29 March 2021

Press Release

For release 1 April 2021

Geneva Business School is proud to announce the acquisition of one of Europe's foremost online coding academies, Ubiqum. Ubiqum's collaboration with Geneva Business School combines practical tech know-how with the strategy of where to take a business. Combining these two crucial skills gives business students 21st-century tech knowledge, and bootcamp graduates a solid grounding in how to run a company.

Ubiqum, now powered by Geneva Business School, can offer dynamic learning spaces both for group work and individual study in three of Europe's top cities or online. The collaboration gives students from both schools the same learning environment, whether in Geneva, Barcelona, Madrid or online.

A flexible and agile program

If you prefer an online learning environment, their fully online courses mean you can become a job-ready programmer while maintaining your full-time job, making a transition to a new career, or make the switch to work from home. All new students can apply to study on any of the three campuses, however, all programs in 2021 will be run online until local restrictions allow for classes to resume.

Experts creating experts

Ubiqum's programs have been expertly designed and continue to be developed by one of the world's leading visionaries in artificial intelligence, learning theory, and cognitive science, Dr. Roger Schank. Schank is the founder of the renowned Institute of Learning Sciences (Institute for the Learning Sciences) and was a professor of computer science and psychology at Yale University, as well as being director of the Artificial Intelligence Project at the university.

A timeply opportunity for Geneva Business School students, staff, and faculty

Due to the pandemic, many companies have faced a choice: go online or go out of business. Never before has the reliance on tech in global business been so important. With reskilling on the rise and digital skills alone making up 70% of the fastest-growing skills worldwide, while technological coding and interactive skills are expected to rise by more than 50% the opportunities this alliance presents to our community are infinite.

With a combined history of 30 years, this collaboration blends expert knowledge from both fields so students can be seriously competitive in today's job market. As part of the collaboration, and a commitment to shaping 21st-century leaders, Geneva Business School students, staff, and faculty are all offered a discount to study any of the Ubiqum bootcamps.

Creating more well-rounded leaders
As leaders in training, students who have taken an Ubiqum bootcamp will be able to communicate far better with their teams of developers, through a better understanding of the limitations and possibilities within this area. As the world becomes more and more connected, a background in tech is essential to creating a user-friendly online experience.

Meeting the demand for digital transformation
Sebastián Barajas, CEO and Founder of Ubiqum Code Academy, says that "the biggest challenge we face, in Spain in particular and in Europe generally, is the digital transformation of people and companies to compete with the major players in technological development in the Americas and Asia. The traditional education system is not prepared to cope with this massive demand, so code academies, with their innovative and disruptive learning methodologies, are going to play a pivotal role in this transformation process".

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A unique opportunity for European students over 18 years of age

Santander Tech | Reskilling in Data Analytics – Ubiqum Code Academy Scholarships
In 2021, in association with Banco Santander, through Santander Universities, Ubiqum is launching 50 Santander Tech | Reskilling in Data Analytics – Ubiqum Code Academy Scholarships aimed at people aged over 18 who wish to work in one of today's most in-demand technological professions: data analytics.

The program is focused on employability in the area of the digital economy. It will be offered 100% online in both English and Spanish, requires no previous experience or knowledge of the area and will be structured in two stages.

The first introductory stage in data analytics, which 200 participants will be able to access, lasts six weeks and starts at the end of June 2021. During this initial stage, students will be introduced to the basics of data analytics, and how it is optimizing processes in working environments and digital skills.

The second stage, which takes place over 25 weeks from September 2021, will be for the 50 best-performing students in the previous stage. They will attend a full bootcamp that uses a learning-by-doing model. The bootcamp will be in a part-time format to make it accessible for those already in employment or further studies. After successfully completing both stages, participants will receive a certificate that confirms the skills acquired.

The Santander Tech | Reskilling in Data Analytics – Ubiqum Code Academy Scholarships are aimed at people aged over 18 who are nationals or residents of Germany, Spain, Poland, the United Kingdom, and Portugal. Potential applicants can view all of the requirements and apply at www.becas-santander.com between 22 March and 26 May 2021.

More information about Ubiqum:
Bootcamps have year round rolling intakes with programs in the following disciplines:

Web Development with Java
Web Development with JavaScript (also available part-time)
Data Analytics & Machine Learning

Request more information about Ubiqum **here** or **enrol now**

IMAGES: