

February 2024

YEAR IN REVIEW ACADEMIC REPORT 2023



BERLIN SCHOOL OF
BUSINESS & INNOVATION

Year in Review Academic Report 2023

February 2024

Report Compiled by:

Provost and Chief Academic Officer: **Prof. Dr Kyriakos Kouveliotis FRSA**

Vice Provost for Academic Quality and Administration: **Dr Jeffrey Philpott**

Report Contributors:

Registrar: **Mr William Hughes**

Vice-Dean, Faculty of Economics and Business: **Dr Daniel Molnar**

Vice-Dean, Faculty of Computer Science and Informatics: **Dr Farshad Badie**

Careers Service Manager: **Mr Michael Ferenc**

Contents

5	1. From the Provost
6	2. Key Metrics
7	3. Brief Introduction to BSBI
8	4. Overview of Institutional Strategy
9	5. Our Purpose
9	6. Our Values
10	7. Methodology and the Didactic Model
10	7.1 BSBI's Didactic Model
12	8. Research Projects and Activities
12	8.1 Scientific Journals
15	8.2 Books
16	8.3 Erasmus +
16	8.4 Postdoctoral Research Centre (PRC)
17	9. Memberships
17	9.1 PRME
19	9.2 Business Graduates Association
19	9.3 AACSB Business Education Alliance
20	9.4 Erasmus +
21	10. Awards
21	10.1 Outstanding Leadership Award
22	10.2 Outstanding Organisation Award by Education 2.0 Conference
24	11. Partnerships and Collaborations
24	11.1 Academic Partners
24	11.2 Careers and Employability Partners
25	11.3 Accommodation Partners
25	11.4 Other Commercial Partners
26	12. Academic Programmes
28	12.1 Programmes Offered by Partner University
28	12.1.1 Undergraduate
29	12.1.2 Postgraduate
30	12.1.3 Doctorate
30	12.1.4 Professional Certificate Programmes

31	13. Academic Initiatives and Events
37	14. Extracurricular Academic Activities
37	14. 1 BSBI's TEDx Event: 'Education in the Metaverse'
39	14. 2 International Conference on Artificial Intelligence
41	14. 3 The Virtual Campus
42	15. Student Satisfaction Survey Results on Academic Quality and Delivery
42	15. 1 Teaching and Learning
46	15. 2 Assessment
47	15. 3 Academic Support
48	15. 4 Learning Resources
49	15. 5 Overall Satisfaction
51	16. Employment and Career Status
53	17. Completion and Graduation Rates
63	18. Assessment and Evaluation Data
63	18. 1 May 2021 Intake
64	18. 2 October 2021 Intake
65	18. 3 February 2022 Intake
66	18. 3. 1 Individual breakdown per programme for May 2021 Intake
69	18. 3. 2 Individual breakdown per Programme for October 2021 Intake
74	18. 3. 3 Individual breakdown per Programme for February 2022 Intake
79	18. 4 Dissertation Submission Rate (Level 7 Postgraduate Programmes)
79	18. 5 Graduate Achievement Classification (Level 7 Postgraduate Programmes)
80	19. Future Perspectives



1. From the Provost

Berlin School of Business and Innovation (BSBI), although young, has managed, in a short space of time, to establish itself as one of the highest quality, friendly, and international educational organisations in Europe. Together with our distinguished professors, lecturers, and members of staff, we have created a unique academic methodology combining face-to-face, hybrid, and blended education but also theory with practice. This is the most fruitful mixture that a young person can have to embark upon a successful career. Our mission has been to create global leaders, decision-makers, and problem solvers and to influence business practices and public policy to deliver better outcomes for the modern world.

Using our main framework, we know how to provide our students with the necessary skills so that they can respond effectively to today's challenges. We have also equipped our students with a variety of extra assets that can add even more value to their studies, such as free German lessons, business simulations, and contacts within the industry, as well as access to professional career agencies.

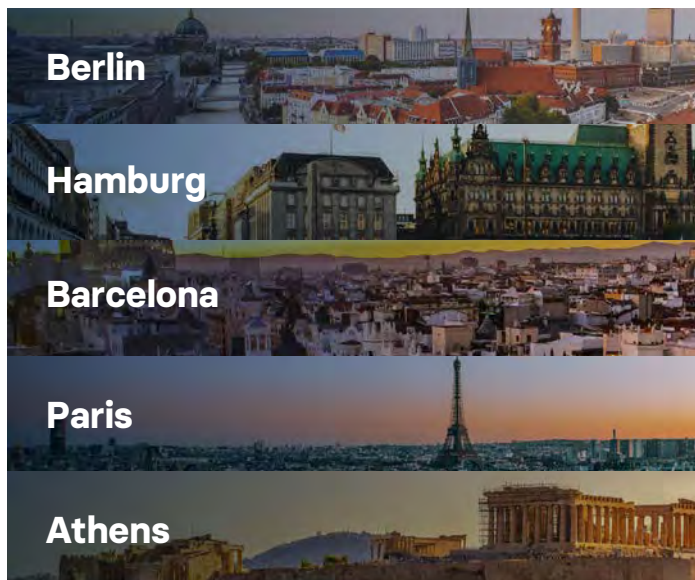
Our concept of responsibility covers issues of ethics, respect, collaboration, coordination, and sustainability. In more specific words, both our academic members and the members of staff work with respect to the legal, organisational, and academic moral standards (in both human-oriented and data-based contexts). We respect each other and our students and believe that the value of the human being is the most important concept in our school. All our academic and organisational activities are structurally shaped based on collaborations and co-ordinations among school members. Finally, regarding sustainability, we have a special focus on both local and global values and frequently deal with the assessment of the interconnections between BSBI and its local and global environments.

BSBI is committed to PRME and embedding its principles across our institution, and we are looking forward to developing our academic, professional collaborations with our partners.

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Prof. Dr Kyriakos Kouveliotis FRSA
Provost and Chief Academic Officer

2. Key Metrics



BSBI in Numbers

7500+

Students & Alumni Network

5000+

Students currently enrolled

112

Students & Alumni Nationalities

Our Campuses

Strategically situated in 5 key European Cities popular among international students



BSBI is a proud part of GGG - Gus Germany GmbH, a network of higher-education institutions based in Germany operating all around Europe and internationally.



The BSBI Advantage



Central City Campuses
Multiple Study Locations
Convenient Access to Central Cities



Support Services
Career and Employment Support
Free Legal Services (German)
Free Language Lessons (German)
Free Executive Education Courses



Diverse Community
Fostered Inclusive Environment
Cultural Exchange Opportunities



Membership and Partnership
with Accredited Associations



3. Brief Introduction to BSBI

At BSBI, classes are taught in English, and free German lessons are available. This helps students increase their employment opportunities in Germany after graduation. A diverse community of students from dozens of countries only enriches the education and experience.

Our Careers Service helps students and alumni reach their goals, develop plans, and realise their potential. We offer specialised support and aim to build long-lasting relationships with alumni and employers.

Once students arrive in Germany, our legal partner, SERS, provides visa advice and support completely free of charge. If graduates want to extend residence permits in Germany, they can apply for a job-seeking visa for up to 18 months, which allows individuals to work here without limitation. A satisfactory level of German is necessary to benefit from career opportunities.

The BSBI campus, Alte Post, is located in the Neukölln district of Berlin in a multicultural neighbourhood and atmosphere. Students have access to a range of shops, cafés, restaurants, and galleries. The city has a fantastic start-up scene across a range of sectors, which includes entrepreneurs of all nationalities who have made the city their home.

BSBI has multiple study locations for students to choose from. As well as our main campus in Berlin, we also have a campus in Hamburg, Germany. Students can also start their studies in Paris, Barcelona, or Athens and finish their programme in Berlin.

4. Overview of Institutional Strategy

Today's business world is constantly changing. The impact of the COVID-19 pandemic and the wars taking place around the world are also significant here. Every day, we meet new challenges but also opportunities. That is why BSBI strives to educate students so that they can keep up with the challenges and become tomorrow's business leaders. Entrepreneurship, leadership, and success are our pillars.

As such, we offer courses closely related to business, focusing on the practical skills necessary for success. Located in the centre of Berlin, with students from over ninety countries, we are truly an international business school delivering academic excellence.

Our strategy is:

Increasing brand recognition — we create new courses and modify and modernise existing ones in order to improve the quality of business-oriented education. We are a young school but already very recognisable. After completing a bachelor's degree, our students can continue their studies in master's and doctoral studies. We strive to increase our impact both in local and international markets.



Innovation — we introduce new, innovative teaching methods. We know when face-to-face meetings are the most effective and when we can rely on remote and hybrid learning. When students are unable to attend classes due to pending visa issues, they are permitted to attend classes online, but only until their visas are resolved. We have also developed our own teaching model. One of the most important moments in the recent history of BSBI is the relocation to a new campus in the intercultural district of Neukölln in Berlin. Our school is located in the historic building of the old post office (Alte Post). We have adapted this building into a modern and flexible teaching environment.



BSBI also focuses on scientific research on sustainable development. Engaging employees and students to publish articles, books, etc, we run three scientific journals: *The Scientific Journal of Business and Innovation*, *The Scientific Journal of Human and Machine Learning*, and *The Scientific Journal of Creative and Digital Arts*.

5. Our Purpose

Since the establishment of BSBI, we have focused on educating future business leaders who understand the basics and necessity of sustainable development. We want to develop our impact on business based on:

- Education programmes tailored to business needs
- Education at the international level
- Personal development of students and staff
- Co-operation with small but also leading business centres

BSBI has three concepts at its heart: enterprise, leadership, and success. Every course we offer is designed with these principles in mind, which is why each programme focuses on improving practical business skills and understanding industry. We provide the tools and information needed for professional success, as well as the support from industry-focused academics who are at the top of their fields.

6. Our Values

The BSBI community is deeply committed to having a positive social impact and always has been since its foundation. The world crisis and recovery following the COVID-19 pandemic and the wars taking place in the world clearly demonstrate the challenges that businesses and society at large face. Empowering leaders who want to make a difference in such situations is a core element of BSBI's educational offerings and is also included in research activities. BSBI wants to inspire future leaders who will transform organisations for the better. All BSBI students and staff members are proud to be a part of this community.

BSBI is guided by important values such as responsibility, respect, integrity, passion, and trust. These values must be practised, and they are constantly monitored. If we do not comply with them, self-improvement, effective education, and raising awareness of sustainable development will be impossible. We are aware that the success we want to achieve must be based on the highest ethical standards.



7. Methodology and the Didactic Model

BSBI curricula are based on the highest standards in education, and we are constantly developing and modifying them. As a new member of PRME and in cooperation with our respected educational partners, our intention is to modify the education process so that it is fully compliant with the principles of sustainable development. Teaching future leaders to take responsibility for themselves and their environment is a prerequisite for positive change.

Since the beginning of BSBI's existence, we have implemented the principles of responsibility and sustainable development into our curricula. We are constantly adding new courses and modules that answer societal needs. We monitor the careers of our graduates. We have developed a hybrid teaching model that combines all the advantages of face-to-face and online education. Students and staff are invited to write publications in the BSBI Gazette or our scientific journals. We organise events where we invite not only students but also all who are interested. We have created BSBI TV, whose broadcasts are available to everyone via the internet. A cyclical broadcast, for example, has been the Provost's Roundtable, where expert discussion panels with the participation of invited guests take place. Viewers and listeners can ask these experts questions.

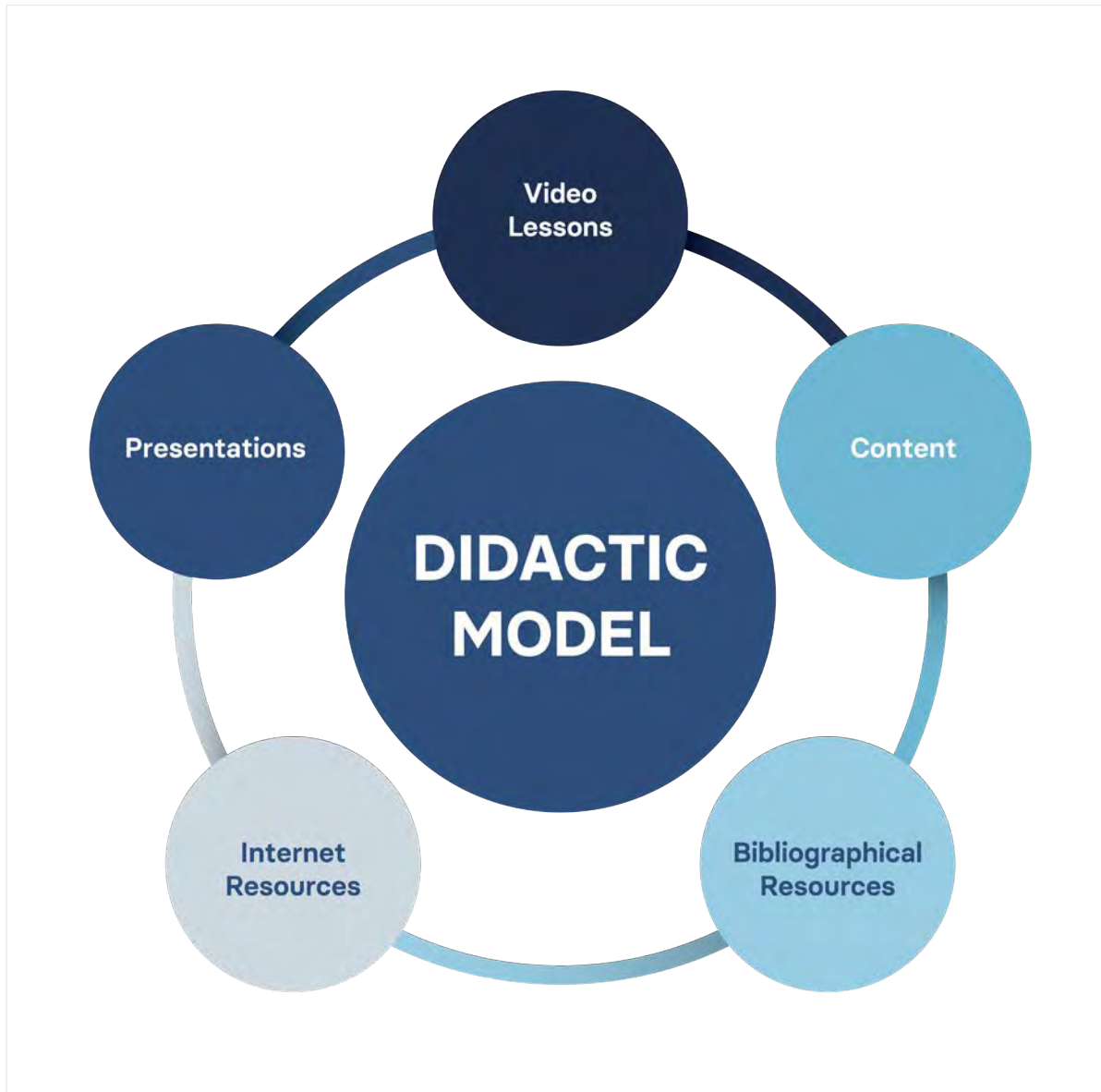
All students have distinct types of tasks to carry out in order to successfully complete their academic modules. These consist of reports, tests, portfolios, assessments of practical skills, case studies, projects, and exams given under rigorous examination conditions. Each student receives clear information about the rules of assessment and the importance of each task. Tasks are assessed on a scale of 1–100, and each task is accompanied by a detailed description of the assessment rules—prepared in a way that is understandable to students.

7.1 BSBI's Didactic Model

BSBI has developed its own didactic model, which provides students with a holistic and interactive teaching experience. Classroom lessons consist of four to five-hour sessions, which are structured as follows:

- Lecture and presentation
- Showing short educational videos
- Discussing a case study
- Interactive exercises
- Group work
- Open discussion/Q&A

BSBI lecturers design their lectures to effectively convey information to students. These lectures create a more engaging and effective learning experience for our students. A full collection of lecture materials, including slide presentations, educational videos, case studies, and updated reading lists, are accessible to students 24 hours a day via our asynchronous learning management system, Canvas.



BSBI's Didactic Model

8. Research Projects and Activities

Berlin School of Business and Innovation stands as a beacon of academic excellence, fostering innovative research projects and activities that transcend disciplinary boundaries. This section of the report provides an overview of four key facets that shape the institution's research landscape: (1) Scientific Journals, (2) Books, (3) Erasmus+, and (4) the Postdoctoral Research Centre (PRC).

8.1 Scientific Journals

At the heart of BSBI's academic tapestry lie three distinguished pillars—*The Scientific Journal of Human and Machine Learning*, *The Scientific Journal of Business and Innovation*, and *The Scientific Journal of Creative and Digital Arts*. These journals, meticulously crafted to surpass international standards, demonstrate BSBI's steadfast commitment to advancing global research. Each journal serves as a conduit for the exchange of cutting-edge ideas, inviting scholars from around the world to contribute not only original research papers and review articles but also opinion papers, project descriptions, and system specifications, as in the case of *The Human and Machine Learning Journal*. With their resolute global orientation, these platforms transcend geographical boundaries, catalysing the progress of scientific knowledge and marking a transformative chapter in the history of BSBI's academic dexterity.





Berlin School of Business & Innovation Issue 1 — 20.05.2022

BSBI Gazette

Editor: Prof. Dr. Kyriakos Kouveliotis / Associate Editor: Dr. Farshad Badi berlinbsi.com

Editorial

I am very happy to welcome you in "BSBI Gazette". This is a new initiative developed entirely for conception, drafting and production, by Academic Faculty of the Berlin School of Business and Innovation. BSBI Gazette is a weekly publication published every Friday. It will be distributed to all students and faculty. The publication is composed of the following parts:

- "Editorial"
- "Photo of the week"
- "Inspirational Quotes of the week"
- "Article of the week"
- "Websites of the week"
- "Books of the week"
- "Videos of the week"
- "Week in Review - all you need to know about everything that matters": analysis from each one of our lecturers for the most important development in their areas for the week that passed. In this way readers will be informed in a quick and comprehensive manner of any significant matter in the areas of management, marketing, IT, international relations, finance and so on.

A warm welcome again and well done to the Academic team!



Prof. Dr. Kyriakos Kouveliotis, Provost & Chief Academic Officer, Berlin School of Business and Innovation

Photo of the Week



"Be yourself, everyone else is already taken." - Oscar Wilde

Inspirational Quotes

Information is not knowledge. — Albert Einstein

Knowledge management is a human problem and not a technological problem. — Pearl Zhu

Knowledge Management will never work until corporations realize it's not about how you capture knowledge but how you create and leverage it. — Etienne Wenger

Information only becomes knowledge in the hands of someone who knows what to do with it. — Peter Drucker

Knowledge management is a means, not an end.

— Bill Gates

Berlin School of Business & Innovation Issue 1 — 20.05.2022

Article of the Week



Dr. Farshad Badi, Lecturer, Associate Editor, Head of Postdoctoral Research Center

Areas of expertise: Logic, Knowledge Representation, Artificial Intelligence, Cognitive Science

Knowledge management today

Knowledge is a very sensitive concept that should be used with caution. "Knowledge" is an insightful and meaningful structure of information-based (i.e. informative) data collections; in other words, knowledge emerges out of data collections that are experienced and/or perceived by some (knowledge) agent as information-carrying.

