

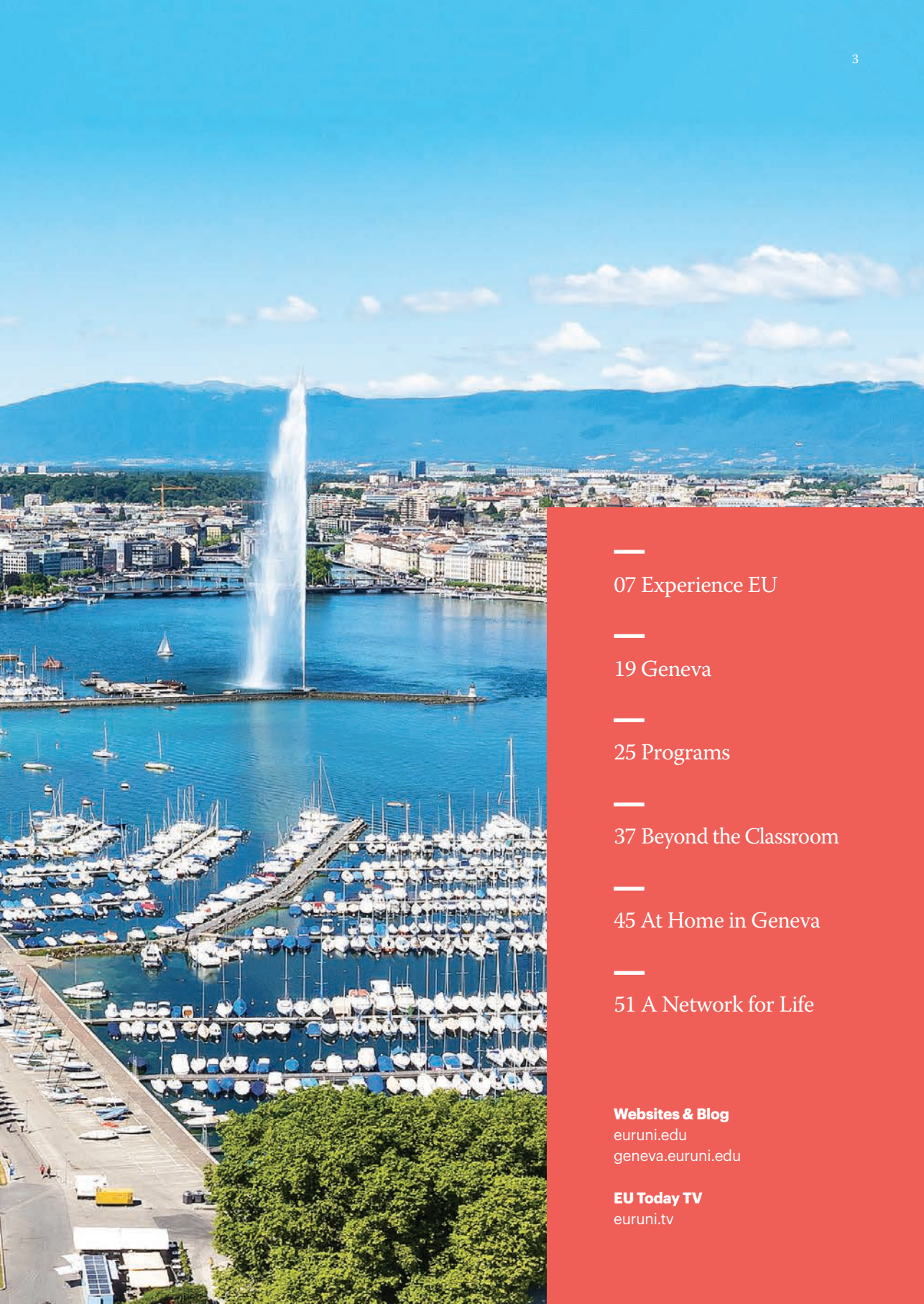
# Geneva Foundation & Bachelor's Programs

Academic Year 23-24



#StartHere





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07 Experience EU

---

19 Geneva

---

25 Programs

---

37 Beyond the Classroom

---

45 At Home in Geneva

---

51 A Network for Life

**Websites & Blog**

[euruni.edu](http://euruni.edu)

[geneva.euruni.edu](http://geneva.euruni.edu)

**EU Today TV**

[euruni.tv](http://euruni.tv)

The world is  
changing.  
EU is ready.  
Are you?  
Start here.



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Welcome to EU Business School.

