Why Global Business and Digital Arts?
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.

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

The Stratford Campus
We’ve harnessed the entrepreneurial spirit of the University of Waterloo and the creativity of the City of Stratford to create a campus that drives digital innovation. Located just over 40 km from Waterloo by train or car, culturally rich Stratford is a growing centre for creativity and commerce.

The Stratford Campus is housed in the historic downtown core, steps away from coffee shops, restaurants, and fitness facilities. Our 42,000 square-foot building features the latest multimedia labs, usability testing suite, and all of the hardware and software you need to complete your projects.
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 and faculty mentors who will help you turn your ideas into real business solutions.
» Develop a comprehensive e-portfolio that highlights your unique talents.
» Earn the education hours required for designation as a Certified Associate in Project Management (CAPM)*.
» 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. NEW!

YEARS 1 and 2
Most classes delivered at the Waterloo campus (you’ll spend one day per week in Stratford – a free shuttle is provided)

Gain a solid foundation in key topics, including digital media design, cross-cultural management, marketing, and entrepreneurship

YEARS 3 and 4
All classes delivered at the Stratford Campus

Complete team-based projects with faculty and industry mentors

Option to complete a study term abroad

INTERNERSHIP
Complete a 12-16 week paid internship between third and fourth year

Earning potential: $6,300-$10,000+

*Based on 2016 rates. Earnings will vary depending on hourly rate and length of placement

Work for a company like Amazon, Thomson Reuters, Uken Games, or TELUS Digital

Sample jobs include:
User experience designer, digital marketing assistant, interface designer, and project manager

First-year courses
» Digital Media Design and Production
» User Experience Design
» Introduction to Microeconomics
» Entrepreneurship Principles and Practices
» International Business and Cross-Cultural Management
» One Visual Culture of Fine Arts course from a specified list
» A second-language course
» An elective

Look forward to a variety of courses in your upper years, including Introduction to Computer Programming, Marketing in the Digital World, Introduction to Digital Culture, and more.

Careers
With demonstrated experience using the latest technologies and business practices, GBDA students are well positioned to pursue careers in a range of industries.

» User Experience (UX) design
» Social media management
» Digital marketing
» Project management
» Product development
» Entrepreneur
Bring a game to life

That was the objective for third-year GBDA students as they tackled their first major project with direction from eMedia Interactive Ltd., a Jamaican digital media and branded content firm. Students Lily, Sophia, Leo, Cody, Nikki, and Andrea juggled client expectations, global demographics, and design best practices to create a mobile crowd-surfing game for their client Reggae Sumfest. The final product captures the excitement of this one-of-a-kind stage show experience, dubbed the best reggae show on Earth.
admissions 2017

Ontario high-school students
Minimum admission requirements: Completed high-school diploma with 6 Grade 12 U or M courses, including English.
Required courses: Grade 12 U unless otherwise specified

<table>
<thead>
<tr>
<th>APPLY TO</th>
<th>REQUIRED COURSES</th>
<th>RECOMMENDED COURSE</th>
<th>OTHER DOCUMENTATION</th>
<th>MINIMUM ADMISSION AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Business and Digital Arts</td>
<td>English (a final grade of at least 75% required)</td>
<td>Mathematics of Data Management</td>
<td>Admission Information Form (AIF)</td>
<td>Low 80s</td>
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**NOTE:** Recommended courses are not required for admission, however they are recommended as preparation for course-work required in this program.

English language requirements
The following requirements are distinct from and are 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

<table>
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<tr>
<th>OPTION 1</th>
<th>OPTION 2</th>
<th>OPTION 3</th>
<th>OPTION 4</th>
<th>OPTION 5</th>
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<tr>
<td>Internet-based TOEFL</td>
<td>IELTS</td>
<td>MELAB</td>
<td>CAEL</td>
<td>PTE (Academic)</td>
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<tr>
<td>90 overall; writing: 25; speaking: 25</td>
<td>6.5 overall; writing: 6.5; speaking: 6.5; listening: 6.0</td>
<td>70 overall; 70 per band; writing: 70; speaking: 70</td>
<td>63 overall; writing: 65; speaking: 65</td>
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**NOTE:** If you are a bilingual francophone Canadian and have been educated in Canada, you do not have to meet these requirements.

**English language score a little low?** You may be eligible for admission to Global Business and Digital Arts through Waterloo’s Bridge to Academic Success in English (BASE) program. Visit uwaterloo.ca/base.

Financing your education
Your university education is one of the most important investments you’ll ever make. Like other professionally focused programs, the Global Business and Digital Arts program has higher tuition fees. Visit uwaterloo.ca/findoutmore/financing.
WHO IS A GLOBAL BUSINESS AND DIGITAL ARTS STUDENT?

MOTIVATED. CURIOUS.
CREATIVE. TEAM PLAYER.
FLEXIBLE. GLOBALLY INFORMED.
OPEN-MINDED. COMFORTABLE
WITH TECHNOLOGY.
ENTREPRENEURIAL.

EARN A BACHELOR OF GLOBAL BUSINESS AND DIGITAL ARTS

CONTACT US
Recruitment and Admissions Manager
Faculty of Arts, Stratford Campus
519-888-4567, ext. 23004
stratfordprograms@uwaterloo.ca
uwaterloo.ca/gbda
uwaterloo.ca/findoutmore

COME FOR A VISIT
Fall Open House
November 5, 2016
March Break Open House
March 18, 2017
Campus and residence tours
519-888-4567, ext. 33614
uwaterloo.ca/findoutmore/visit-us

ORDER A BROCHURE
Choose from 21 admissions brochures
at uwaterloo.ca/findoutmore/order

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