Knowledge Management (KM) is a cross-functional scientific discipline that is defined based on a collection of conceptual, logical, analytical, critical, creative and innovative procedures which are used for managing the phenomenon of "knowledge" in an organization. KM in some organization (any OG) deals with how OG analyses the concept of "knowledge" and how OG fundamentally and structurally models knowledge in different scenarios. In addition, KM is highly concerned with how knowledge is strategically observed by OG. It can be defined that the most salient goal of OG's KM-based strategic models is to construct strong analytical junctions between its different departments as well as between itself and its customers and clients. Relying on its proper KM-based strategies, OG can support various (dynamic) developmental processes of learning and training in different managerial scenarios. It shall be concluded that OG's KM-based strategies are what based on which OG can manage the phenomena of "data", "information" and "knowledge" for the benefit of itself as well as of any relevant stakeholder.

Websites of the Week

- IBM IBM Cloud Learn Hub
- IMS-WORLD | Leading KM Publisher
- DOC360 Platform for KM
- WELLINGTON Smart Work?!
- NASA Knowledge in NASA

Videos of the Week

- James Melendez: KM and Leveraging Organizational Knowledge
- TEDx Univ. of Boston: On KM and Innovation
- Stellenbosch Business School: How KM Supports Enterprise Strategy?
- Business Consulting: What are the Keys to KM Strategy?
- Deloitte: About KM Strategy...

Books of the Week

- THE NEW EDGE KNOWLEDGE
- KNOWLEDGE MANAGEMENT
- IF ONLY WE KNEW WHAT WE KNOW

Berlin School of Business & Innovation Issue 1 — 20.05.2022

Week in Review

All you need to know about everything that matters

Creative arts

442 appears on the screen last Tuesday at the Munich Kärntnerplatz. The past Tuesday marks the first appearance of Maria Algebrina joining her band peers "Pussy Riot" after two years of her absence in Europe. Her concert transcended believably unimagined creative and performative artistic power and energy, her artistic skills all being released after two years under house arrest in Russia. 442, Pussy Riot claims, this is the number of current political inmates in Russia and Algebrina mentions, that first and foremost the energy (the knowledge to do so) behind their performance is fuelled by the idea, to send out a message fighting against indifference these days, no matter what passport one holds.



Kathrin Bremer, Lecturer, Global Marketing, Cross Cultural Communication (CCC)

Finance

Tealco Inc Chief Executive Officer Eliot Musk expressed interest in a deal for Twitter at the beginning of this year. The deal was \$ 44-billion for \$54.20 per share. The Company's board already accepted the offer taking into consideration that the stocks are trading at \$37.45 per share. The deal is not on hold and everything goes according to the plan until now.



Li Fernandez, Head of Academic Operations Arts, Art and Resistance and the Fueling Knowledge and Skills Behind

International development

The Intergovernmental Panel on Climate Change has recently published a report in 2022 on impact of climate vulnerability. It shows how climate change impacts ecosystem, biodiversity, human societies and integration of knowledge covering natural, ecological, social and economic sciences. Among different types of impacts biodiversity loss, unsustainable consumption of natural resources, rapid urbanization, demographic transition, socioeconomic inequalities and pandemic are prominent. Adaptation plays key role to reduce exposure to risk and strengthen societies to cope against vulnerabilities. Another crucial aspect is human induced climate change with destruction of ecosystem.



Dr. Paleniv Rathinasabapathi Velmaragan, Lecturer, Scientific domains: Finance, Human Resource Management, Mixed Research Methodology

Tourism

The most significant event in the domain of Tourism for the past week was The World Tourism Organization (UNWTO) welcomed the Autonomous City of Ceuta as an Affiliate Member to promote shared values and a common vision on sustainable tourism. Madrid, May 11, 2022. The Autonomous City of Ceuta joins the World Tourism Organization (UNWTO) to promote sustainable tourism and boost the competitiveness of the tourist destination. As an outcome of this membership, the incorporation of the company Servicio Turístico de Ceuta to the Organization will be ratified during the 116th Session of the Executive Council of the UNWTO, to be held next on 7 and 8 June in Seville (Spain).



Mustafa Gaballa, Lecturer, Scientific domains: Tourism & Hospitality

Marketing

"The most significant news in Global Marketing (and CCC) last week, was the article that after companies like Starbucks, Coca Cola, Levi's and Apple, McDonald's will now also close all of its 350 subsidiaries in Russia. The move came after Renault announced it would sell its business in Russia.




Jim-Christen Mooka, Interim Head of Faculty of Arts, Scientific domains: Graphic Design, Web Design, App Design


Berlin School of Business & Innovation Issue 1 — 20.05.2022

International development

The Intergovernmental Panel on Climate Change has recently published a report in 2022 on impact of climate vulnerability. It shows how climate change impacts ecosystem, biodiversity, human societies and integration of knowledge covering natural, ecological, social and economic sciences. Among different types of impacts biodiversity loss, unsustainable consumption of natural resources, rapid urbanization, demographic transition, socioeconomic inequalities and pandemic are prominent. Adaptation plays key role to reduce exposure to risk and strengthen societies to cope against vulnerabilities. Another crucial aspect is human induced climate change with destruction of ecosystem.



Kathrin Bremer, Lecturer, Scientific domains: Global Marketing, Cross Cultural Communication (CCC)



Li Fernandez, Head of Academic Operations Arts, Art and Resistance and the Fueling Knowledge and Skills Behind

Finance

Tealco Inc Chief Executive Officer Eliot Musk expressed interest in a deal for Twitter at the beginning of this year. The deal was \$ 44-billion for \$54.20 per share. The Company's board already accepted the offer taking into consideration that the stocks are trading at \$37.45 per share. The deal is not on hold and everything goes according to the plan until now.

Tourism

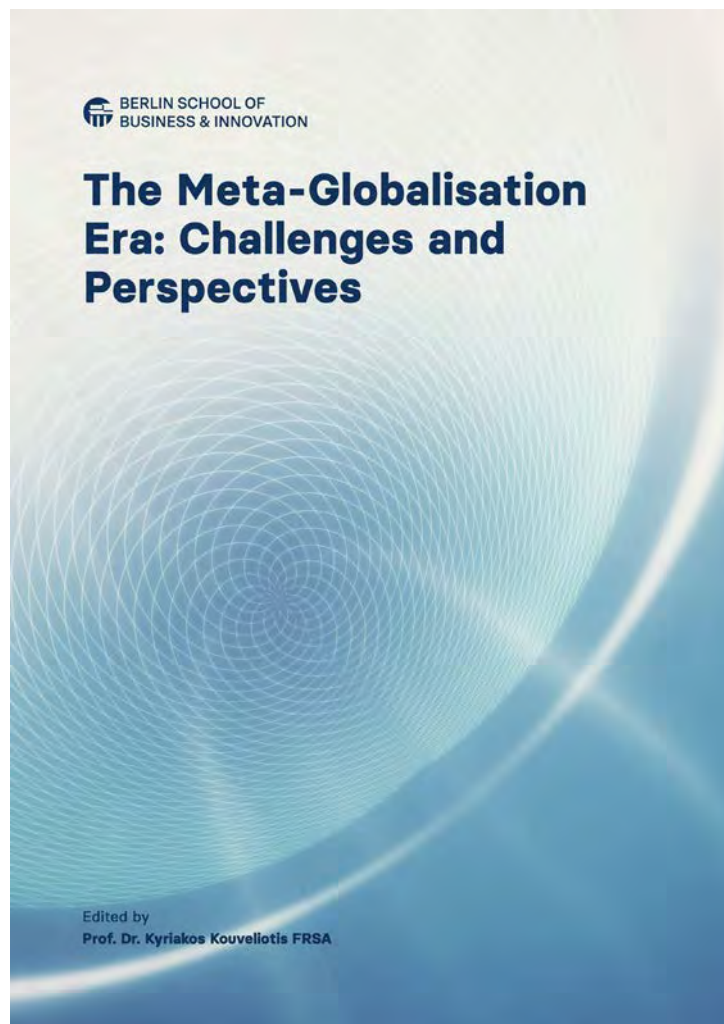
The most significant event in the domain of Tourism for the past week was The World Tourism Organization (UNWTO) welcomed the Autonomous City of Ceuta as an Affiliate Member to promote shared values and a common vision on sustainable tourism. Madrid, May 11, 2022. The Autonomous City of Ceuta joins the World Tourism Organization (UNWTO) to promote sustainable tourism and boost the competitiveness of the tourist destination. As an outcome of this membership, the incorporation of the company Servicio Turístico de Ceuta to the Organization will be ratified during the 116th Session of the Executive Council of the UNWTO, to be held next on 7 and 8 June in Seville (Spain).

Latest Publications

- Scientific Journal of Business and Innovation
- Scientific Journal of Human and Machine Learning
- Scientific Journal of Creative and Digital Arts

8. 2 Books

BSBI's literary contributions extend beyond the confines of traditional academia, with book series that exemplify the institution's dedication to intellectual rigour. The inaugural publication, *The Meta-Globalisation Era: Challenges and Perspectives* (2023), serves as a beacon in navigating the transformative dynamics of critical sectors in our transitional age. As a testament to ongoing scholarly endeavours, the forthcoming book, *The Future of Today: AI, Corporate Citizenship, and Sustainable Development*, promises to unravel the intricate intersection of artificial intelligence and sustainability. These books transcend mere academic milestones; they serve as insightful guides, unravelling the complex fabric of our evolving world and providing invaluable perspectives for researchers delving into the intricate realms of global dynamics.





8.3 Erasmus +

BSBI's inclusion in the Erasmus+ programme is a strategic move that is fully aligned with the European Union's vision for educational modernisation. This membership opens a plethora of opportunities for European projects, fundamentally enriching student experiences and competencies. The reciprocal exchange of learners and collaborative partnerships with institutions, organisations, and businesses underline BSBI's commitment to education and the creation of a vibrant cross-cultural learning environment. For researchers embarking on projects related to international education and collaboration, BSBI's participation in Erasmus+ provides a rich landscape to explore and analyse the multifaceted impacts on education systems and cultural exchanges.

8.4 Postdoctoral Research Centre (PRC)

The Postdoctoral Research Centre (PRC) at BSBI serves as a repository of innovative knowledge, strategically addressing challenges within the business sector. As an axis of postdoctoral research, the PRC welcomes scholars from diverse disciplines under the umbrella of business science. The centre's commitment to interdisciplinary research and sustainability echoes in its support for fellows, granting them autonomy to shape and execute impactful projects. The PRC enriches academia and serves as a bridge between research and industry, ensuring a sustainable and significant impact on both fronts.

BSBI's research endeavours, exemplified by its Scientific Journals, Books, Erasmus+ participation, and the Postdoctoral Research Centre, showcase a commitment to scholarly excellence, global collaboration, and societal impact. These facets collectively position BSBI as a dynamic hub for cutting-edge research, contributing substantively to the advancement of knowledge and the evolution of business sciences.

9. Memberships

9.1 PRME

BSBI is proud to have gained new memberships and received several awards in 2023, further crystallising our institution's place as a global higher education leader and widening BSBI's scope of influence and reputation.

BSBI becomes a 'PRME Champion 2024–2025' member.



PRME announced a new cohort of champions for 2024–25, including BSBI and forty-six other PRME signatory members globally, recognised for their impactful contributions in thought and action leadership. The champion members are carefully selected from a pool of strong and diverse applicants and will join the cohort facilitated by the PRME Secretariat.

The selected 2024–25 Champion cohort members focus on advancing the recommitment to the refreshed Seven Principles of PRME, engaging in roundtables to generate ideas and solutions for institutional challenges within business schools supporting the PRME strategy. They align with the vision of the United Nations Global Compact to complete actions toward achieving the Sustainable Development Goals (SDGs).

Moreover, the 2024–25 Champions play a crucial role in curating content for PRME Commons, the upcoming digital space for accountability, exchanges, and learning among PRME community members. Additional outputs from the Champions Programme will be determined by the cohort’s collaborative agenda.

Sagi Hartov, Co-Founder and Executive Chairman, said: “We are delighted to be part of this exciting journey with PRME as one of its PRME Champions 2024–2025. Being part of this elite list signifies our constant commitment to providing quality education to our students and motivates us to move forward in the right direction. I congratulate all the members involved at BSBI.”

Professor Dr Kyriakos Kouveliotis FRSA shared, “BSBI has started its PRME journey from just joining the organisation as a Signatory Member. From that moment, we have not only been active but also completed several milestones, which enabled us to receive and join this amazing elite group of universities and institutions around the world. In this framework, we created a comprehensive report on our activities towards the enhancement of the SDGs of the United Nations.

Our students have won the PRME Global Students’ Advocates Contest, and BSBI will host the 2024 Global PRME Conference on its premises. We are so proud and honoured, and at the same time, we feel the responsibility to maintain this high level of commitment.”

BSBI is also a signatory member of PRME, an initiative of the UN Global Compact that involves over 800 business and management schools worldwide. These memberships with esteemed organisations enhance the vision and mission of BSBI, providing future leaders with the skills needed to balance economic, environmental, and social goals while keeping the Sustainable Development Goals (SDGs) in mind.



9. 2 Business Graduates Association



Berlin School of Business and Innovation is proud to announce that it has become a Bronze Member of the Business Graduates Association (BGA), an international membership and quality assurance body.

BGA awards accreditations to business schools based on the impact they have had on their students, staff, and the wider community in terms of ethics and responsible management practices. This membership will provide BSBI with a range of resources and access to a network of professionals, helping us to continue to bring flexible and affordable programmes to our students.

9. 3 AACSB Business Education Alliance



BSBI is a member of the Association to Advance Collegiate Schools of Business (AACSB) International.

AACSB International is a global association of leaders in education and business dedicated to supporting and advancing quality business education worldwide. Through membership, accreditation, research, thought leadership, professional development, and advocacy, AACSB partners with over 1,500 organisations from more than 90 countries globally. Membership or participation in the Global Education Alliance does not imply accreditation.





9. 4 Erasmus +



As mentioned in Section 8.3, Berlin School of Business and Innovation is now registered in the database of the European Union of organisations and institutions that participate in the Erasmus+ programme. Erasmus+ is the EU's programme to support and modernise education, training, youth, and sports and is open to organisations across every level of the education sector.

This membership means that BSBI can participate in European projects where students will have the opportunity to enrich their experiences and competencies. This will also open the possibility for BSBI to welcome learners from other institutions, as well as to develop partnerships and collaborations with other providers, organisations, and businesses.

BSBI is currently working in teams with other respected universities in Europe to develop an exciting list of potential Erasmus+ projects. One programme, to be unveiled at BSBI in 2024, focuses on sustainable development in the maritime sector. Another project will be dedicated to cybersecurity on maritime vessels.

10. Awards

10.1 Outstanding Leadership Award



Professor Dr Kyriakos Kouveliotis, Provost and Chief Academic Offer at Berlin School of Business and Innovation, has been honoured with the Education 2.0 – Outstanding Leadership Award for his exceptional contributions to the field of education.

The 2023 awarding ceremony was held at the Education 2.0 Conference Dubai from 19– 21 June 2023 at the InterContinental Dubai Festival City. This prestigious award recognises leaders who have made significant contributions to advancing education through innovative and impactful strategies. All shortlisted nominees were judged and assessed in five categories: Leader’s Reputation, Achievements & Accolades, Professional Experience, Creative Thinking, and Decisive Leadership. Professor Dr Kyriakos’ remarkable achievements earned him the highest score across all categories.

Commenting on the award, Professor Dr Kyriakos said: “I am humbled and grateful for this recognition, which reinforces our continuous commitment to pushing the boundaries of education and fostering a community of future-ready leaders. This award is a testament of the hard work and dedication of the entire BSBI community.”

Professor Dr Kyriakos was recognised for implementing several initiatives that have had a significant impact on the institution and the broader education community. He has spearheaded the development of a cutting-edge curriculum that combines academic rigour with practical experience, providing students with the skills and knowledge they need to succeed in today’s competitive job market.

10.2 Outstanding Organisation Award by Education 2.0 Conference

Finalists in AMBA & BGA Excellence Awards 2024



Berlin School of Business and Innovation has been shortlisted for two distinguished categories in the highly anticipated AMBA & BGA Excellence Awards 2024. The institution has been recognised for its exceptional contributions in the realms of education and

inclusivity, earning nominations in the Best Lifelong Learning Initiative 2024 and Best Culture, Diversity, and Inclusion Initiative 2024 categories.

The AMBA & BGA Excellence Awards are an annual celebration of excellence in business education, recognising remarkable achievements in eleven distinct categories, encompassing business schools, students, graduates, suppliers, and employers. The awards honour institutions and individuals who embody the values of ambition, impact, and integrity championed by the Association of MBAs (AMBA) and the Business Graduates Association (BGA).



Professor Dr Kyriakos Kouveliotis, Provost and Chief Academic Officer at BSBI, shared, "This recognition is a testament to BSBI's ongoing commitment to providing exceptional education and advancing diversity and inclusion in the world of business. I wish to extend my gratitude to our students, faculty, and staff who have contributed to this remarkable journey and BSBI's commitment to excellence in education."

The winners of these prestigious awards were officially announced at the AMBA & BGA Excellence Awards and Gala Dinner, which took place on Friday 19 January 2024 at the Plaza London Riverbank.



11. Partnerships and Collaborations

As a global institution making significant impacts both locally and internationally, BSBI is proud to have partnered with several academic institutions, career and employment partners, accommodation partners, and commercial partners, which are highlighted in this section of the report.

11.1 Academic Partners



11.2 Careers and Employability Partners



11.3 Accommodation Partners




11.4 Other Commercial Partners







12. Academic Programmes

In 2023, BSBI continued its strong collaborations with its degree-granting institution. This section provides a brief description of our academic partners, followed by a complete list of the BSBI academic programmes offered by partner universities.



University for the Creative Arts (UCA) is an acclaimed creative institution in the UK that ranks highly in all three of the major UK league tables. The university has also been ranked 13th out of all UK universities in the Guardian Leagues Tables for Business, Management, and Marketing.



UNIVERSITÀ TELEMATICA
INTERNAZIONALE UNINETTUNO

Università Telematica Internazionale UNINETTUNO (UNINETTUNO) delivers bachelor's degrees, specialisation degrees, research doctorates, and university master's degrees that are acknowledged throughout the world. As an Italian university, UNINETTUNO was positively assessed by the National Committee, CNVSU.



Concordia University Chicago (CUC) is a comprehensive university that offers programmes that are fully accredited by the Higher Learning Commission (HLC) in the United States. In addition, the university's College of Business is a member of the Accreditation Council for Business Schools and Programs (ACBSP).



The University of Roehampton (UK) is an established international higher education institution providing a high-quality learning and research experience to develop personal growth and drive social change. The university has a proud and distinguished history dating back to the 1840s and was one of the first institutions in the UK to admit women. The tradition of commitment to equality continues to be part of the ethos of the university, which has one of the most diverse and thriving student communities in the UK. Today, the university is renowned for its broad range of expertise across teacher training, business, social sciences, the arts and humanities, psychology, and human and life sciences, with world-leading and internationally recognised research in these fields.