The foundation of any successful career is a solid knowledge base. We live in a fast-paced era in which data is instantly available. Education is no longer about acquiring information, but rather developing key skills and learning how to evolve with the world around us.

After your time with us, you will walk away with more than a degree. You will have learned about yourself and how to communicate with people from a diverse range of backgrounds. You will have continued to grow and develop, both professionally and personally, enabling you to seize the new opportunities available to you. Don't forget the value of your youth, time and unwritten future. These are the luxuries established professionals do not have.

This is your moment, and your resilient attitude will set the tone for your career. We will help you be entrepreneurial, think for yourself, learn from your mistakes and, most of all, take advantage of the opportunities that will arise throughout your career. These attributes are ingrained into the EU Business School DNA. The rest is up to you.

You will face many challenges as you push boundaries within yourself and in the world around you. You will not be alone – we will accompany you along your path to success. You will have a network of over 30,000+ alumni and business professionals to encourage you, inspire you and guide you, as you establish yourself in the world of business. So if you are looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus.

**Carl Craen**  
**EU Business School**  
**Managing Director**



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## Experience EU

Educating future business leaders and entrepreneurs with proven practical methods.



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## Swiss Values, an International Mindset and a Pragmatic Approach

EU Business School is a global network of professionally accredited, multicultural, high-ranking business schools with headquarters in Switzerland.

Since 1973, our international business school has provided high-quality instruction in a competitive learning environment. Through our network of campuses in Geneva, Barcelona, Munich as well as on our Digital Campus, the EU Business School curriculum promotes managerial skills, business ethics and entrepreneurial initiative vital to pursuing jobs in today's global market.

Our high-caliber faculty is made up of entrepreneurs, consultants, business leaders and full-time academics. Our faculty works with students on an individual basis to create a cooperative and caring learning environment where human values flourish. All our programs are student-oriented, flexible, personalized and taught in English.

We use a combination of classroom theory and hands-on experiential learning that draws on both the American business education model and European learning methodologies. EU's pragmatic approach to business education prepares you for careers in today's rapidly evolving and globalized business world.

The EU Geneva campus offers various programs at the foundation, bachelor's, master's, MBA and DBA levels. These include business administration, communication, tourism management, international relations, sports management, business finance, digital business and international business, among others.





With our global network, we encourage you to participate in program-related intercampus exchanges, both within Europe and with our partner institutions around the world.

EU Business School continuously explores affiliation opportunities with world-class academic institutions. At EU Switzerland, we offer degree programs from the University of Derby, U.K., London Metropolitan University, U.K. and Universidad Católica San Antonio de Murcia (UCAM), Spain.

Our network of international partners also includes Dublin Business School, Ireland; Tecnológico de Monterrey (ITESM), Mexico; Pace University in New York, U.S.A.; Stamford International University in Bangkok, Thailand; and University of California in Riverside, U.S.A., among others.

EU is a member of OMNES Education Group. This alliance allows us to provide further international and academic opportunities to our students.

For students who want an international, flexible and innovative business education, we invite you to read through this brochure and contact our admissions departments at: [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu).

You can also come and visit us on campus where you will meet our dynamic, creative and welcoming team and experience EU Business School firsthand.

## TOP REASONS TO STUDY AT EU

**International:** Our student body comprises more than 100 nationalities, with 98% of students speaking two or more languages.

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**Small class sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

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**All classes taught in English:** Including assignments, lectures, exams and the final dissertation.

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**Experiential learning:** The case study method and a pragmatic approach are two of our most effective tools.

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**Outstanding faculty:** Our team is composed of highly qualified academics, entrepreneurs, consultants and business leaders.

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**Ranked among the best:** Programs within our network are consistently featured in the top tier of global and European rankings.

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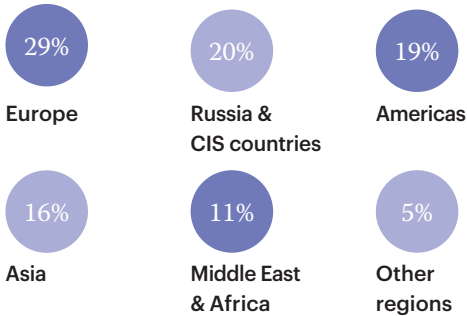
**Building a business personality:** We are committed to encouraging students to build the most valuable brand they can market: themselves.

We are different.  
We are innovative.  
We are flexible.  
We are global.

## Our Numbers Talk

The most direct way to gain insight into an institution is through percentages, statistics and facts.

