


WHY GBDA?

We come up with bold solutions that positively impact our world. Your goal is to be well-rounded, flexible, and knowledgeable in several areas, so you can build your digital future.

PROJECT-BASED LEARNING

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

- > website design
- > app development
- > videos
- > infographics
- > UX research and design

98% 
**OF GBDA GRADUATES
ARE EMPLOYED**

in creative, business, or technology industries



CREATIVITY



BUSINESS



TECHNOLOGY

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

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 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

INDUSTRY PARTNERSHIPS

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

ADMISSIONS 2021

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 regular only	English, a final grade of at least 75% required	Mathematics of Data Management	Admission Information Form (AIF)	Low 80s

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

RECRUITMENT AND ADMISSIONS CO-ORDINATOR
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UNIVERSITY OF WATERLOO | ADMISSIONS 2021

GLOBAL BUSINESS AND DIGITAL ARTS

#BEYONDIDEAS

UNIVERSITY OF
WATERLOO





WHO IS A GBDA STUDENT?



Global Business and Digital Arts (GBDA) students are motivated. Curious. Creative. A team player. Globally informed. Flexible. Open-minded. Technology oriented. Entrepreneurial.

YEAR 1

Most classes delivered at the **Waterloo** campus (you'll spend one day per week at the **Stratford School** campus – a **free shuttle** is provided).



Gain a solid foundation in key topics including **digital design**, **user experience design**, **cross-cultural management**, and **marketing**.

HOW IT WORKS



YEARS 2/3/4



All classes delivered at the **Stratford School** campus.

Complete **team-based projects** with **faculty** and **industry mentors**.



Option to complete a **go-abroad term**.

INTERNSHIP



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

Earning potential: **\$8,400 – \$15,000+**

*Based on 2018 rates. Earnings will vary depending on hourly rate and length of placement.

Work for a company like **Amazon**, **Twitter**, **Sony Electronics**, and **The Globe and Mail**.



Sample jobs include: User Experience Designer, Digital Marketing Specialist, Junior Project Manager, and Business Technology Analyst.



INTERNSHIP

Experience is everything.

You'll complete a 16-week paid internship, which will offer you the opportunity to prepare for a career 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.

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

GO ABROAD

See the world

Want to gain a global perspective? You're 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.



50%+

of GBDA students pursue a term abroad