12. 1 Programmes Offered by Partner Universities

12. 1. 1 Undergraduate

Partner University	Programme
UCA	BA (Hons) Animation
UCA	BA (Hons) Animation with International Foundation
UCA	BA (Hons) Comic & Concept Art
UCA	BA (Hons) Comic & Concept Art with International Foundation
UCA	BA (Hons) Game Design
UCA	BA (Hons) Game Design with International Foundation
UCA	BA (Hons) Graphic Design
UCA	BA (Hons) Graphic Design with International Foundation
UCA	BA (Hons) Illustration
UCA	BA (Hons) Illustration with International Foundation
UCA	BA (Hons) Photography
UCA	BA (Hons) Photography with International Foundation
UCA	BA (Hons) Tourism and Hospitality Management
UCA	BA (Hons) Tourism and Hospitality Management with International Foundation
UCA	BSc (Hons) Computer Science and Digitisation
UCA	BSc (Hons) Computer Science and Digitisation with International Foundation
UCA	BSc (Hons) Digital Marketing and Social Media
UCA	BSc (Hons) Digital Marketing and Social Media with International Foundation
UCA	BSc (Hons) International Business and Management
UCA	BSc (Hons) International Business and Management with International Foundation
UNINETTUNO	BA in Economics and Business Administration
UNINETTUNO	BSc in Psychology - Psychosocial Disciplines

12. 1. 2 Postgraduate

Partner University	Programme
CUC	MA in Innovation and Entrepreneurship
CUC	MBA
UCA	Global MBA (Entrepreneurship, Health Management, HR Management, Marketing, Project Management, Shipping and Maritime)
UCA	MA Tourism, Hospitality and Event Management
UCA	MA Visual Communication
UCA	MSc Artificial Intelligence
UCA	MSc Data Analytics
UCA	MSc Digital Marketing
UCA	MSc Finance & Investment
UCA	MSc Game Design
UCA	MSc in Information Technology Management
UCA	MSc Photography
UCA	MSc in Real Estate and Asset Management
UCA	MSc in Sports Management
UCA	MSc User Experience Design
UNINETTUNO	Global MBA
UNINETTUNO	MA in Energy Management
UNINETTUNO	MA in Finance and Investments
UNINETTUNO	MA in International Tourism, Hospitality and Event Management
UNINETTUNO	MA in Logistics
UNINETTUNO	MA in Strategic Marketing
UNINETTUNO	MSc in Engineering Management
UNINETTUNO	MSc in International Health Management
UNINETTUNO	MSc in Psychology – Cognitive Processes and Technologies
ROEHAMPTON	MSc Global Human Resources Management
ROEHAMPTON	MSc Global Logistics and Supply Chain Management
ROEHAMPTON	MSc Project Management

12. 1. 3 Doctorate

Partner University	Programme
UNINETTUNO	DBA Doctorate in Business Administration

12. 1. 4 Professional Certificate Programmes

Professional Certifications
Ethics, Compliance and Code of Conduct
Corporate Sustainability and Leadership
Conversational AI and Chatbot Systems
IoT for Business Management
The Metaverse Revolution
Blockchain and Cryptocurrency
AI for Business: Driving Innovation
Business Plan Formulation and Implementation
Character Development
Project Management
Business and Financial Modelling
Digital Marketing
Data Analytics

13. Academic Initiatives and Events

BSBI's Academic Initiative programme provides a structured framework designed to empower faculty members to cultivate their innovative ideas and deliver academic workshops; share research; lead literature reviews and poetry readings; produce video programming; and develop and build academic societies and organisations (such as the BSBI IT, AI, and Management Societies). All these initiatives promote academic collaboration, foster robust student-faculty interaction, and further build the BSBI community.

In 2023, a record number of academic initiatives took place on BSBI campuses, thus complementing the academic learning experience provided to students in the classroom.

BSBI IT and AI Society
CAREERS FOR IT PROFESSIONALS

19th January Thursday 2023 | 12:00 - 14:00 Berlin time
 Room 305, Alte Post, Berlin campus

Dr Lawrence Ibeh
 Lecturer and IT/AI Society Coordinator

PROFESSIONAL SERIES
 MS Visio Masterclass

3-Day Session
 15th, 21st, 28th February
 1:00 - 2:00 pm Berlin time
 Room 309
RESERVE NOW

Speaker:
 Dr. Lawrence Ibeh, Lecturer
Exclusive for BSBI Students

KNOWLEDGE CENTRE
 INDUSTRY 4.0 AND INDUSTRIAL IOT

Organised by:
 Computer Science & IT Society

Wednesday, 21 September 2022
 1 PM to 3 PM (Berlin time)
 BSBI Campus

Host:
 Mostafa Khaki, Lecturer

Guest Lecturer:
 Dr. Omid Givchchi
 Lead Director of Digital Architecture & Technology for Sustainability Solutions, BOSCH

To Register SCAN ME

BOSCH

COMPUTER VISION AND ARTIFICIAL INTELLIGENCE

9th December Friday 2022 | 12:00 - 14:00
 Room 213, Alte Post, Berlin campus
Host: Dr. Lawrence Ibeh

Mohsen Fayyaz
 Computer Vision Researcher at Microsoft

FACULTY DEVELOPMENT SERIES



BSBI
BERLIN SCHOOL OF BUSINESS & INNOVATION

Intelligent system for creating statistics for sea transport using AIS

21 April, 1:00–2:00pm
(Berlin time)
Alte Post Campus

Speaker:
Dr. Mariusz Dramski
Dean of Faculty of Computer Science and Informatics

FACULTY DEVELOPMENT SERIES

Essential – Websites and tools for researchers.

6 October, 1–2pm
Alte Post, Berlin Campus
Host: Dr Mariusz Dramski
Guest Speaker: Dr. Duraisamy Balaganesh



FACULTY OF DEVELOPMENT SERIES



BSBI
BERLIN SCHOOL OF BUSINESS & INNOVATION

Design Thinking as a Research Methods

Date: 5th May, 2023
Time: 1:00 PM - 2:00 PM

Topic: Design Thinking as a Research Methods
Host: Mariusz Dramski
Guest: Monika Klein

BSBI | FUTURE LAB



BSBI

1st BSBI FUTURE LAB Challenge:

The Final Advertising Campaign Pitch for D-TICKET

Artificial Intelligence at the Centre of Creativity and Strategy

11 October 2023
3–6pm CET

Alte Post Cafeteria
Berlin campus


D-TICKET

Register now to secure an exclusive invite. By invitation only.

IT & AI SOCIETY

Application of AI in Industries

16 November, 1–2pm CET
Auditorium, Alte Post Berlin



Speaker:
Dr. Lawrence Ibeh,
Lecturer and IT & AI Society Coordinator

Cafe Artistique
LCEER BSBI

Start Up Culture in the Creative Industries

Case Study: **Sinnema**
ANIMATION STUDIO

Host:
Liz Fernando
Head of Creative Industries Faculty

Guest Speakers:
Adam Yassour & Simon Reichenbach
Sinnema Animation Studio

June 1, 2023
1:00 pm to 3:00 pm CET
3rd Floor Student Lounge
Alte Post, Berlin Campus

Join via Livestream

Cafe Artistique
LCEER BSBI

Cafe Artistique: Female Business Model

September 26, 2023 4pm CET
Student lounge, Alte Post Berlin

Host:
Dr. Monika Klein,
Dean of Faculty of Creative Industries, Lecturer

Guest:
Lana König,
CEO, Head of Design - bubble.kid berlin

LIVE

PROVOST'S ROUNDTABLE

The Future of Healthcare After the Era of COVID-19

Host: Dr. Niloufar Aminpour
Date: May 22, 2023
Time: 3:00 pm to 4:00 pm CET
Venue: The Dome, Alte Post, Berlin Campus

Guest: Prof. Dr. Kyriakos Kouveliotis
Provost & Chief Academic Officer

PROVOST'S ROUNDTABLE

How International Higher Education Will Look Like in 2030 and What It Means for the Job Market?

20 September, 4-5pm
The Dome Conference Room
Alte Post, Berlin Campus

Host:
Dr Niloufar Aminpour, Lecturer and Academic Initiatives Coordinator

Guests:
Prof. Dr. Mohammad Mahdavi
Dr. Jeffrey Philpott
Dr. Daniel Molnar
Dr. Anna M. Rostomyan
Dr. Kaddour Chelabi

Moderator:
Professor Dr. Kyriakos Kouveliotis FRSA
Provost and Chief Academic Officer

LIVE

PROVOST'S ROUNDTABLE

The Metaverse: a Friend or a Menace?

26 October | 4PM-5PM
The Dome Conference Room
Alte Post, Berlin Campus

Host: Dr. Niloufar Aminpour,
Lecturer and Academic Initiatives Coordinator

Moderator: Prof. Dr. Kyriakos Kouveliotis FRSA, Provost and Chief Academic Officer

LIVE

PROFESSIONAL SERIES

IT Tools for Project Management Professionals Master Class 1, 2, 3

3-Day Session
8, 15, 22 November | 1pm–2pm CET
Auditorium, Alte Post, Berlin campus

Exclusive for BSBI Students

 **Speaker:**
Dr. Lawrence Ibeh,
Lecturer

RESERVE NOW

PROFESSIONAL SERIES

MS PowerPoint Master Class 4, 5, 6

3-Day Session
Date: 12th, 19th, 26th July
Time: 1:00 PM - 2:00 PM (CET)
Location: Auditorium, Alte Post, Berlin Campus

 **Speaker:**
Dr. Lawrence Ibeh,
Lecturer


Exclusive for BSBI Students

RESERVE NOW

MANAGEMENT SOCIETY

Workshop on Presentation Skills Using Tableau

Venue: Auditorium, Alte Post Berlin
Host: Dr. Palanivel Rathinasabapathi Velmurugan, Lecturer
Guest: Dr. Duraisamy Balaganesh, Lecturer
Date: 9 October 2023
Time: 1PM - 2PM CET



MANAGEMENT SOCIETY

Debate Competition

13 November, 1-2pm CET
Auditorium, Alte Post Berlin

Host: Dr. Palanivel Rathinasabapathi Velmurugan, Lecturer



MANAGEMENT SOCIETY

IMPACTFUL PRESENTATION SKILLS



25th January 2023 | From 14:00 - 16:00 Berlin time



Host/Judge: Dr. Palanivel Rathinasabapathi Velmurugan, Lecturer
Venue: Room 213, Alte Post Berlin campus

FACULTY DEVELOPMENT SERIES

Emotion management in corporations.

1 December, 1-2pm
 Alte Post, Berlin Campus
Host: Dr Mariusz Dramski
Guest speaker: Dr. Anna Rostomyan



CAREERS EVENT



Nailed It!


Interview Preparation Workshop

30 November 2023
 4:15pm–5:15pm
 Room 207, Alte Post, Berlin Campus

Speaker:
 MA PgCert Michael Ferenc,
 Careers Service Manager, BSBI



CAFE SCIENTIFIQUE




What you need to know about B2B Marketing

Tuesday, 21 November 2023 3:30PM CET
 Holographic Theatre, Alte Post Berlin Campus

Host
 Flavio Andrew do Nascimento Santos
 Lecturer, BSBI Café Scientifique Coordinator

Guest
 Hans Gerdes
 Leader Business Development, Metall-Chemie GmbH & Co. KG



CAFE SCIENTIFIQUE



The Future of Food



Alternative Proteins as a Multi-Problem Solution and a Unique Opportunity

Tuesday, 19 September 2023 3PM CET
 Student lounge, Alte Post Berlin


Host
 Flavio Andrew do Nascimento Santos
 Lecturer, BSBI Café Scientifique Coordinator

Guest
 Jens Tuidler
 Chief Strategy Officer ProVeg International

• LIVE

LIC...A BSBI Society of Creative Industries



Artwork by: Anna Pavlysh

Tales to Inspire

A Celebration of Creative Narration and Storytelling

Tuesday, 28th of February 2023
 at 15:30-17:00 CET

PANELISTS
 Professor Kyriakos Kouveliotis
 Andreas Theurer
 Sagi Hartov

HOST
 Liz Fernando

Diffusing Art and Strategy in the Era of Digitisation

LIVE ON
YouTube
22 MARCH
3:00 PM CET

CAFE SCIENTIFIQUE x ARTISTIQUE
Hosts: Vivek Arunachalam & Jörn Hocke
Guests: Andreas Richter & Kimberly Ewton

BERLIN SCHOOL OF BUSINESS & INNOVATION
BSBI Cofe Scientifique
CAFE ARTISTIQUE



14. Extracurricular Academic Activities

14.1 BSBI's TEDx Event: 'Education in the Metaverse'

The TEDx event hosted by BSBI in November 2023, entitled "Education in the Metaverse", allowed participants to explore the exciting developments in the field of digital education. Distinguished speakers, including educators, industry experts, and tech innovators, converged to share their insights and experiences. The event emphasised the pivotal role that BSBI's virtual campus plays in shaping the future of higher education.

During his talk, titled *How Can We Integrate a Virtual Campus into Higher Education?*, Professor Dr Kouveliotis shared insights into his own study experience and emphasised how technological advancements have transformed the learning landscape. He also showcased the live version of the BSBI campus created in the metaverse.

Following this, Dr Farshad Badie presented a talk called *Is the Robotic Tutor the Future of Lecturing?* which underscored the importance of fundamental aspects of learning and the evolution of the learning system, concluding with a live demonstration of the BSBI robot, BOTSBI, giving a short lecture.

Concluding the presentations, Dr Monika Klein shared insights under the topic *My New Professor is a Hologram*, which explored the history and implementation of holograms in the contemporary learning environment, along with a sample video of a hologram delivering a lecture.





Meet the Speakers

TEDx
Berlin SBI

- 

"How can we Integrate a Virtual Campus into Higher Education?"
Professor Dr. Kyriakos Kouveliotis FRSA
Provost and Chief Academic Officer
- 

"Is the Robotic Tutor the Future of Lecturing?"
Dr. Farshad Badie
Vice Dean, Faculty of Computer Science & Informatics
- 

"My New Professor is a Hologram!"
Dr. Monika Klein
Dean, Faculty of Creative Industries

27 October 2023, Friday
Alte Post, Berlin Campus



14. 2 International Conference on Artificial Intelligence

On Saturday 24 June 2023, BSBI held the first International Conference on Artificial Intelligence at the Alte Post Berlin campus, with a focus on the topic “AI for sustainable e-governance and business intelligence”. This included presentations on artificial intelligence in media companies or education, with contributions from researchers in related fields.

The conference was attended by over 80 participants from the BSBI community, partners, the public, and scientists from universities and companies around the world, including Europe, North America, Asia, and Africa. Scientists, researchers from various disciplines, authors/co-authors, CEOs of AI-related companies, BSBI students, and those presenting their papers physically attended the conference.

The conference was led by Dr Lawrence Ibeh, Lecturer at BSBI, and Dr Farshad Badie, Vice-Dean of the Faculty of Computer Science and Informatics and Lecturer at BSBI. It began with a welcome note by Sagi Hartov, Co-Founder and Executive Chairman of BSBI, and Professor Dr Kyriakos Kouveliotis FRSA, Provost and Chief Academic Officer of BSBI. At the start of the conference, BESBI, a hologram of BSBI’s mascot, introduced the new colleague, BOTSBI, a robot developed at BSBI. Together, they welcomed the participants and provided information about the programme.

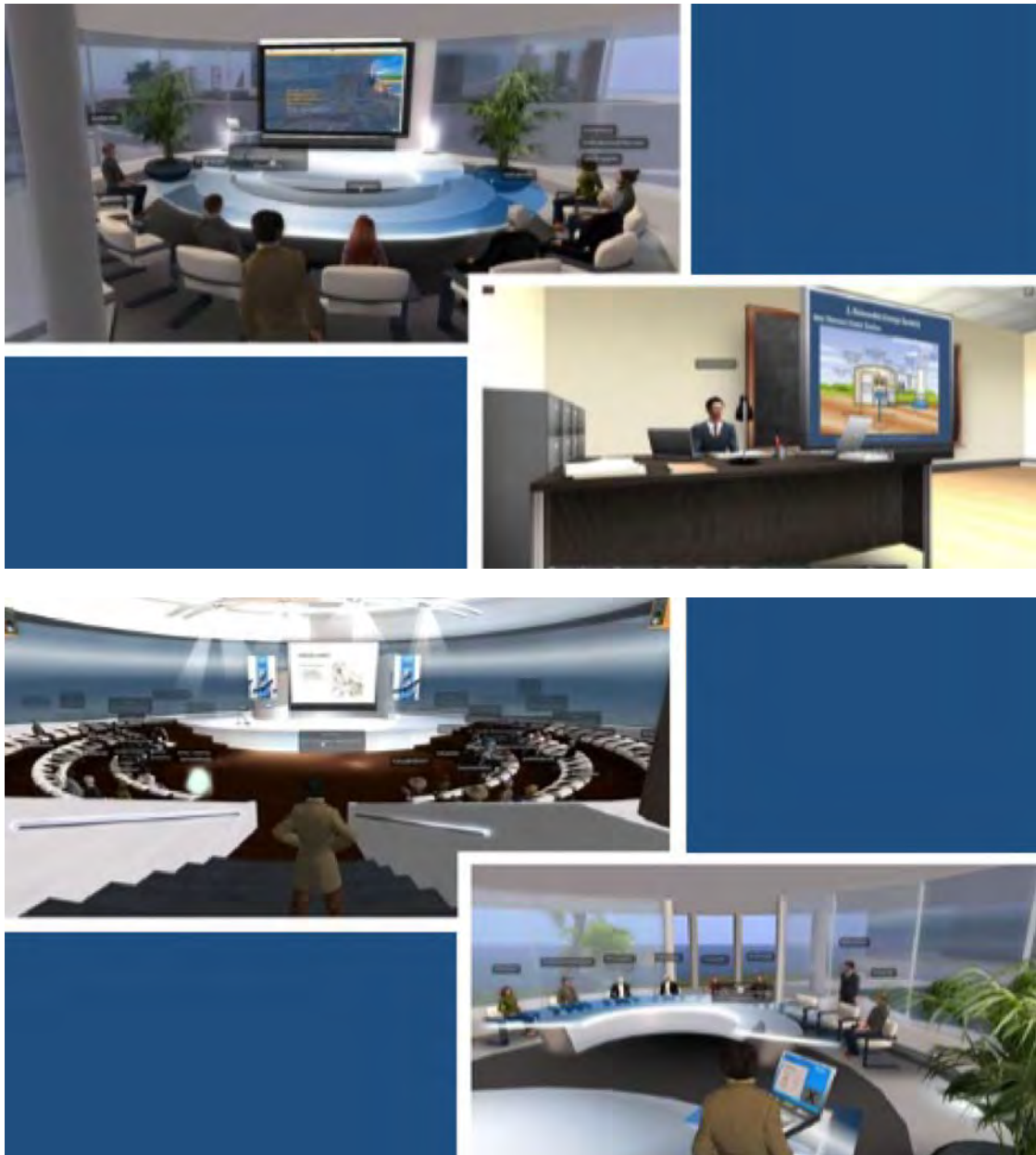




14.3 The Virtual Campus

Amidst this digital transformation of higher education, BSBI has emerged as a pioneer in embracing the 'virtual campus,' positioning itself at the forefront of this educational revolution. BSBI's virtual campus is not just a replacement for traditional in-person learning but a new realm of education that transcends geographical boundaries, time zones, and access barriers. This virtual campus serves as an engaging and dynamic space where students can learn, collaborate, and connect with a diverse global community.