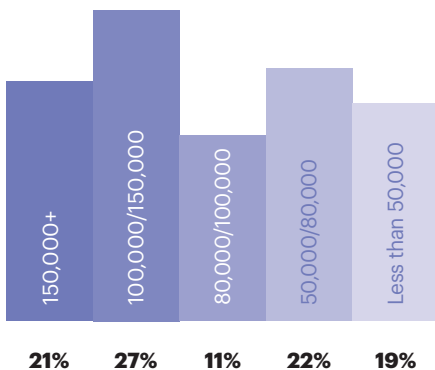
### STUDENTS BY REGION



### FEMALE TO MALE RATIO



### SALARY AFTER GRADUATION (IN EUROS)



**20%** OF OUR STUDENTS BECOME ENTREPRENEURS

**93%** ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

**95%** INTERNATIONAL STUDENTS

**3.5** AVERAGE LANGUAGES SPOKEN

**17-26** BACHELOR'S STUDENT AGE RANGE

**37%** OF STUDENTS TAKE ADVANTAGE OF OUR TRANSFER OPPORTUNITIES

### WORK PLACEMENT BY REGION

Europe 32%	Asia 15%
Americas 18%	Middle East & Africa 14%
Russia & CIS countries 17%	Other regions 4%

**eul** Business School

Commencement Ceremony

#EUClass #StartHere

**eul** Business School

# Welcome

# to the commencement

#EUClass





# Accreditations and Qualifications

## **BACHELOR'S (BBA/BA/BS) PROGRAMS IN ONE OF SEVEN SPECIALIZATIONS:**

- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Digital Business, Design & Innovation
- Business Finance

Upon completing the EU bachelor's programs, you will earn a degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua, as well as a university bachelor's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM) in Spain.



## **BA (HONS) IN BUSINESS MANAGEMENT**

After studying five semesters of the above-mentioned EU bachelor's degrees, you can choose to complete two additional semesters and earn an extra qualification. With this option, in seven semesters (three years), you will graduate with a state-recognized degree from the University of Derby, U.K., in addition to the above qualifications.



## **DIPLOMA OF ADVANCED STUDIES (DAS) IN ONE OF SEVEN SPECIALIZATIONS:**

You may also study an additional semester of your specialization and earn a Diploma of Advanced Studies (*título propio*) in this subject awarded by Universidad Católica San Antonio de Murcia (UCAM), in Spain.



For more information about university degrees (*título propio*) and state-recognized university titles, please refer to the section 'Degrees at EU Business School' on our website at [euruni.edu/degrees](http://euruni.edu/degrees).

