DISCOVER YOUR STORY IN GLOBAL BUSINESS AND DIGITAL ARTS
LEARNING MADE FOR REAL LIFE

GBDA embraces a new approach to learning – one that seamlessly integrates theory and practice, academic study, and professional experience – all within a compact four-year+ program plan.

› Access professional development opportunities that will boost your résumé and expand your professional network
› Develop a comprehensive e-portfolio that highlights your unique talents
› Join the GBDA Living-Learning Community – a small cluster of first-year GBDA students who share living space, classes, and friendships

IMMERSED IN INDUSTRY

GBDA’s industry partners add value to our classrooms by delivering curated workshops, offering student mentorship, and matching in-class learning with real-world context.

Why GBDA?

In an uncertain world, being a problem-solver sets you apart. GBDA students are well-rounded, flexible thinkers with knowledge across highly relevant areas. Prepare to discover bold solutions and make a positive impact.

SAY HELLO TO HANDS ON

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

› Website design
› App development
› Video production
› Infographics
› UX research and design
› Interaction design

MORE TO EXPLORE

Meet us online for more tips and stories:

@uwstratford
uwstratford
uwaterloo.ca/gbda

LEARNING MADE FOR REAL LIFE

GBDA embraces a new approach to learning – one that seamlessly integrates theory and practice, academic study, and professional experience – all within a compact four-year+ program plan.

› Access professional development opportunities that will boost your résumé and expand your professional network
› Develop a comprehensive e-portfolio that highlights your unique talents
› Join the GBDA Living-Learning Community – a small cluster of first-year GBDA students who share living space, classes, and friendships

IMMERSED IN INDUSTRY

GBDA’s industry partners add value to our classrooms by delivering curated workshops, offering student mentorship, and matching in-class learning with real-world context.

Past partners include: IBM, Shopify, Rogers
WHO IS A GBDA STUDENT?

If your curiosity runs deep and your creative spirit is strong, Global Business and Digital Arts (GBDA) is the place to nurture both. Build a global perspective, collaborate with peers, explore new tech, and fuel your entrepreneurial possibilities.

Get your design and business ideas out of your head and into the world through a unique program that combines three distinct disciplines.

- CREATIVITY
- BUSINESS
- TECHNOLOGY

98% OF GBDA GRADUATES ARE EMPLOYED in creative, business, or technology industries.
CO-OP

Experience is everything.

Step into your dream career faster with co-op. Over the course of four co-op terms, you’ll connect your classroom learning with full-time paid work. Apply your theoretical knowledge and hands-on skills to the professional world and graduate with the résumé and industry connections you need to launch your future.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TERM</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fall</td>
<td>Study - main campus</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
<td>Study - main campus</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Off</td>
</tr>
<tr>
<td>2</td>
<td>Fall</td>
<td>Study – Stratford School</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
<td>Study – Stratford School</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Study – Stratford School</td>
</tr>
<tr>
<td>3</td>
<td>Fall</td>
<td>Work</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
<td>Study – Abroad (option 1)*</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Work</td>
</tr>
<tr>
<td>4</td>
<td>Fall</td>
<td>Study – Abroad (option 2)*</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
<td>Work</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Work</td>
</tr>
<tr>
<td>5</td>
<td>Fall</td>
<td>Study – Stratford School</td>
</tr>
</tbody>
</table>

*Optional study abroad in one of the two terms identified above.

Fall term: September to December
Winter term: January to April
Spring term: May to August

UNLIMITED POTENTIAL

As a GBDA grad, you’ll gain highly relevant experience with the latest technologies and business practices – and have countless career opportunities at your fingertips. Career paths include:

› User experience (UX) design and research
› Interaction design
› Digital marketing
› Project management
› Product development
› Business technology analysis
› Entrepreneurship

WORK FOR COMPANIES LIKE:

› Rogers Media Inc.
› LCBO
› Scotiabank
› Thomson Reuters
› IBM
› Startups

SEUL LEE, GBDA CLASS OF ’18

If you’re like Seul Lee, you carve your own path. After graduation, she chose to work as an independent UX designer. The flexibility has allowed her to work in diverse industries and focus on Design.local, a not-for-profit social innovation platform for designers that she co-founded.

“For me, living a life that matches my core values and doing what I love is important.”
Eager to see the world, build an international network, and expand your cross-cultural perspectives? Consider pursuing a study-abroad semester in the first term of third or fourth year. Destinations include Australia, Singapore, England, Spain, The Netherlands, Hong Kong, and many more!

50%+ of GBDA students pursue a term abroad
### ADMISSIONS 2022

**ONTARIO HIGH SCHOOL STUDENTS**

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

<table>
<thead>
<tr>
<th>APPLY TO</th>
<th>REQUIRED COURSES</th>
<th>RECOMMENDED COURSES</th>
<th>OTHER DOCUMENTATION</th>
<th>MINIMUM ADMISSION AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Business and Digital Arts co-op only</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>
</tr>
</tbody>
</table>

**NOTES:** Recommended courses are not required for admission. However, they are recommended as preparation for coursework required in the program. Applicants who do not meet the GBDA admission requirements may be considered for Honours Arts and Business.

---

**UNIVERSITY OF WATERLOO**

FACULTY OF ARTS, STRATFORD SCHOOL OF INTERACTION DESIGN AND BUSINESS  
519-888-4567, EXT. 23004  
STRATFORDPROGRAMS@UWATERLOO.CA | UWATERLOO.CA/GBDA  
UNIVERSITY OF WATERLOO, 200 UNIVERSITY AVE. W., WATERLOO, ON, CANADA N2L 3G1  
[www.uwaterloo.ca/future-students](http://www.uwaterloo.ca/future-students)