The virtual campus is more than a digital platform; it's a learning ecosystem designed to foster a holistic educational experience. Some of the benefits of a well-organised virtual campus include 1) access to quality education, 2) flexibility and personalisation, 3) an engaging student experience, 4) enhanced student support, and 5) features of sustainability and cost-effectiveness.



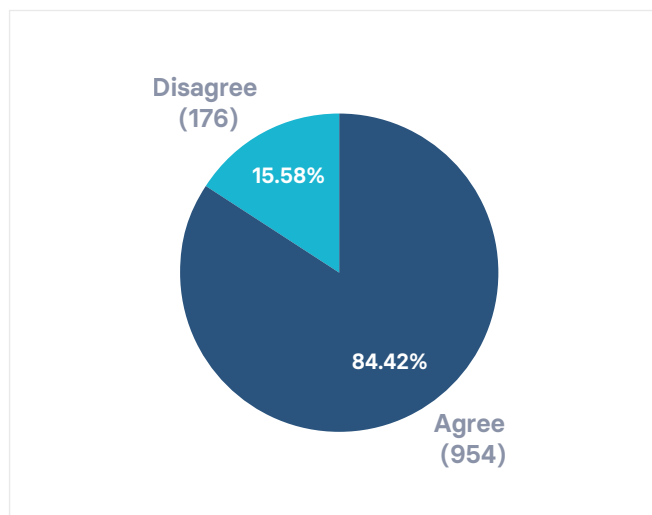
15. Student Satisfaction Survey Results on Academic Quality and Delivery

This section provides the results of BSBI’s Student Satisfaction Survey, which was conducted in 2023. The results demonstrate BSBI’s success toward meeting key quality indicators.

15. 1 Teaching and Learning

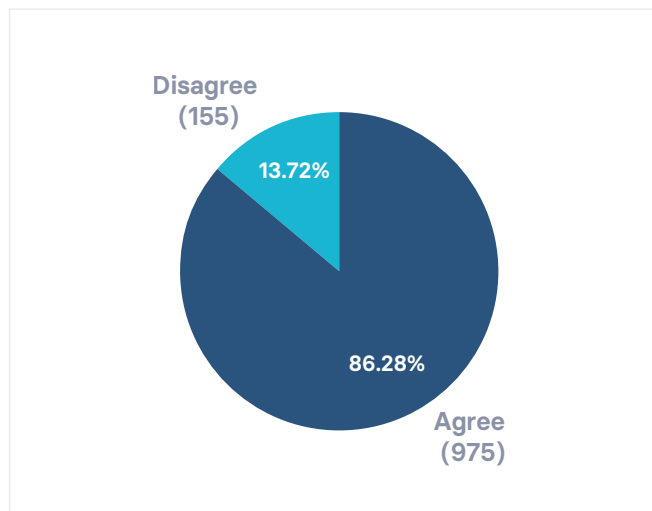
Faculty explain the subject in a way that helps me to clearly understand.

Answered: 1,130 Skipped: 195



Staff are good at explaining things.

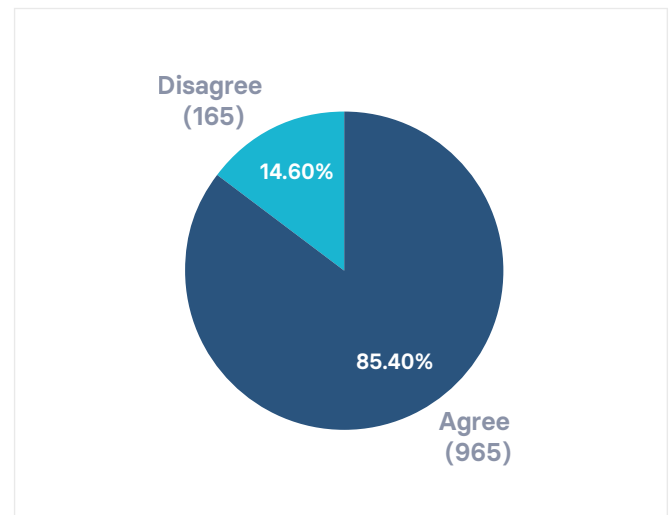
Answered: 1,130 Skipped: 195





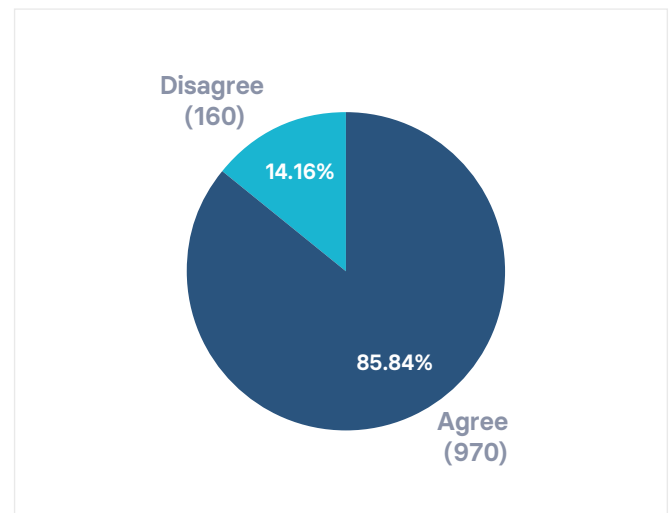
Lecturers clearly communicate and explain course material effectively to students.

Answered: 1,130 Skipped: 195



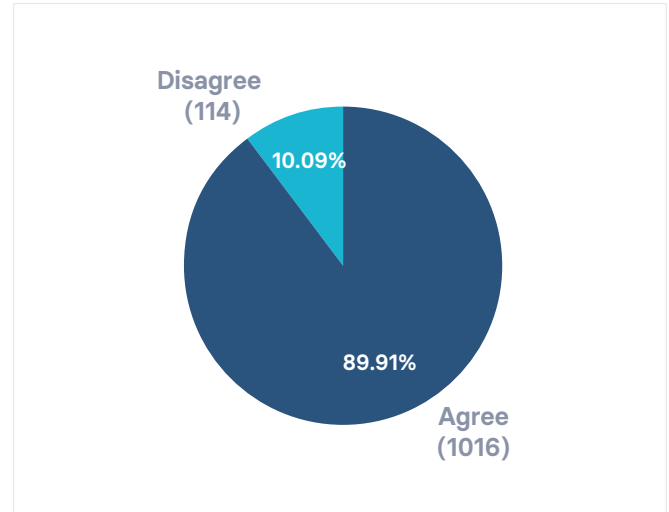
Lecturers have made the subject interesting.

Answered: 1,130 Skipped: 195



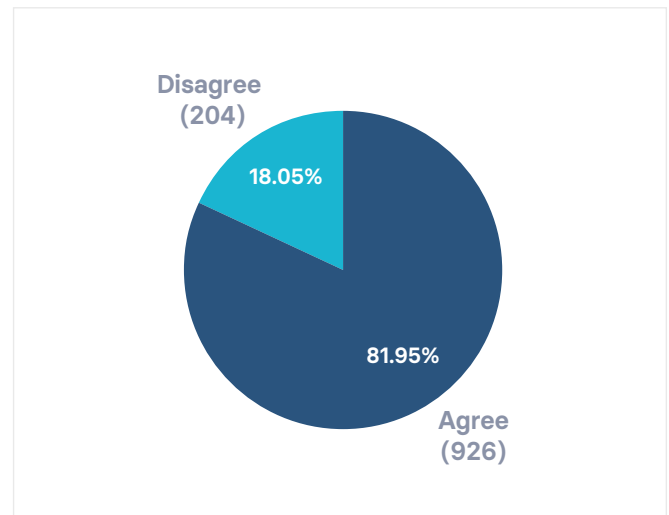
Lecturers encourage student participation in class.

Answered: 1,130 Skipped: 195



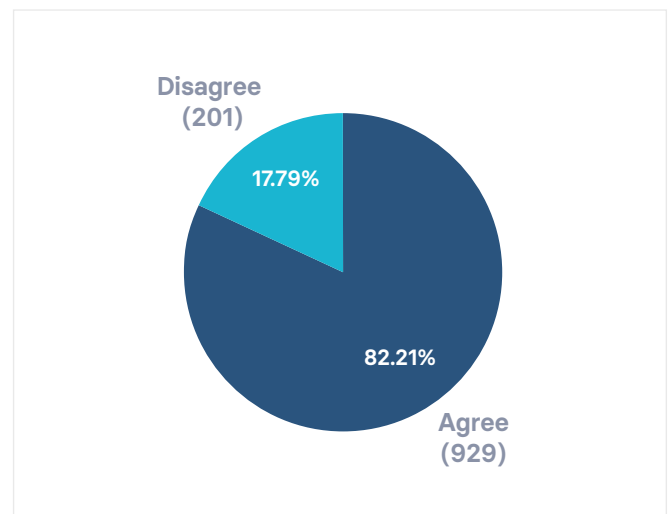
My course has provided me with opportunities to apply what I have learned.

Answered: 1,130 Skipped: 195



The course provided me with opportunities to find solutions to real-world problems.

Answered: 1,130 Skipped: 195

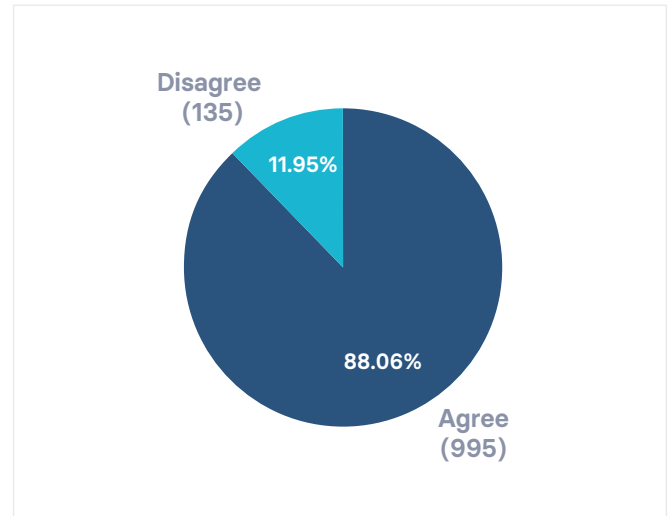




15.2 Assessment

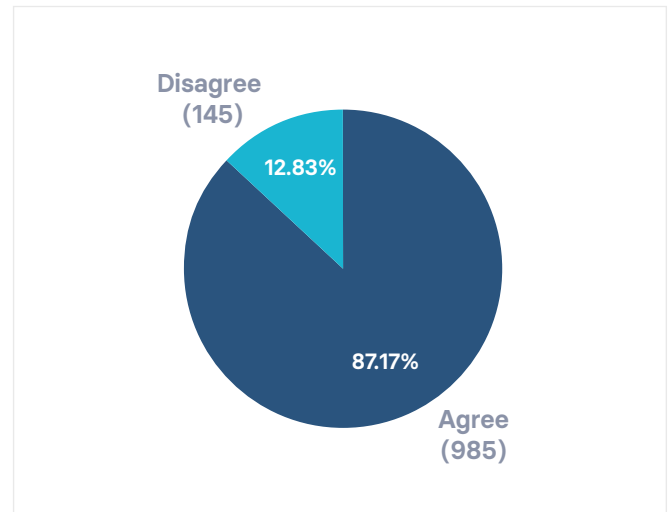
I have received helpful comments from lecturers on my assignments.

Answered: 1,130 Skipped: 195



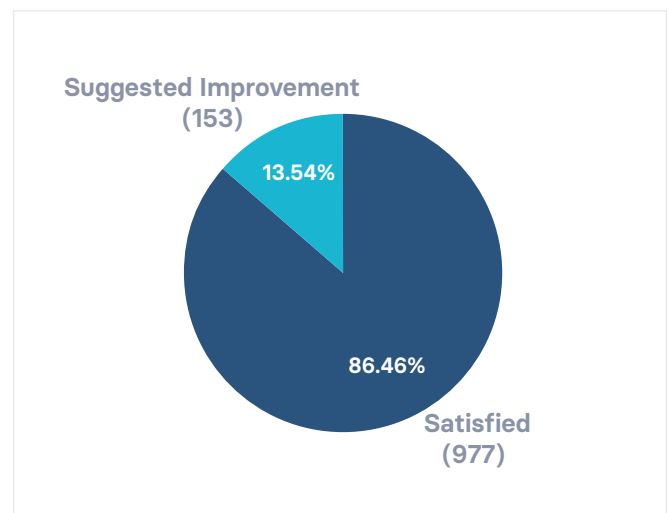
Lecturers always provide constructive feedback on my assignments.

Answered: 1,130 Skipped: 195



How satisfied are you that the instructor provided fair and transparent assessment of your work.

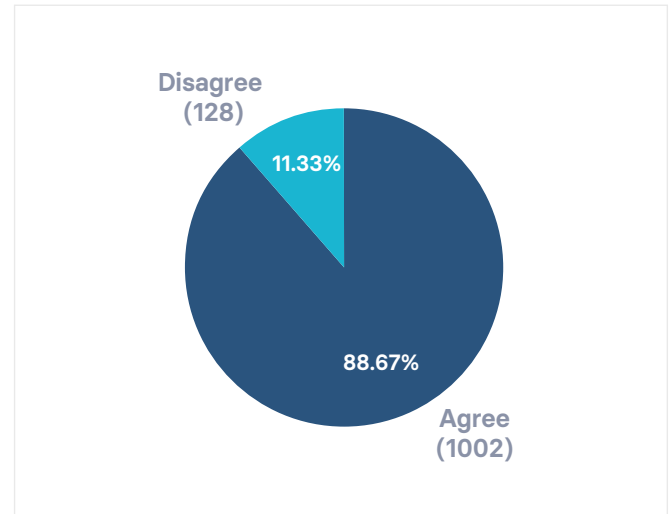
Answered: 1,130 Skipped: 195



15.3 Academic Support

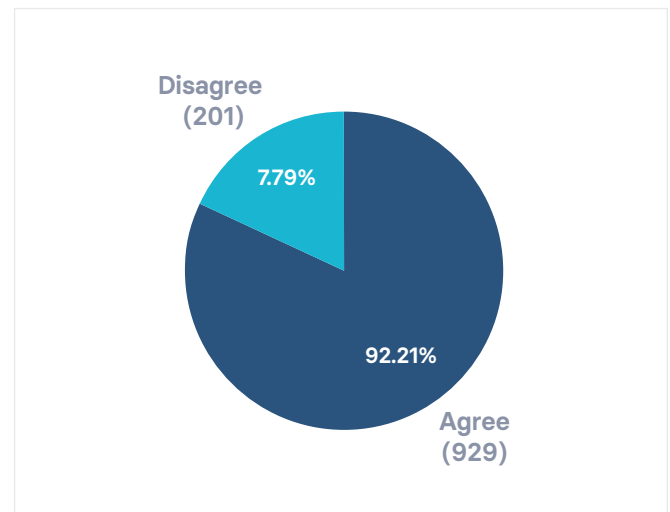
I have been able to contact academic staff when I needed to.

Answered: 1,130 Skipped: 195



Lecturers were friendly and open-minded in dealing with the student.

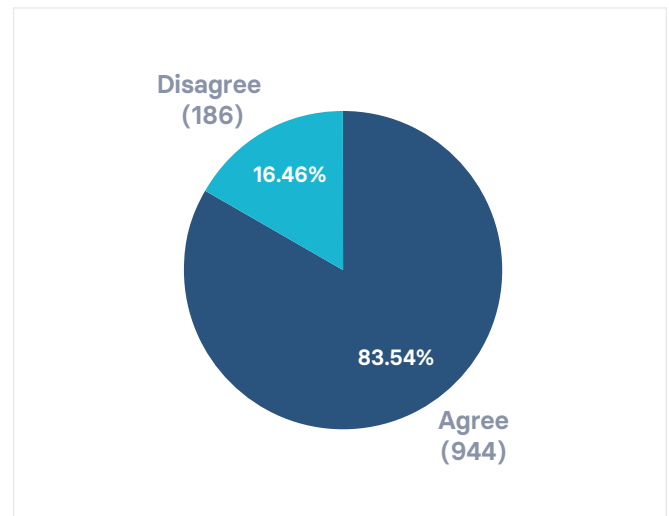
Answered: 1,130 Skipped: 195



15. 4 Learning Resources

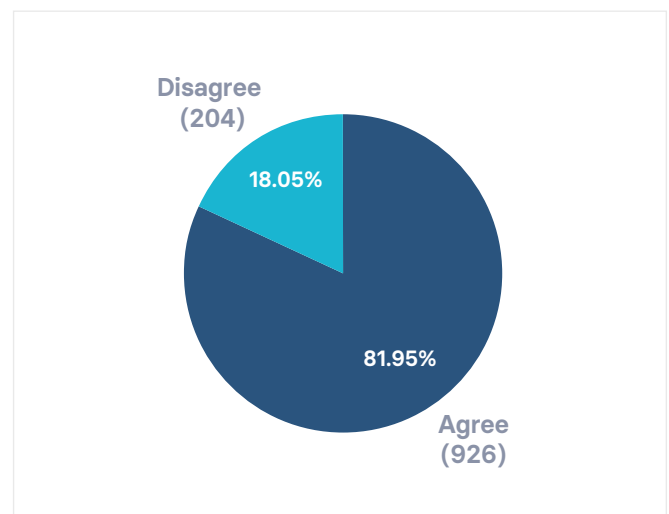
The IT resources and facilities provided have supported my learning well.

Answered: 1,130 Skipped: 195



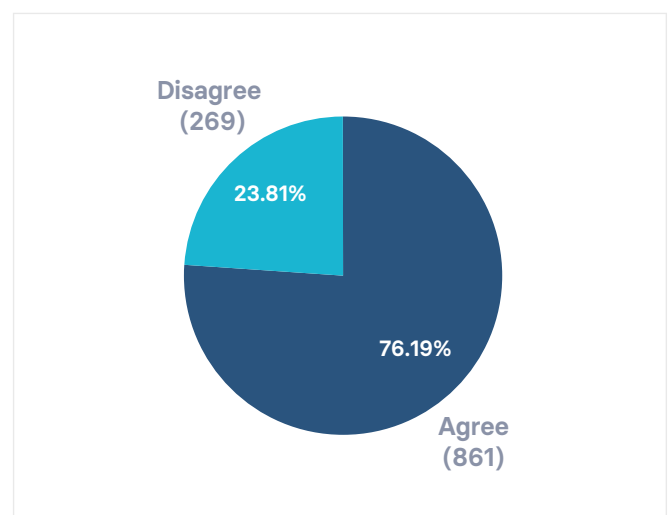
My learning in this course was supported by technological tools.

Answered: 1,130 Skipped: 195



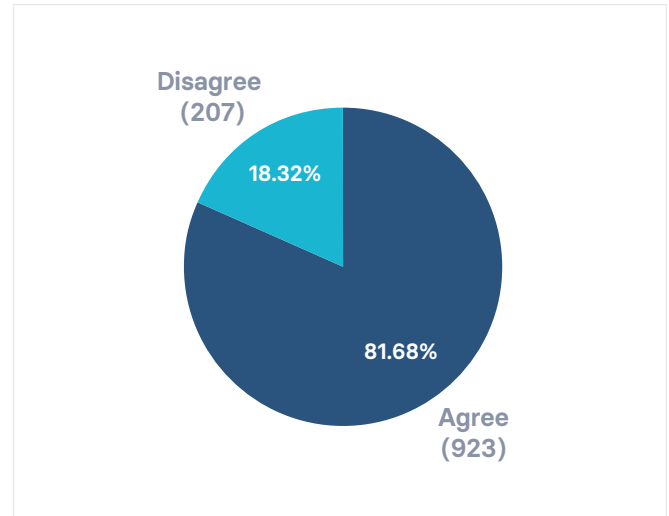
The library resources (e.g. books, ProQuest, online services and learning spaces) have supported my learning well.

