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.

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.

Experience is everything

93% of GBDA students secure an internship in digital media

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

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.

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.

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.”

91% of GBDA students find full-time employment in digital media after graduation

CREATIVITY
BUSINESS
TECHNOLOGY

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

JAY’S EXPERIENCE
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50%+

of GBDA students pursue a study abroad term

CREATING THE VISION
#BEYONDIDEAS
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WHY GBDA?

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.

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 real business solutions.
› 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.

A NEW KIND OF LEARNING

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

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

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. 33106 or myapplication@uwaterloo.ca.

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.

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

uwaterloo.ca/base

INTERNET-BASED TOEFL (iBT)

IELTS

MELAB

CAEL

PTE (Academic)

OPTION 1

50 overall, 6.5 writing, 6.5 speaking, 6.0 reading, 6.0 listening

OPTION 2

50 overall, 60 per section

OPTION 3

50 overall

OPTION 4

OPTION 5

50 overall, 60 per section

OPTION 6

Final average

NOTE: If you are a bilingual Francophone Canadian and have been educated in Canada, you do not have to meet these requirements.

ADMISSIONS 2018

ONTARIO HIGH SCHOOL STUDENTS

Minimum admission requirements: completed high school diploma with 6 Grade 12 U or M courses, including Grade 12 U English.

APPLY TO

REQUIRED COURSES

RECOMMENDED COURSES

OTHER DOCUMENTATION

MINIMUM ADMISSION AVERAGE

Global Business and Digital Arts (or equivalent)

English, a minimum of 70% required

Mathematics or Data Management

Admission Information Form (AIF)

Low 60s

NO NOTE: Recommended courses are not required for admission, however they are recommended in preparation for course work required in the program.

FIRST YEAR COURSES

FALL TERM

Introduction to Microeconomics

Introduction to Digital Media

Inquiry and Communication

Information and Analysis

Language

Language

Elective

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Winter Term

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NOTE: Based on 2017 rates. Earnings will vary depending on hourly rate and length of placement.

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