## **MEMBERSHIPS**

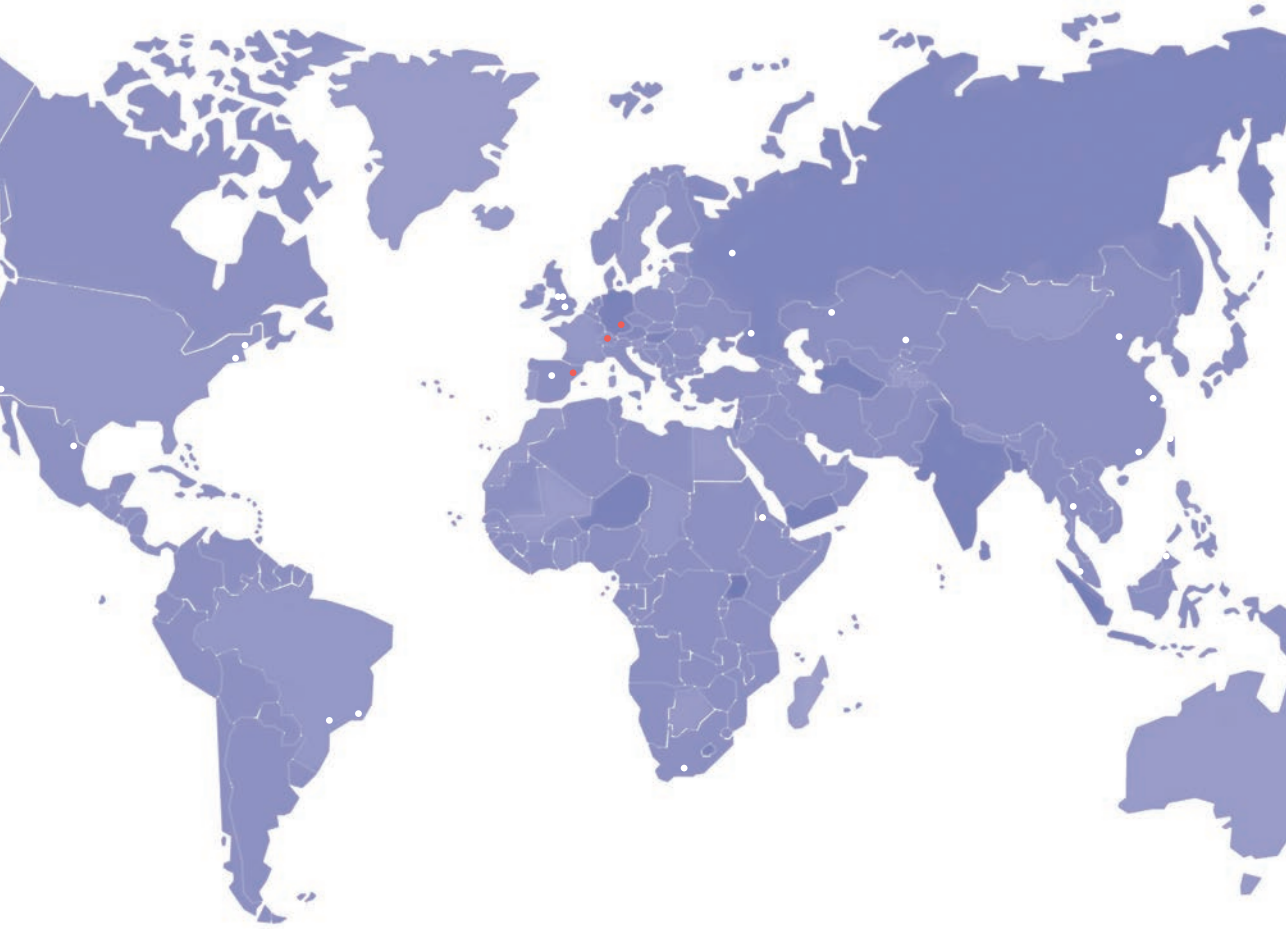


## **RANKINGS**



EU's Online MBA ranked #1 worldwide by CEO magazine

EU's MBA program ranks #1 globally for class and faculty diversity by QS



## A EUROPEAN IDENTITY A GLOBAL NETWORK

EU Business School develops partnerships with world-class universities and educational institutions around the globe to provide a superior education for you. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, you will be able to add a truly global perspective to your education.

- EU's main campuses
- Exchange opportunities

**#2** <sup>MBA</sup>  
**Forbes**  
Spain

EU's MBA ranks #2 in Spain  
by Forbes

\*\*\*\*  
**4** **QS STARS™**  
RATING SYSTEM  
BUSINESS SCHOOLS  
2022 ★★★★★

Awarded four stars overall  
for business education by  
QS Stars

**#20** <sup>MBA</sup>  
**América**  
economía

Ranked #20 worldwide by  
América Economía in its global  
MBA rankings

**#24** **TOP 25** 2023  
**QS** **WORLD**  
**UNIVERSITY**  
**RANKINGS**  
MBA

EU's Online MBA ranked Top 24  
in the world by QS Top MBA

# Your Life at EU

You will get a hands-on approach to education at EU. Here, you will have the opportunity to meet dignitaries, travel to incredible countries, attend prestigious events and completely immerse yourself in a different culture through sports and social activities. You will also get an inside look at the world's most important companies and meet the visionaries behind them.



1. One of EU's many successful sports teams
2. Students visit the Swiss Alps for the annual EU ski trip
3. Paul Bulcke, chairman of Nestlé, gives an inspiring presentation to students
4. Students get a behind-the-scenes look at automotive company Tesla
5. Sharing cultures and making connections at student-organized events
6. EU Business School hosts former President of Switzerland Adolf Ogi's book launch at the United Nations in Geneva





"Discovering different cultures, seeing how the world's leading organizations operate and having a new perspective about today's business world are valuable experiences that EU Business School offers."