Answered: 1,130 Skipped: 195



The academic infrastructure particularly workshops, labs, library and software were contemporary and relevant to skill-building for the industry.

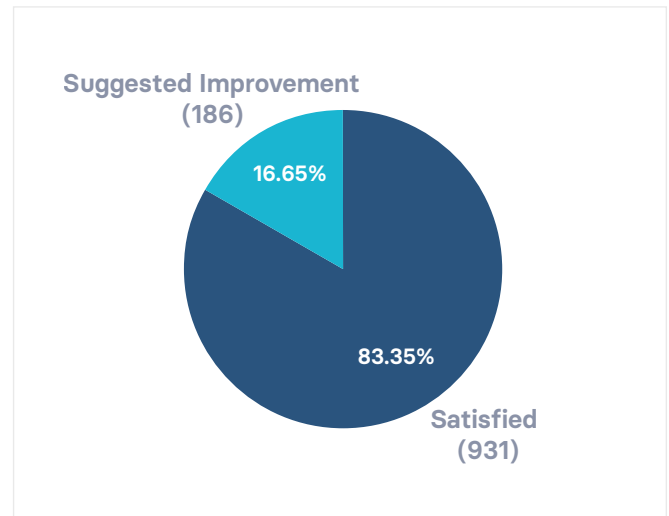
Answered: 1,130 Skipped: 195



15. 5 Overall Satisfaction

Overall, I am satisfied with BSBI.

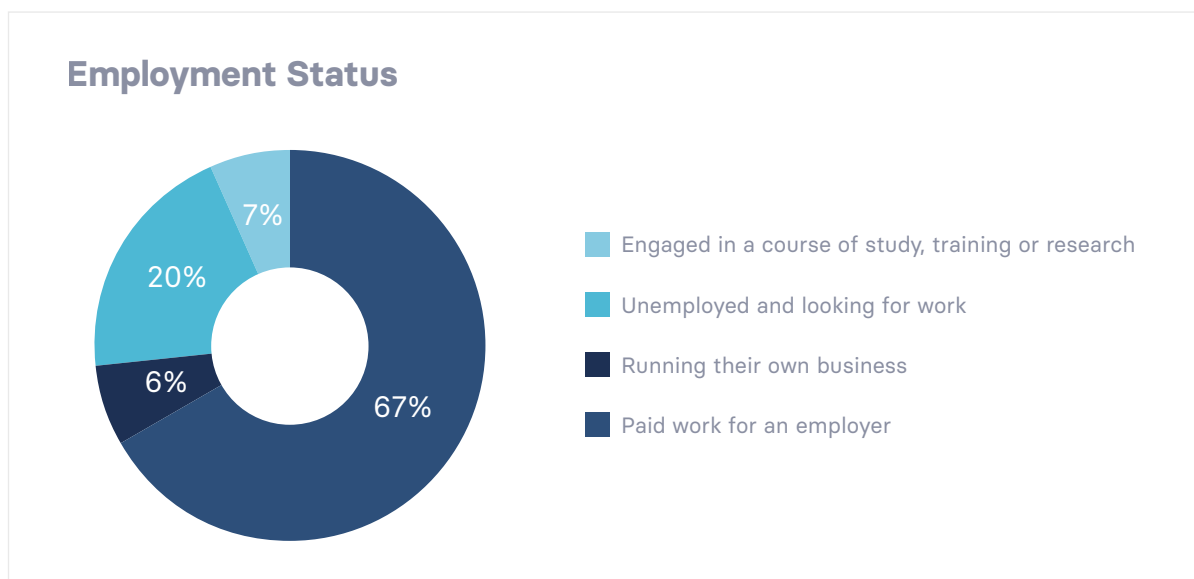
Answered: 1,130 Skipped: 195





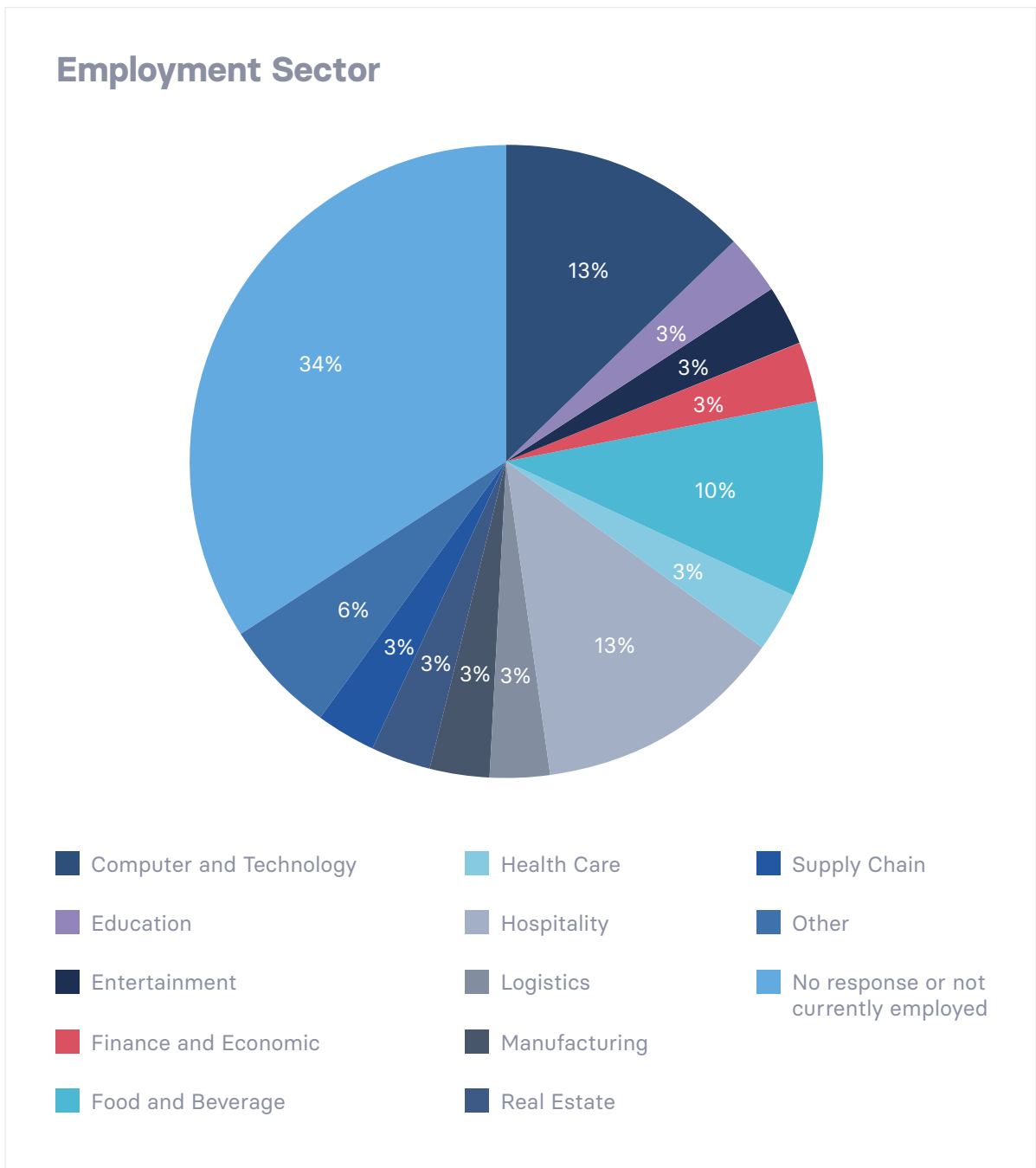
16. Employment and Career Status

The employment status of BSBI graduates (December 2023) indicated the following: 74% were in paid employment or further study, with 6% running their own companies, and 20% of the business school graduates still looking for work.



Of those graduates employed, 5% were working on a fixed-term contract lasting less than 12 months, 40% on a fixed-term contract of 12 months or more, and 55% were employed on a permanent basis.

The respondents of the survey were currently working in a range of 11 different industries, with the main ones being in alphabetical order (clockwise) in the following illustration:

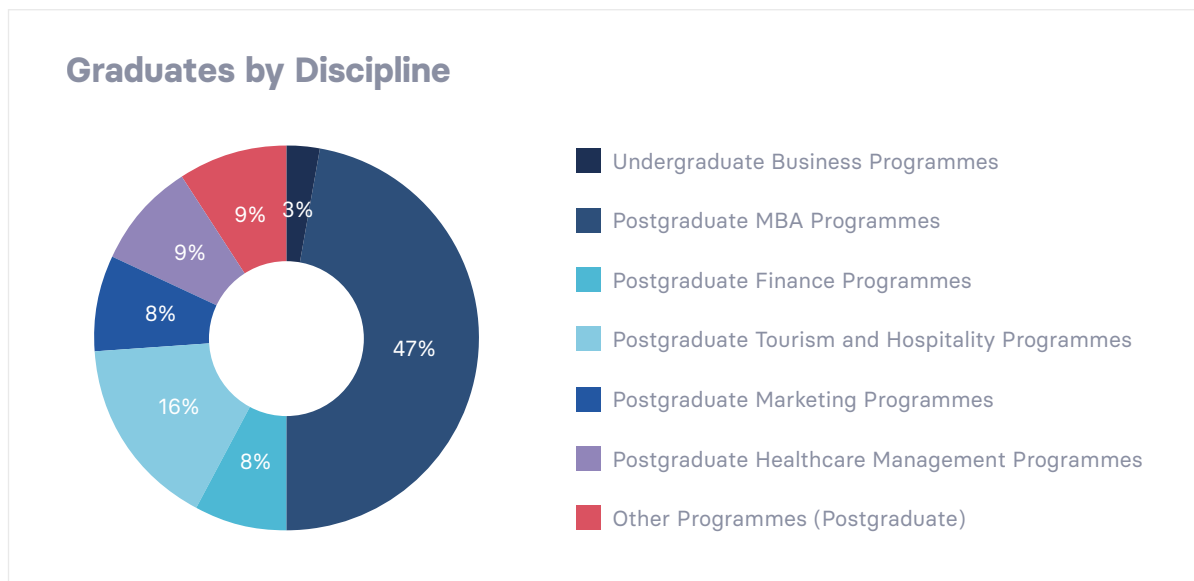


The other sectors or roles named included Fleet Management and Project Management.

The Careers Service supported a total of 120 BSBI students in 2023 into different types of employment. These students interacted with the service through individual appointments or by participation in its workshops. Many of them subsequently required BSBI internship letters, which were produced for their host organisations. Internships and student jobs have been the most popular, followed by graduate jobs.

17. Completion and Graduation Rates

BSBI has over 2,000 graduates (2002) since the beginning of 2020, on programmes ranging from bachelor's programmes at Level 4 to DBA programmes at Level 8.



The majority of our graduates are from our postgraduate programmes, with MBA programmes and associated pathways being the most popular. Finance, hospitality, marketing, and healthcare postgraduate programmes make up the majority of the remainder. 9% of the total is also made up of the other disciplines that have been taught at BSBI, including Fashion and Retail Management and the newly introduced Information Management and Data Analytics programmes. Our undergraduate figures are still rather small, but this is expected due to the minimum three-year study time for those programmes. We expect, beginning next year, for these figures to grow quickly as our current undergraduate students come to the end of their studies.

With our recent intakes being our largest yet, we are predicting an additional 2,000 graduates over the 2023/2024 academic year (October 2023 – October 2024).

Retention Rate, Completion Rate, and Completion Rate accounting for non-academic withdrawals:

The following breakdowns contain a per intake summary of student retention and completion across our academic programmes with university partners.

The retention rate takes into account all students still enrolled following one year of study at the time of entry into the dissertation stage of the programme.

The completion rate takes into account all students who successfully completed their programme of study.

The completion rate excluding non-academic withdrawals takes into account the students who successfully completed their programme of study, not including those withdrawn for non-academic reasons such as VISA status or non-payment of fees.



February 2021 Intake – Breakdown (Level 7 Postgraduate Programmes)

Partner	Programme	Retention rate at 1 year mark (entering dissertation term)	Completion Rate (inclusive of all withdrawals)	Completion Rate (Excluding non-academic withdrawals)
UCA	Global MBA	84.00%	82.00%	98.00%
UCA	MA in Tourism, Hospitality and Event Management	88.64%	86.36%	97.73%
UCA	MSc in Finance and Investments	88.46%	64.71%	91.18%
UCA	MSc in Digital Marketing	73.53%	84.62%	96.15%
Uninettuno	MSc in International Health Management	74.19%	70.97%	96.77%
CUC	MBA	83.33%	66.67%	83.33%
CUC	MA Innovation and Entrepreneurship	87.50%	75.00%	87.50%
Full Intake		90.64%	87.19%	96.55%



May 2021 Intake – Breakdown (Level 7 Postgraduate Programmes)

Partner	Programme	Retention rate at 1 year mark (entering dissertation term)	Completion Rate (inclusive of all withdrawals)	Completion Rate (Excluding non-academic withdrawals)
CUC	MBA	92.00%	84.00%	92.00%
UCA	MA in Tourism, Hospitality and Event Management	95.12%	82.93%	87.80%
Uninettuno	MSc in International Health Management	83.33%	66.67%	83.33%
Full Intake		92.23%	81.55%	89.32%



Oct 2021 Intake – Breakdown (Level 7 Postgraduate Programmes)

Partner	Programme	Retention rate at 1 year mark (entering dissertation term)	Completion Rate (inclusive of all withdrawals)	Completion Rate (Excluding non-academic withdrawals)
UCA	Global MBA	91.11%	89.44%	98.33%
UCA	MA in Tourism, Hospitality and Event Management	92.31%	89.74%	97.44%
UCA	MSc in Finance and Investments	96.97%	93.94%	96.97%
UCA	MSc in Digital Marketing	92.86%	90.00%	97.14%
Uninettuno	MSc in International Health Management	91.67%	91.67%	100%
CUC	MBA	100%	80.00%	80.00%
CUC	MA Innovation and Entrepreneurship	83.33%	66.70%	83.33%
Full Intake		84.75%	80.23%	95.48%

