GLOBAL BUSINESS AND DIGITAL ARTS

#BEYONDIDEAS
Digital media is changing our world and Canada needs professionals who can successfully navigate this evolving industry. Global Business and Digital Arts (GBDA) combines creativity, technology, and business in one unique degree — providing the skills you need to succeed.

**Experience is everything**

**INTERNSHIP**

In Global Business and Digital Arts (GBDA), you’ll complete a 16-week paid internship, which will offer you the opportunity to prepare for a career in Global Business and Digital Arts by connecting your academic experience with professional work. You’ll gain on-the-job experience, build your résumé, and gain the essential skills employers are looking for.

**REBECCA’S EXPERIENCE**

GBDA provided Rebecca with the foundational knowledge needed to excel at her internship. Diverse course work provided her with the skill set needed to transition projects from the ideation phase to the prototype pitch. These skills were invaluable while interning at PwC as a UX designer.

**JAY’S EXPERIENCE**

Jay’s study abroad experience in England offered him a new perspective in both business and design, while uncovering a newfound confidence both personally and professionally. Not only did he have the opportunity to explore many European cities, he also built long-lasting friendships with students from around the world. “It gave a feeling knowing that you can travel to any continent and have friends to visit.”

**DRake’S EXPERIENCE**

Drake developed skills in wire framing, digital design and social media marketing through GBDA, which helped prepare him for his internship at BMO Financial. Assigned to the Digital Marketing team, Drake was able to utilize his skills in developing and conceptualizing wireframes and prototypes, creating digital advertisements and presenting design concepts in stakeholder meetings.

**PROJECT-BASED LEARNING**

Complete major projects with professors and industry mentors. Gain hands-on experience, build your portfolio, and prepare for your future.

**CREATIVITY**

- website design
- app development
- videos
- infographics
- and much more

**BUSINESS**

By combining three distinct disciplines into one degree, we have created a place where your design and business ideas turn into something real.

**TECHNOLOGY**

**Going global**

**STUDY ABROAD**

Want to gain a global perspective? You are encouraged to take part in an international exchange — a great way to build your global network and see the world.

You may participate in a one-term exchange during your first semester of third or fourth year. You’ll have access to exchange agreements with universities in countries around the world including England, Singapore, Hong Kong, Australia, Scotland and many more.

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**93%**

of GBDA students secure an internship in digital media

**91%**

of GBDA students find full-time employment in digital media after graduation

**50%+**

of GBDA students pursue a study abroad term

**BEYOND USER EXPERIENCE**

**EMPLOYMENT IN DIGITAL MEDIA AFTER GRADUATION**
You’re curious, creative and want to know how the real world works. Your goal is to be well-rounded, flexible, and knowledgeable in several areas, so you can build your digital future.

**A NEW KIND OF LEARNING**
GBDA embraces a new approach to learning — one that seamlessly integrates theory and practice, academic study, and professional experience — all within a compact 4-year program plan.

- Complete major team projects with industry mentors and faculty who will help you turn your ideas into reality.
- Develop a comprehensive e-portfolio that highlights your unique talents.
- Access professional development opportunities that will boost your résumé and expand your professional network.
- Join the GBDA Living-Learning Community — a small "cluster" of first-year GBDA students who share living space, classes and friendships.

**INTERNSHIP**
Complete a 12-16 week paid internship between third and fourth year.

**CAREERS**
With demonstrated experience using the latest technologies and business practices, you will be well positioned to pursue a range of career opportunities.

- User Experience (UX) design
- Social media management
- Digital marketing
- Project management
- Product development
- Entrepreneurship

**INDUSTRY PROJECTS**
GBDA’s industry partners add value into the classrooms by partnering with students on specific projects whether it’s a website re-design, developing an app, or creating a video clip.

- Canadian Tire Innovation
- Sears
- Waterloo Region
- Sun Life Financial
- IBM Digital

**WHO IS A GLOBAL BUSINESS AND DIGITAL ARTS STUDENT?**

Open-minded. Embraces technology. Entrepreneurial.

**FIRST YEAR COURSES**

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<th>FALL TERM</th>
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<td>Introduction to Microeconomics</td>
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**FINANCING YOUR EDUCATION**
Your university education is one of the most important investments you’ll ever make. Like other professionally focused programs, the GBDA program has higher tuition fees. Visit uwaterloo.ca/future/financing.

**APPLY THROUGH THE ONTARIO UNIVERSITIES’ APPLICATION CENTRE (OUAC) AT www.ouac.on.ca**

If you have questions, please call 519-888-4567, ext. 33196 or myapplication@uwaterloo.ca.

**ADMISSIONS 2018**
ONTARIO HIGH SCHOOL STUDENTS
Minimum admission requirements: completed high school diploma with 6 Grade U or M courses, including Grade 12 U English.

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<tr>
<th>APPLICATIONS</th>
<th>REQUIRED-COURSES</th>
<th>RECOMMENDED-COURSES</th>
<th>OTHER DOCUMENTATION</th>
<th>MATH</th>
<th>MINIMUM ADMISSION AVERAGE</th>
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<tr>
<td>Global Business and Digital Arts (regular only)</td>
<td>English, at least Grade 12 U or M (required)</td>
<td>Mathematics or Data Management</td>
<td>Admission Interview (if not ORC)</td>
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**NOTE:** Recommended courses are not required for admission, however they are recommended as preparation for course work required in the program.

**ENGLISH LANGUAGE REQUIREMENTS**
The following requirements are distinct from, and in addition to, Grade 12 English or its equivalent. You must meet or exceed the minimum scores required for one of the English language proficiency tests listed below if:

- your first language is not English and
- your most recent 4 years of full-time study have not been in an English-language school system.

**English language score a little low?** You may be eligible for admission through Waterloo’s Bridge to Academic Success in English (BASE) program.

**INTERNATIONAL STUDENTS**
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**COMING TO A VISIT**
Fall Open House Saturday, November 4, 2017
March Break Open House Saturday, March 10, 2018
Campus and residence tours uwaterloo.ca/future/visit

**ORDER A BROCHURE**
Choose from 21 admission brochures uwaterloo.ca/future/order