Myriam Katar  
BA student



Geneva

# @eu | Business School

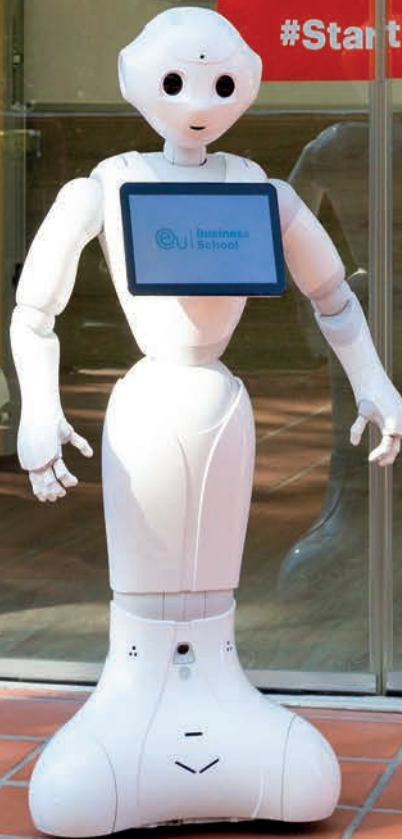
21

Spanish, French & German Courses

- All levels
- Dynamic
- Interactive
- Document & flexible timetables

## SUCCESS STORIES

#StartHere



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## Geneva

Geneva, located right in the heart of Europe, is a world-renowned center of finance and diplomacy. The region is home to an extraordinary concentration of multinational HQs, international organizations and tech companies, making it the ideal place to study business.

# Geneva, the Center of Diplomacy and Finance

Geneva is a leading financial center and home to the highest number of international organizations in the world, including the United Nations, the World Trade Organization, the World Health Organization and the Red Cross. An ideal global destination for international conferences and negotiations, Geneva is the location of over 200 diplomatic missions and 119 financial institutions.



Palace of Nations



The Broken Chair sculpture by Daniel Berset

Nestled between the Jura mountains to the west and the French Alps to the east, and situated on the bank of Western Europe's largest lake, Geneva is easily one of the most picturesque cities in Europe. With its central location, Geneva can be reached within one hour by plane from most major cities in Europe. It's no wonder that a city of 200,000 inhabitants is the diplomatic center of world.

#### Explore:

- Palace of Nations
- International Red Cross and Red Crescent Museum
- English Garden
- Bains des Pâquis
- Jet d'Eau
- Pointe de la Jonction
- Annecy
- Promenade of Lake Geneva
- Parc des Bastions



The Celestial Sphere in Ariana Park



Geneva Flower Clock

It is the second-largest city in Switzerland and the most international in Europe. With three official languages, Geneva is as diverse as it is international, and while French is spoken predominantly, English is spoken almost everywhere.

This bustling finance center also has rich cultural and architectural offerings and its proximity to the Alps makes it a haven for outdoor and nature enthusiasts.

**Like a local:** For three nights a year, art galleries throughout the trendy Plainpalais district in Geneva open their doors to the public for free viewings and wine.

#9

on the latest Quality of Living rankings by Mercer

4km

from Geneva to France

37k+

people are employed in the financial sector

40%

of residents are international, the highest percentage in Europe

"Geneva is a city where the living conditions and hospitality provided by both the population and authorities of Geneva – at all levels – are exemplary and greatly facilitate the work and daily life of WHO employees."

Dr. Margaret Chan  
Former Director-General of World Health Organization

# A City Campus in the Heart of Geneva

The EU Geneva Campus overlooks the Rhône River and is close to the Pont du Mont-Blanc and Geneva's world-famous Jet d'Eau. Our centrally located campus is just a five-minute walk from the financial district and the main shopping area.

Perfectly situated right in the city centre, our campus is just steps away from Geneva's famous landmark, the Jet d'Eau, artisanal shops, trendy bars and restaurants. Excellent public transport links make it easy to explore this charming city and the surrounding mountains.

The bright and modern campus building enjoys a panoramic riverside setting and features state-of-the-art learning facilities that have been specifically designed to optimize your experience. The light and airy classrooms are fully equipped with the latest technology to promote learning and student well-being. The library and study rooms have been customized to create the perfect environment for studying, reading or working on assignments. And between classes, you can relax in the spacious student lounge, where you can grab a snack, play a game of air hockey or catch up with friends.

During their studies, EU students in Geneva go on exclusive company visits to the headquarters of leading companies and financial institutions. They are also invited to worldwide organizations such as the Office of the United Nations and the World Trade Organization.

City-center  
campus

350+/-

students from all over  
the world

500m

from the city center





"My experience at EU Business School taught me to stop doubting myself and to work hard to make things happen. Studying at EU has opened my eyes to cultural diversity and presented me with the opportunity to make life-long friends."