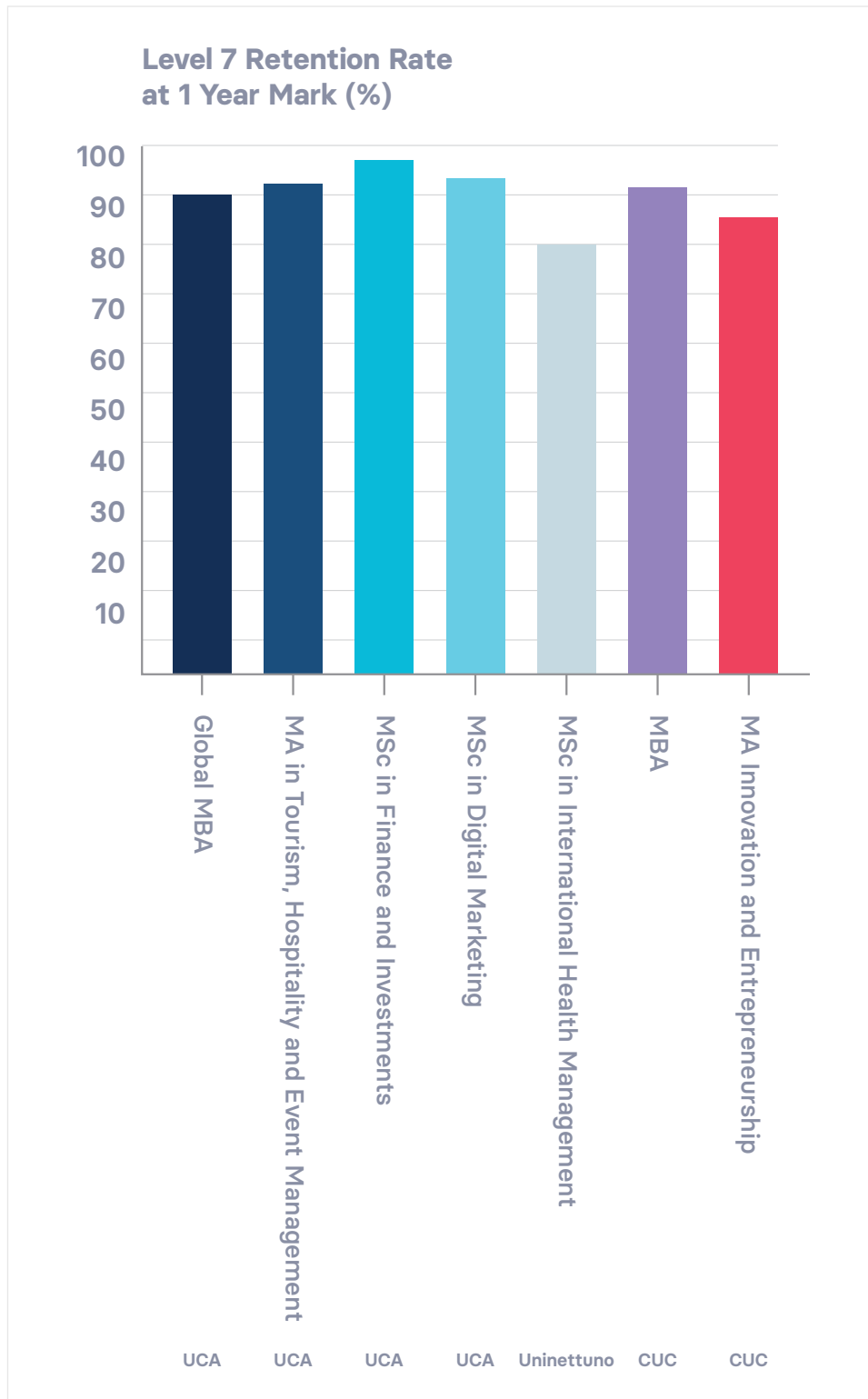


Retention Rate, Completion Rate, and Completion Rate for all intakes

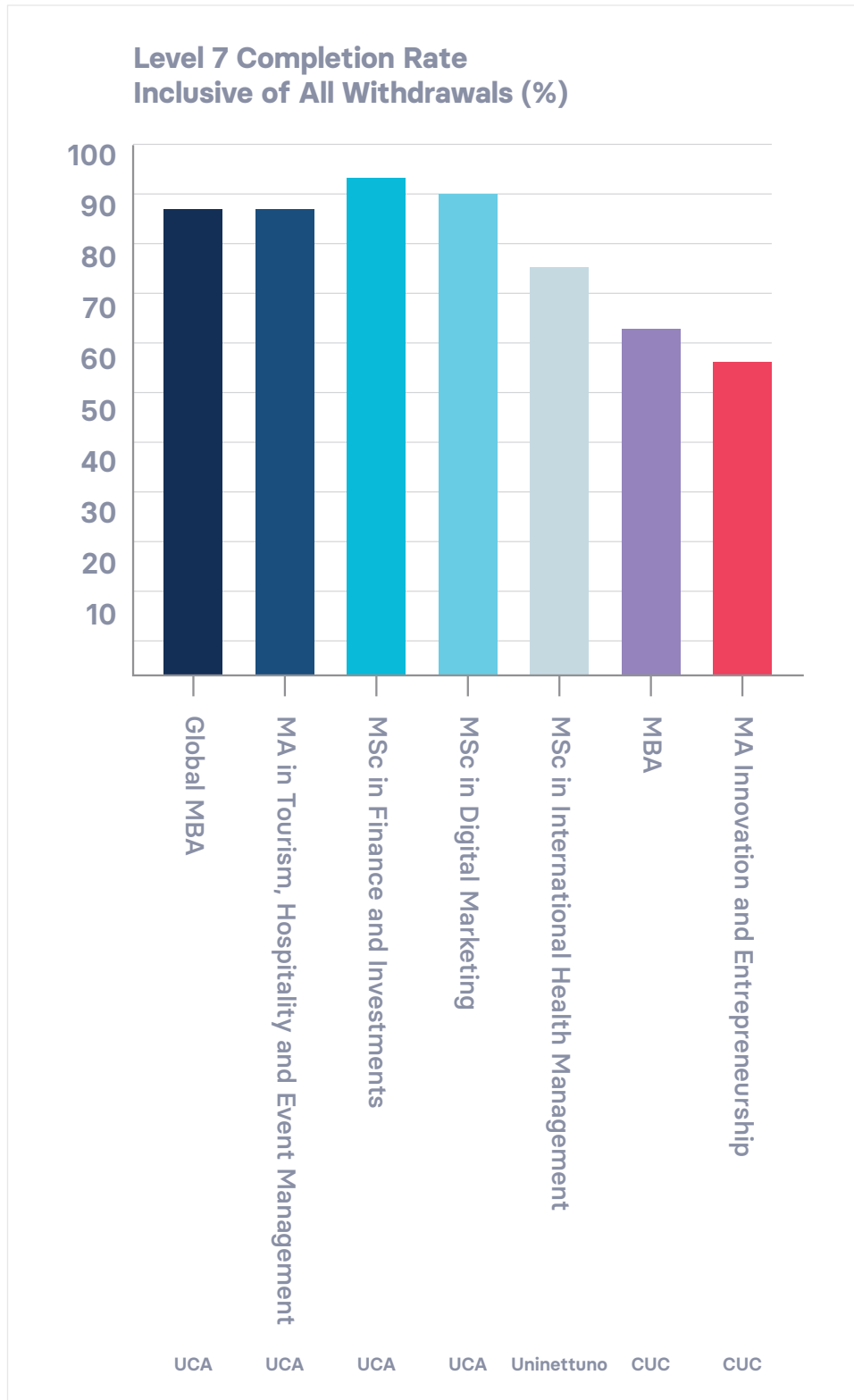
Partner	Programme	Retention rate at 1 year mark (entering dissertation term)	Completion Rate (inclusive of all withdrawals)	Completion Rate (Excluding non-academic withdrawals)
UCA	Global MBA	90.00%	87.14%	97.14%
UCA	MA in Tourism, Hospitality and Event Management	92.02%	87.12%	95.09%
UCA	MSc in Finance and Investments	96.97%	93.94%	96.97%
UCA	MSc in Digital Marketing	92.86%	90.00%	97.14%
Uninettuno	MSc in International Health Management	80.00%	74.55%	94.55%
CUC	MBA	90.91%	63.64%	72.73%
CUC	MA Innovation and Entrepreneurship	85.71%	57.14%	71.43%
Total		90.26%	85.62%	95.37%

Our retention rate for postgraduate programmes remains consistent across disciplines. Our smaller programmes vary slightly from intake to intake due to the weighting that individual student circumstances have on programmes with smaller numbers. A graphical representation of the above data broken down by programme can be seen below.

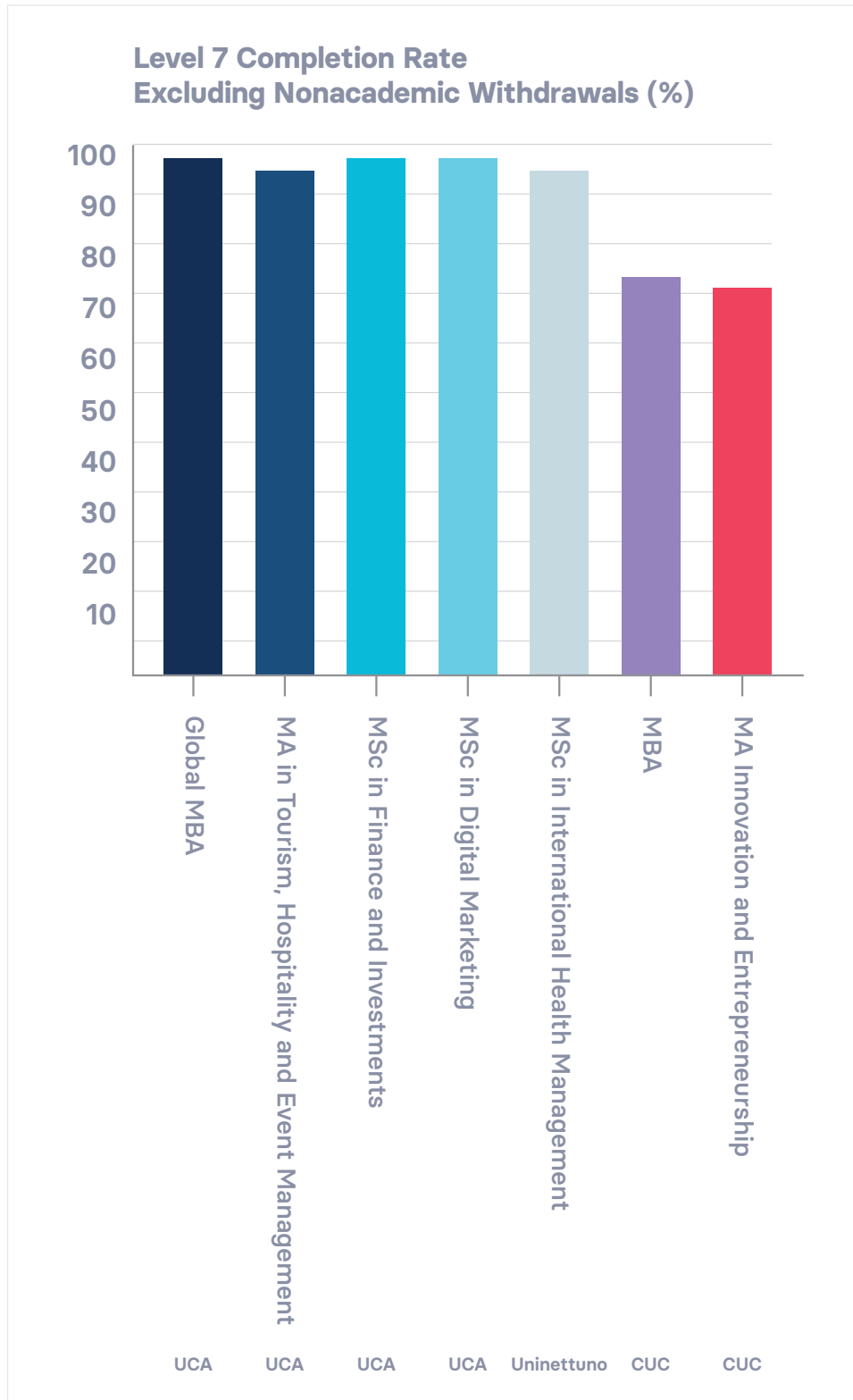
Retention Rate by Programme



Completion Rate by Programme



Indicative Academic Achievement

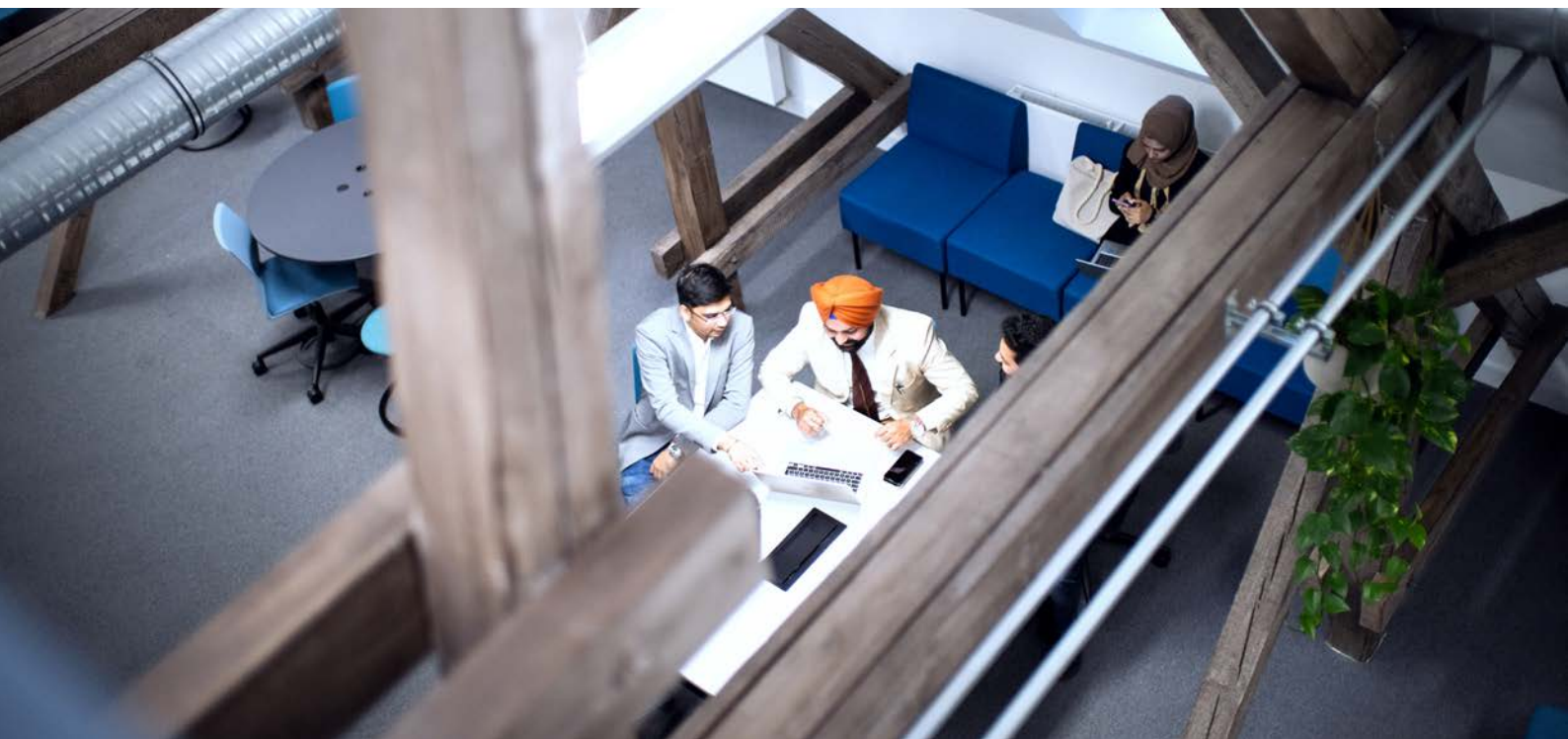


Retention Rate for Undergraduate Level 4 Programmes for the past academic year

Partner	Programme	Retention rate at 1 year mark (entering dissertation term)
UCA	BSc (Hons) International Business and Management	87.07%
UCA	BA (Hons) Tourism and Hospitality Management	82.60%
UCA	BSc (Hons) Computer Science and Digitisation	77.77%
UCA	BA (Hons) Animation	87.50%
UCA	BA (Hons) Graphic Design	100%
Undergraduate Retention Rate		85.30%

Our undergraduate Level 4 retention rate (at the one-year mark) for the past academic year stands at 85.30%. This figure is inclusive of all withdrawals including those for non-academic reasons. Across disciplines, we see the retention rate spans from 77.77% to 100%.

It is worth noting that our smaller faculties, such as Creative Industries, are heavily affected by individual student circumstances where, for example, on the Animation programme, one withdrawal accounts for 12.5% of the total.

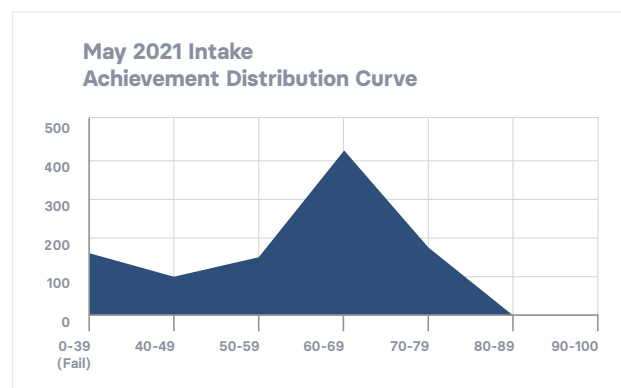
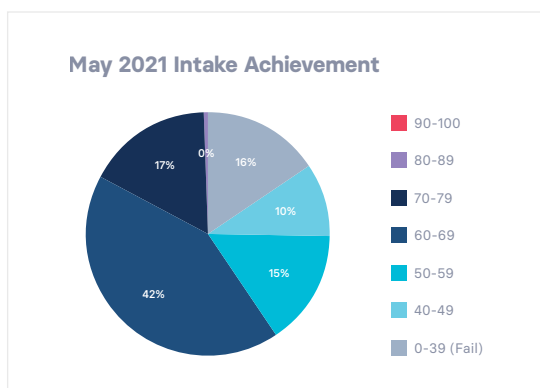


18. Assessment and Evaluation Data

18.1 May 2021 Intake

The figures for the May 2021 postgraduate intake (taking into account submissions across all postgraduate programmes) can be seen below. The following graph and distribution curve illustrate the distribution of marks. The marking distribution is in line with what we would expect to see in most universities within the British education system, with a distribution curve showing the majority of submissions achieving middling grades rising from a smaller amount of failing students and decreasing towards the end, showing the smaller number of highest achievers.

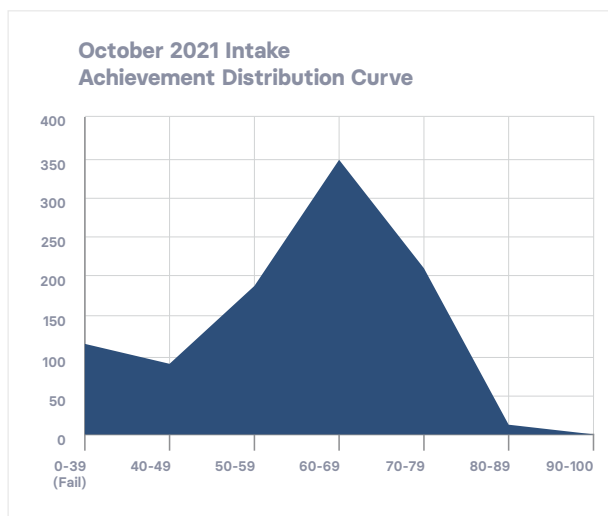
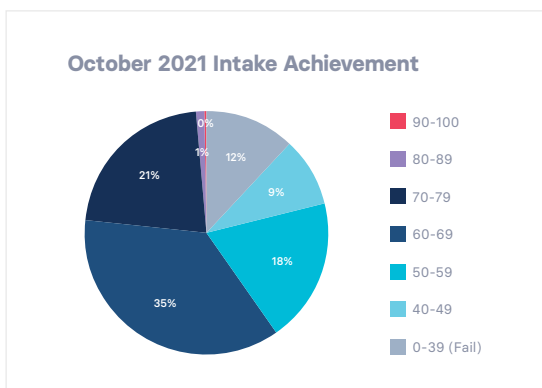
Grade Achieved	Total Submissions
0-39 (Fail)	103
40-49	64
50-59	101
60-69	279
70-79	111
80-89	2
90-100	0



18. 2 October 2021 Intake

The figures for the October 2021 postgraduate intake (taking into account submissions across all postgraduate programmes) are listed below. The following graph and distribution curve illustrate the distribution of marks. The marking distribution is in line with what we would expect to see in most universities within the British education system, with a distribution curve showing the majority of submissions achieving middling grades, rising from a smaller amount of failing students and decreasing towards the end, showing the smaller number of highest achievers.

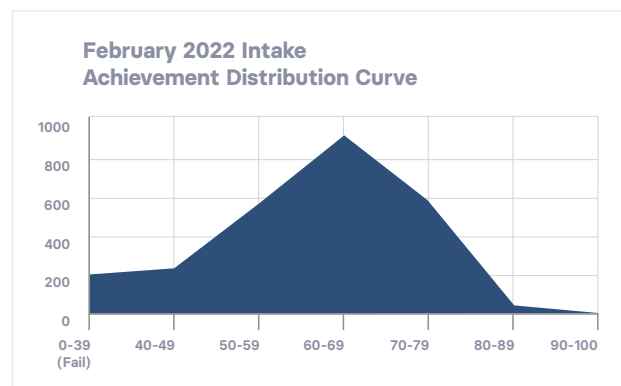
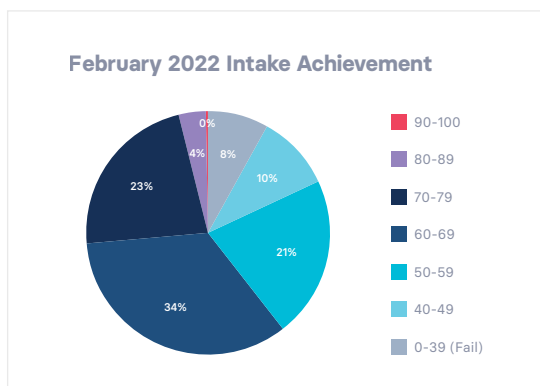
Grade Achieved	Total Submissions
0-39 (Fail)	312
40-49	238
50-59	490
60-69	938
70-79	570
80-89	29
90-100	2



18.3 February 2022 Intake

The figures for the February 2022 postgraduate intake (taking into account submissions across all postgraduate programmes) can be seen below. The following graph and distribution curve illustrate the distribution of marks. The marking distribution is in line with what we would expect to see in most universities within the British education system, with a distribution curve showing the majority of submissions achieving middling grades, rising from a smaller amount of failing students and decreasing towards the end, showing the smaller number of highest achievers.

