportunity is one of our core values. It's who we are and what we stand for. Our mission and service to the global community is to connect the many dots between industry needs and talent. We strive to focus our efforts on enhancing our educational approach to make a solid difference and positively impact the lives of our students by fostering the development of essential skills and competencies. We also provide them with a comprehensive set of career services designed to enhance their employability.

We invest in connections and relationship building in the current global context. Here, we see uncertainty plaguing businesses as they try to make strategic decisions. Given the geopolitical environment, rising inflationary costs, and the insistence that companies continue innovating to meet new consumer expectations and/or industry standards in our globalized world, we nurture these connections as they create mutual benefits. In preparing our students for the volatile market, GBSB Global continues to address both their personal and professional development. According to our most recent 2022 Employability Survey, 84% of our graduates feel better equipped to perform their jobs after earning a GBSB Global degree."

Managing Director
Antonio Rodríguez Engelmán

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