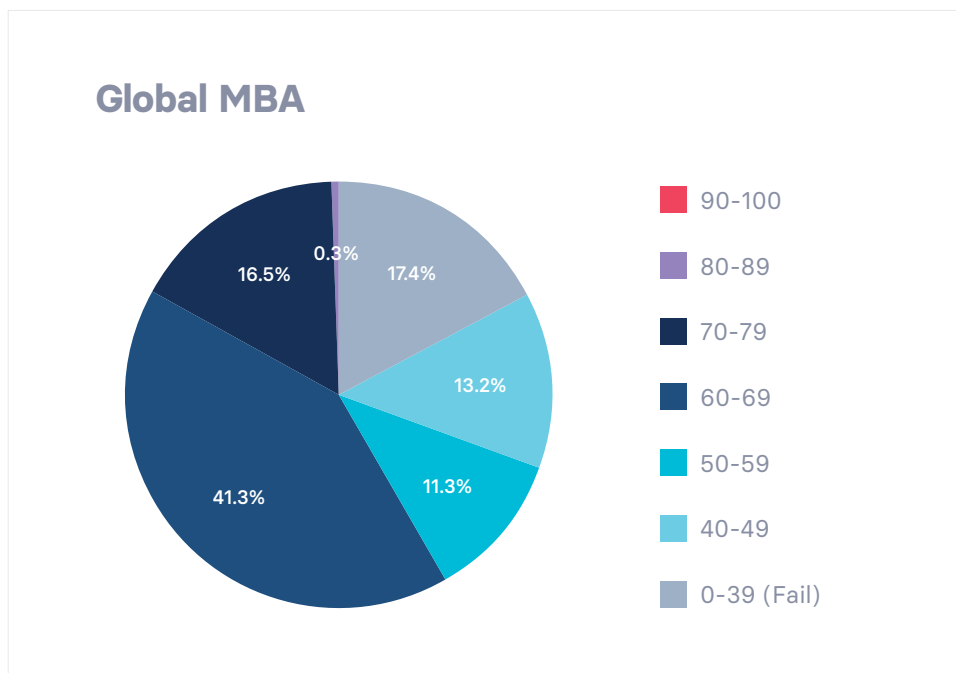
Grade Achieved	Total Submissions
0-39 (Fail)	222
40-49	264
50-59	574
60-69	915
70-79	602
80-89	100
90-100	1



18. 3. 1 Individual Breakdown per Programme for May 2021 Intake

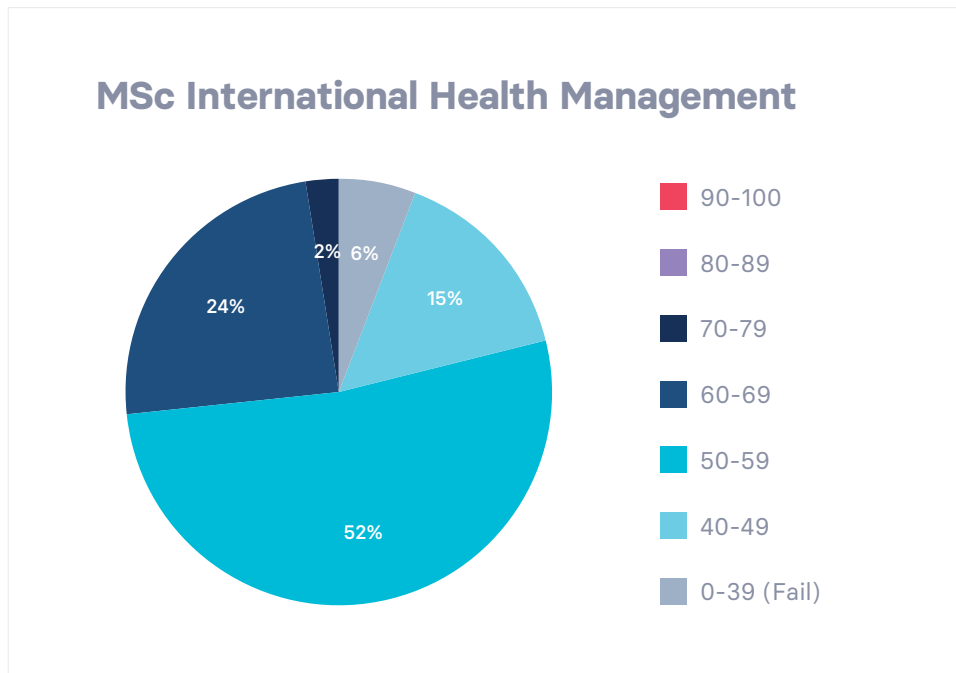
Global MBA

Grade Achieved	Total Submissions
0-39 (Fail)	54
40-49	41
50-59	35
60-69	128
70-79	51
80-89	1
90-100	0



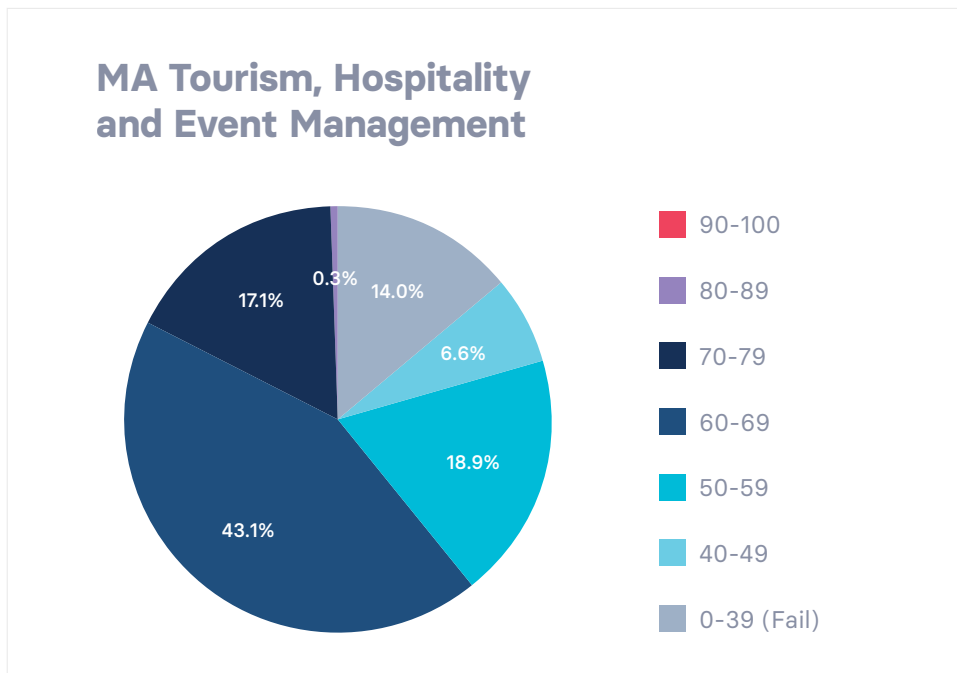
MSc International Health Management

Grade Achieved	Total Submissions
0-39 (Fail)	0
40-49	8
50-59	20
60-69	69
70-79	32
80-89	3
90-100	0



MA in Tourism, Hospitality and Event Management

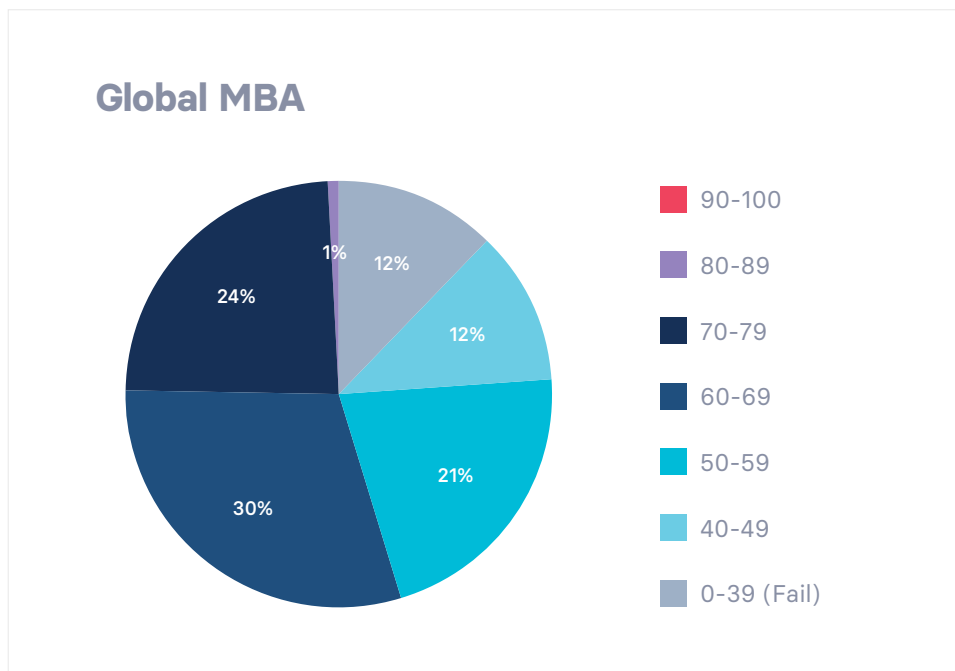
Grade Achieved	Total Submissions
0-39 (Fail)	49
40-49	23
50-59	66
60-69	151
70-79	60
80-89	1
90-100	0



18. 3. 2 Individual Breakdown per Programme for October 2021 Intake

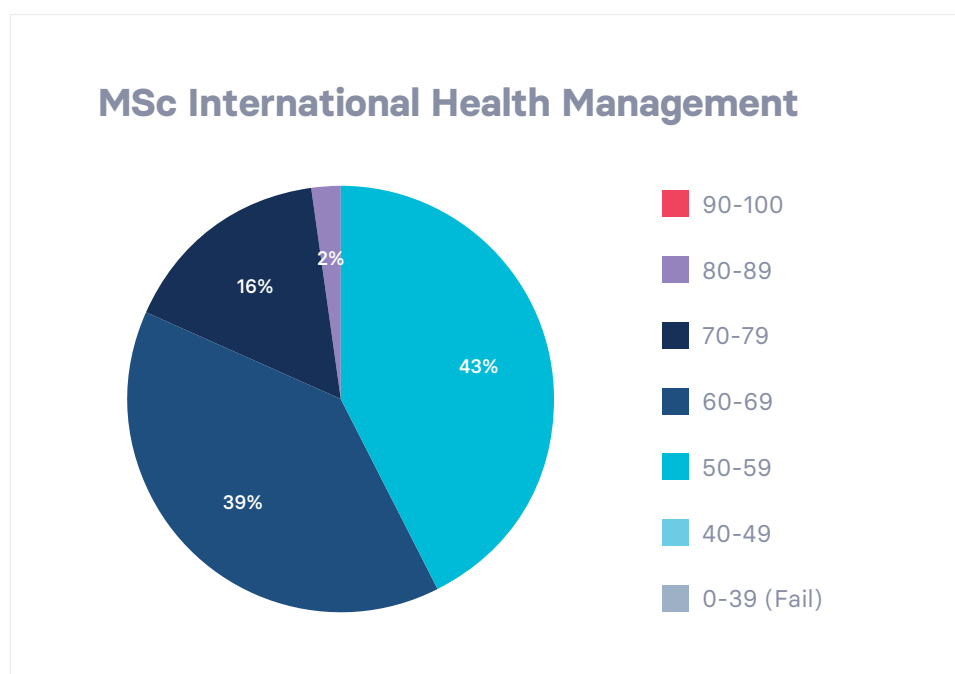
Global MBA

Grade Achieved	Total Submissions
0-39 (Fail)	149
40-49	140
50-59	258
60-69	364
70-79	290
80-89	7
90-100	0



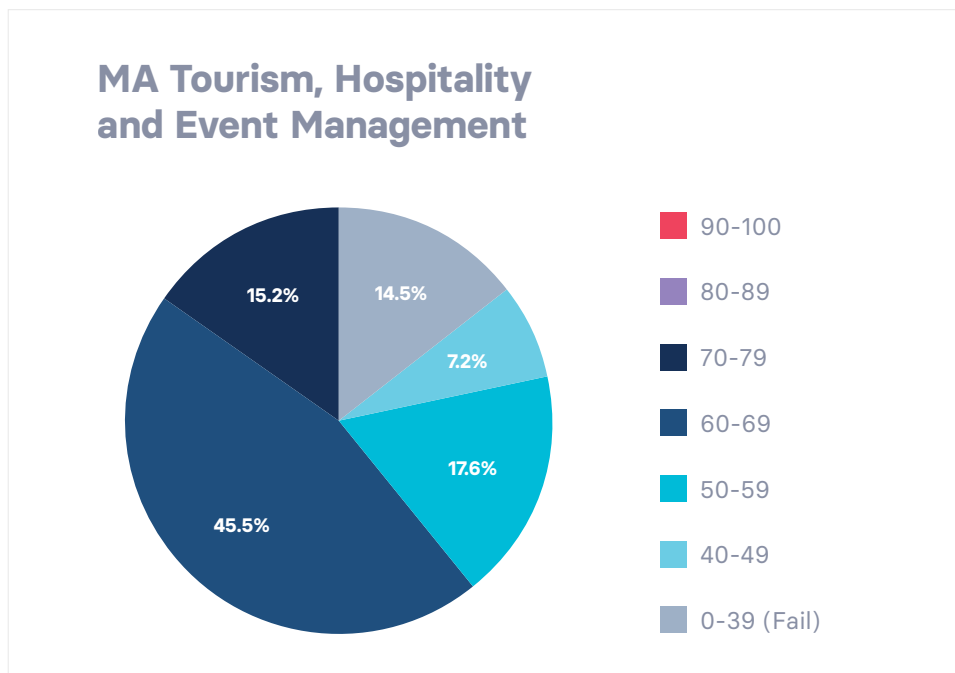
MSc International Health Management

Grade Achieved	Total Submissions
0-39 (Fail)	0
40-49	0
50-59	145
60-69	132
70-79	55
80-89	7
90-100	0



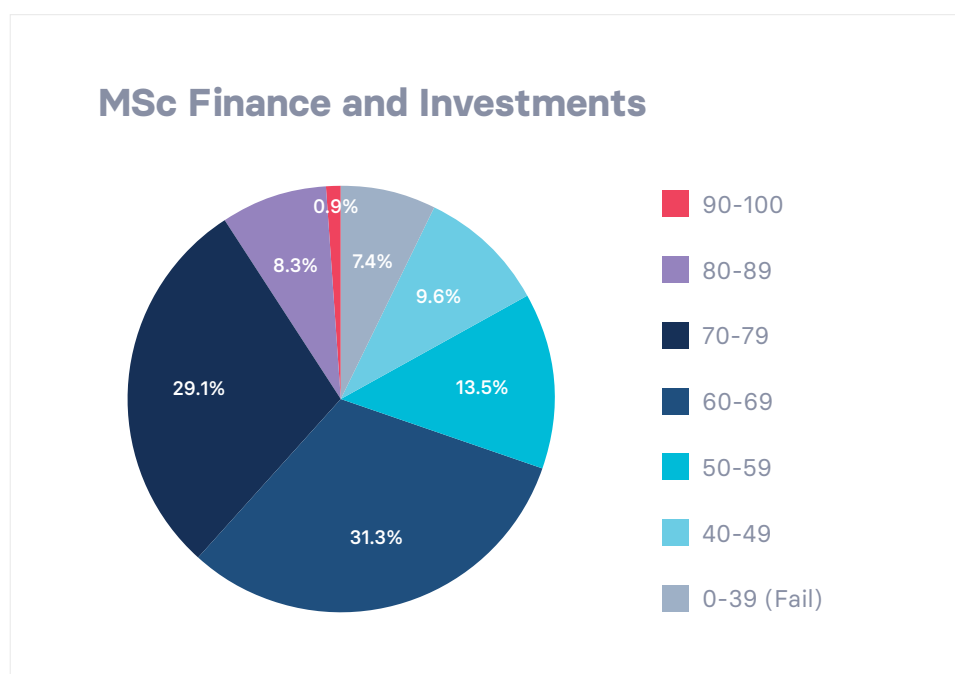
MA in Tourism, Hospitality and Event Management

Grade Achieved	Total Submissions
0-39 (Fail)	96
40-49	48
50-59	117
60-69	302
70-79	101
80-89	0
90-100	0



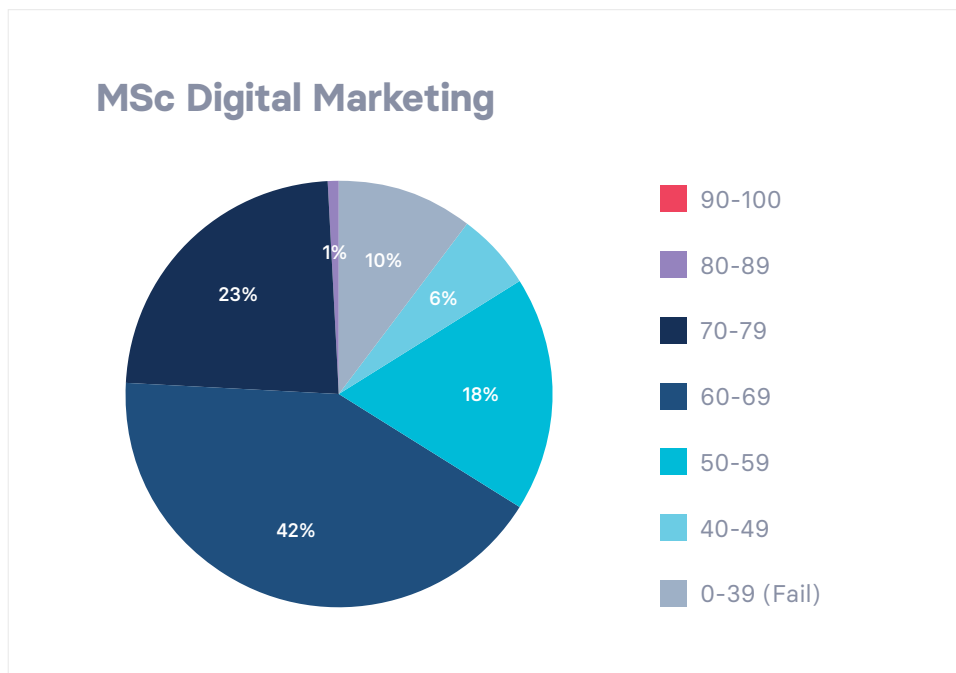
MSc Finance and Investments

Grade Achieved	Total Submissions
0-39 (Fail)	17
40-49	22
50-59	31
60-69	72
70-79	67
80-89	19
90-100	2



MSc Digital Marketing

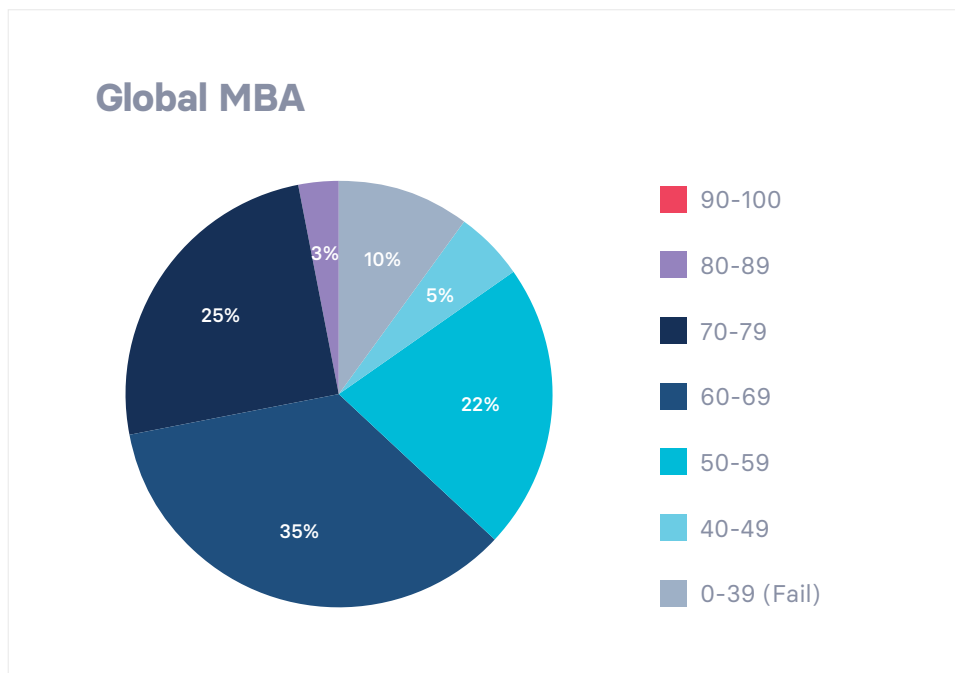
Grade Achieved	Total Submissions
0-39 (Fail)	50
40-49	28
50-59	84
60-69	200
70-79	112
80-89	3
90-100	0



18. 3. 3 Individual Breakdown per Programme MA Tourism, Hospitality and Event Management for February 2022 Intake

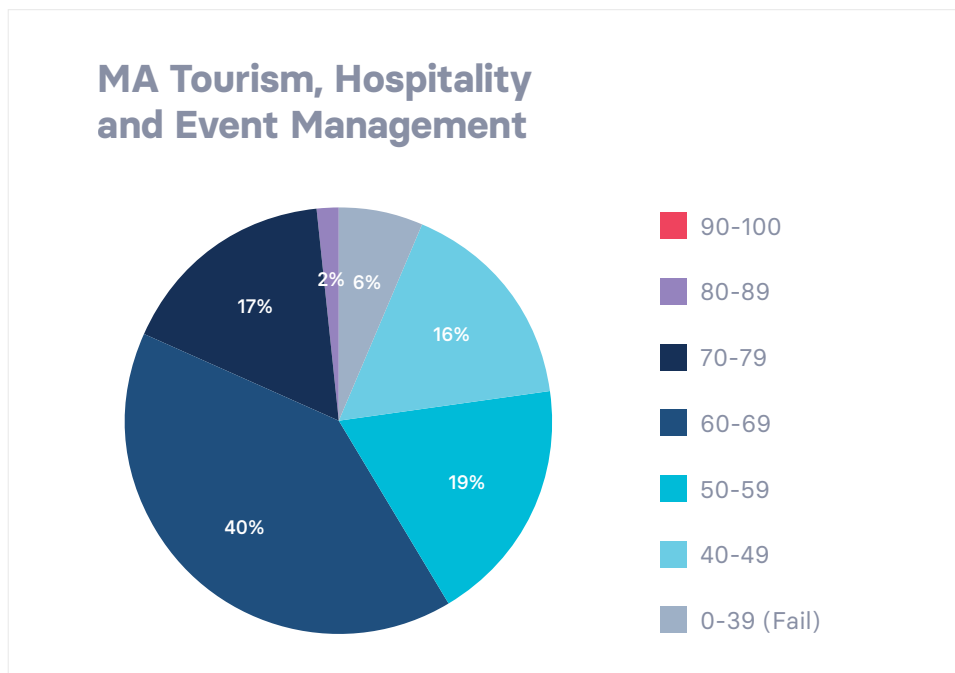
Global MBA

Grade Achieved	Total Submissions
0-39 (Fail)	125
40-49	64
50-59	265
60-69	429
70-79	306
80-89	36
90-100	0



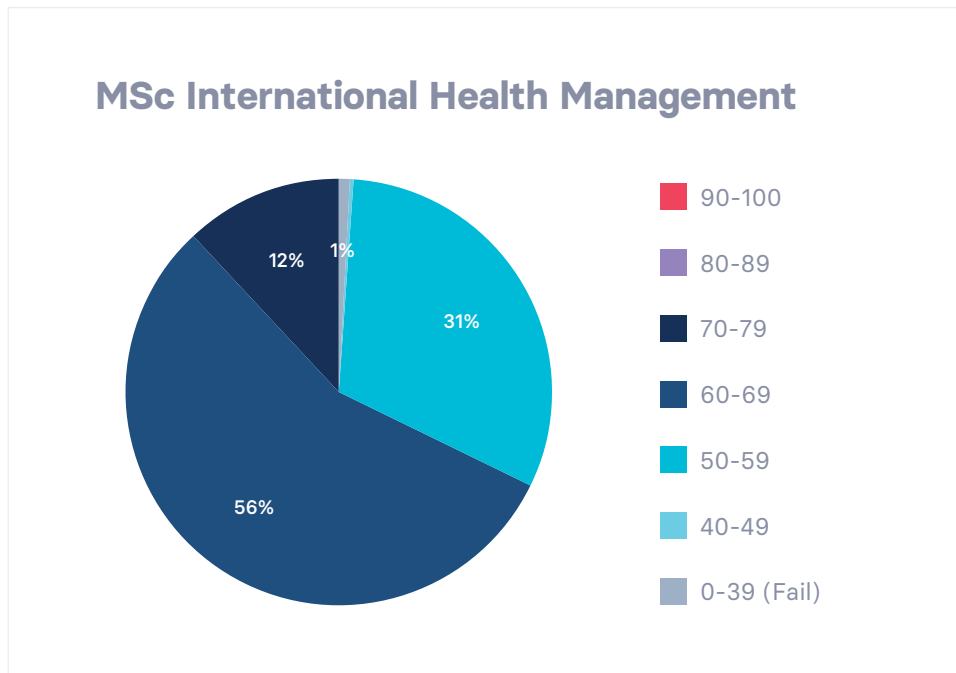
MA Tourism, Hospitality and Event Management

Grade Achieved	Total Submissions
0-39 (Fail)	42
40-49	106
50-59	120
60-69	261
70-79	108
80-89	10
90-100	0



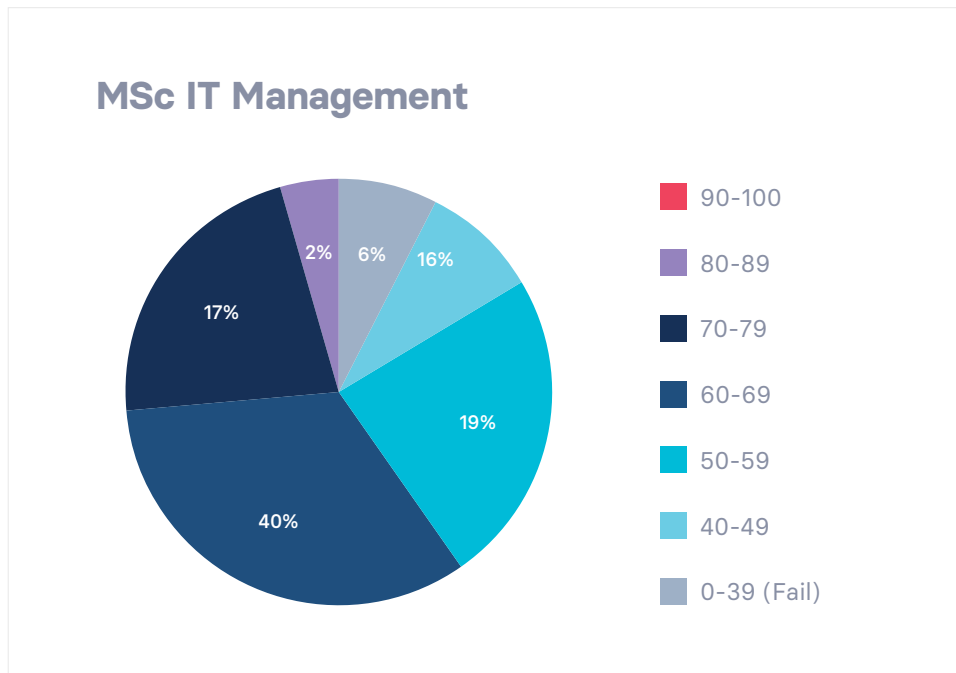
MSc International Health Management

Grade Achieved	Total Submissions
0-39 (Fail)	4
40-49	1
50-59	124
60-69	223
70-79	47
80-89	0
90-100	0



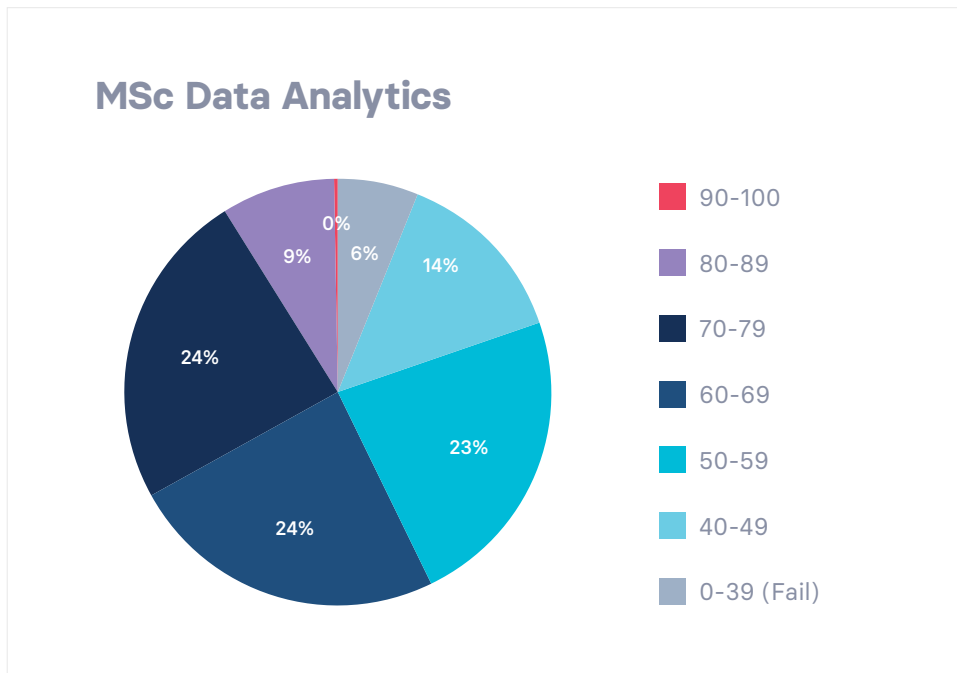
MSc in Information Technology Management

Grade Achieved	Total Submissions
0-39 (Fail)	25
40-49	30
50-59	79
60-69	110
70-79	73
80-89	14
90-100	0



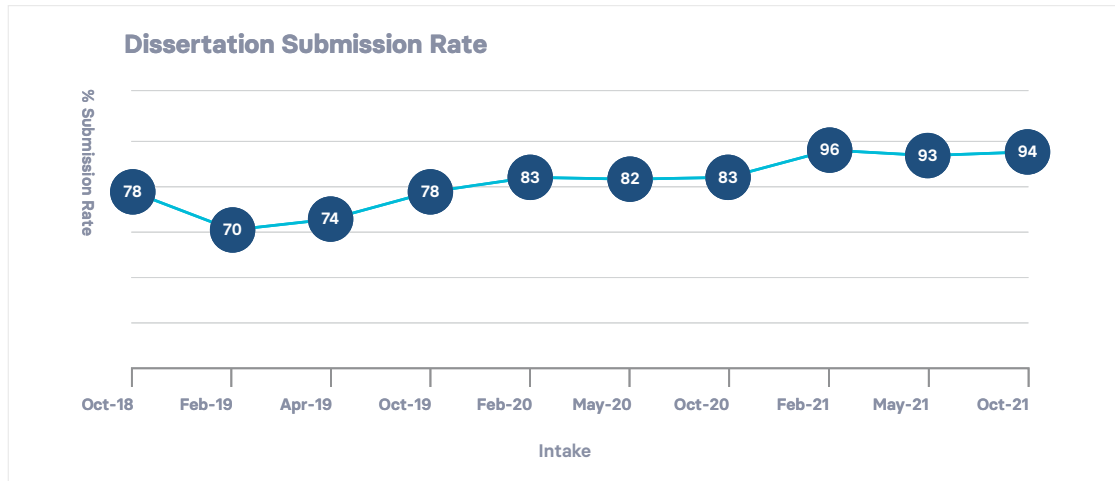
MSc Data Analytics

Grade Achieved	Total Submissions
0-39 (Fail)	30
40-49	64
50-59	110
60-69	115
70-79	115
80-89	40
90-100	1



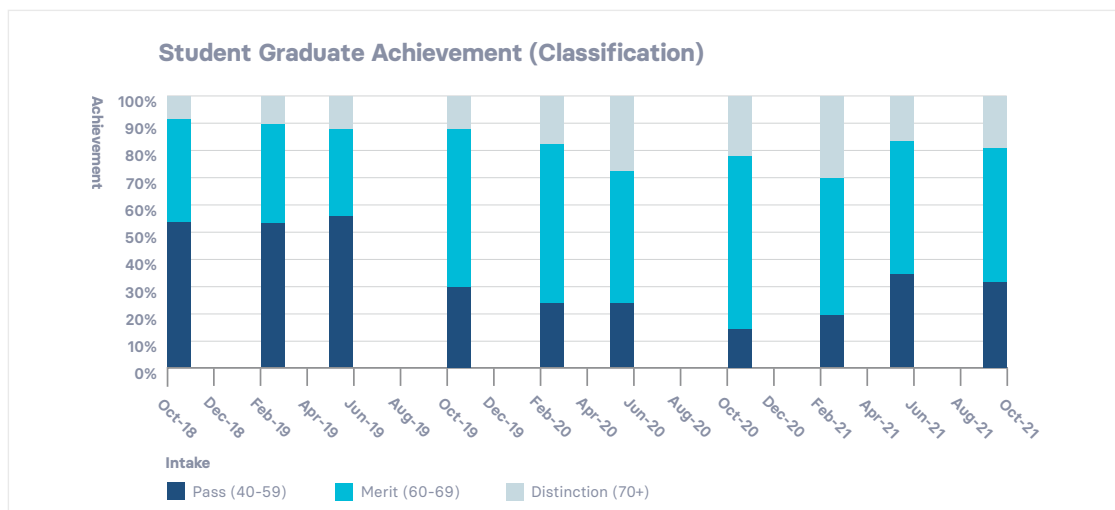
18.4 Dissertation Submission Rate (Level 7 Postgraduate Programmes)

Dissertation submission rates have remained strong and consistent since the introduction of the new dissertation supervision process. Dissertation submission rates currently hover around the 95th percentile.



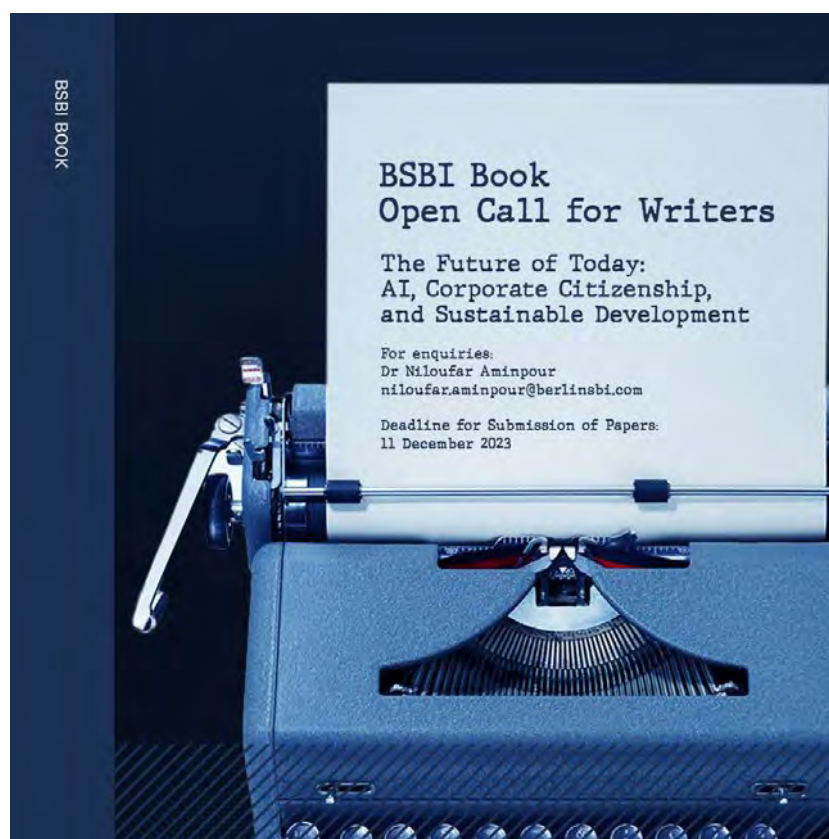
18.5 Graduate Achievement Classification (Level 7 Postgraduate Programmes)

Overall achievement of graduating students has increased dramatically since the first intake. The majority of students used to receive a Pass classification at the end of their studies (the lowest passing classification), and this has skewed to see a growth in those obtaining both Merit and Distinction classifications, bringing us in line with sector standard classification percentages. Due to students currently undergoing re-sits, these figures are not yet available for February and May 2022 intakes.



19. Future Perspectives

As we look ahead, Berlin School of Business and Innovation (BSBI) will continue to embrace technology and innovation as a hallmark of our commitment to educating future global leaders in each of our innovative programmes and courses. We are thrilled to soon release our new book, *The Future of Today: AI, Corporate Citizenship, and Sustainable Development*, which explores the boundaries and intersections of AI and sustainability.



It is also expected that in 2024, BSBI will continue to meet societal needs with the addition of new academic programmes that will positively impact our global community. To do this, BSBI will be responsive to world events and remain nimble in the demand for change, fostering an academic culture of adaptation and lifelong learning.

Indeed, by leveraging our strategic partnerships and increasing our academic collaborations, underscored by a relentless pursuit of academic rigour and excellence, BSBI is poised to shape the future landscape of business, creative industries, and additional educational domains that support our strategic intentions.

In 2024, BSBI plans to launch a new academic partnership with St Mary's University (UK). St Mary's University ranks in the top 10 for Student Experience and the top 5 in the UK for Teaching Quality (*The Times Good University Guide 2024*). St Mary's seeks to develop the whole person and empower its community to have a positive impact on the world, making the institution fully compatible with BSBI's mission and values.



St Mary's
University
Twickenham
London

Our students, alumni, faculty, and staff will continue to be challenged and supported to expand their potential and positively impact society, from Berlin and Barcelona to Paris and Athens, in Hamburg, and across the globe. We are proud to mention that as winners of the PRME Global Students' Advocates Contest, BSBI students will host the 2024 Global PRME Conference at our Berlin campus this year.

As in previous years, BSBI faculty members will continue to develop and deliver academic initiatives in the form of the BSBI Professional Series (which focuses on offering a wide range of professional courses across IT and business intelligence domains, with a specific emphasis on professional development) society management workshops, faculty development series, BSBI academic webinars, IT and AI Society meetings and events, Philosophy Society discussions, Seasonal Tech Talk discussions, poetry and literature readings, Café Scientifique, Café Artistique, and a range of other events that serve to anchor academic life for both faculty and students.

As BSBI embarks upon the limitless possibilities that face us, we continue our journey of new technologies (AI facilities and new scientific domains), the cultivation of a diverse and growing student body, the expansion to other European and international locations, as well as the welcome addition of new faculty members, who are recognised regionally and internationally for their subject-matter expertise and their innovative teaching methods.



Berlin School of Business and Innovation GmbH

Alte Post Karl-Marx-Straße 97-99

12043 Berlin Germany

+49 3058 584 0959

info@BerlinSBI.com

**Berlin School of Business and Innovation
is part of GUS Germany GmbH (GGG).**