Mahmoud Hammoud  
BA student



**Alexander Zeller**

Former Chairman of Credit Suisse

CREDIT SUISSE 



 | **Business  
School**



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# Programs

## **FOUNDATION PROGRAMS:**

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English Foundation

Business Bridging

## **BACHELOR'S PROGRAMS:**

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### **EU Bachelor's degrees**

BBA - Bachelor of Business Administration

BA - Bachelor of Arts in Communication & Public Relations

BA - Bachelor of Arts in Leisure & Tourism Management

BA - Bachelor of Arts in International Relations

BA - Bachelor of Arts in Sports Management

BA - Bachelor of Arts in Digital Business, Design & Innovation

BS - Bachelor of Science in Business Finance

### **EU Bachelor's + BA (Hons) in Business Management**



## Foundation Programs

Our bachelor's programs require a certain level of English and academic achievement. If you do not meet these requirements, we offer two preparatory programs which may only be taken as a precursor to our degrees. The English Foundation program is for those who need to improve their language skills while our Business Bridging program is for those who need to improve their academic level. Upon successful completion of these courses, and in addition to your high school diploma or GED, you will be admitted to our bachelor's programs.

**"The Business Bridging program provides students with a foundation of management strategies and theory, which will be built upon further at the bachelor's level."**

Stef de Jong  
Academic Dean  
Geneva campus



## English Foundation

If you need to improve your English to meet our requirements, this specialized program will help you refine your language skills and prepare you for our bachelor's programs. All EU classes are taken in English, including assignments, exams, courses and dissertations.

English is a language necessary for any successful career in international business. The English Foundation program is a one-semester (13-week) course with start dates in September, February and June. You will take a final exam at the end of the course. Upon satisfactory completion of the program, you will be eligible to enroll in one of our bachelor's degree programs.

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A sample of the program courses:

- \_\_\_\_\_ English for Academic Purposes
  - \_\_\_\_\_ Structured Writing & Grammar
  - \_\_\_\_\_ Reading & Text Analysis
  - \_\_\_\_\_ Business English
- 

## Business Bridging

Many high school students aspire to enroll in an international bachelor's degree but lack the skills and background to do so. The Business Bridging program provides candidates with the necessary knowledge to succeed in our three-year bachelor's programs.

The Business Bridging program is a one-semester (13-week) course that acts as a bridge to the first year of our undergraduate programs. You will strengthen their academic, communication and business English skills while studying management and economic concepts. You can enroll in the program in October, February and June. Upon successful completion, you will be automatically admitted into the first year of our bachelor's programs.

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A sample of the program courses:

- \_\_\_\_\_ Business & Society
  - \_\_\_\_\_ Management Basics
  - \_\_\_\_\_ Introduction to Business Law
  - \_\_\_\_\_ Introduction to Economics
-



## About the Bachelor's (BBA/BA/BS) Programs

The EU Geneva bachelor's programs are six- or seven-semester, three-year programs (210 or 240 ECTS) that allow you to transfer to campuses in Barcelona, Munich or our Digital Campus during the first four semesters. With start dates in October, February, June and August, you will develop an entrepreneurial, creative and innovative mindset and become well-versed in international business principles.

We develop business professionals by combining traditional teaching methods with experiential learning such as company visits, guest speaker sessions, conferences, business simulations, group discussions and project work, among others. We immerse you in a real-world business environment and expound on the latest technological advances to prepare you for the dynamic and challenging workplace.

In addition to a strong grounding in business, we offer specialization options to help deepen your knowledge in major business disciplines. You gain expert knowledge in your chosen field to become more competitive in the job market.

With our fast-track option, you can choose to accelerate your studies by completing one or two intensive summer semesters depending on your start date. You can also participate in study abroad programs and/or earn an additional qualification with our international academic partners around the world.

The credits earned in each of the courses of these bachelor's programs (*título propio*) follow the European Credit Transfer and Accumulation System (ECTS), the European standard for credits, as established in the Bologna Process.

### You can choose from one of these seven bachelor's programs:

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Communication & Public Relations
- BA - Bachelor of Arts in Leisure & Tourism Management
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Digital Business, Design & Innovation
- BS - Bachelor of Science in Business Finance

The **Universidad Católica San Antonio de Murcia** (UCAM) is an officially recognized university in Spain. It is inscribed in the Registro Universitario de Centros y Títulos (Register of University Centers and Qualifications, RUCT) with the code O66, and is legally authorized to accredit higher education qualifications according to Organic Law 6/2001, 21<sup>st</sup> December, which pertains to universities.

The **University of Derby** (UoD) is a public university recognized by the U.K. government's higher education authorities. It is audited by the Quality Assurance Agency (QAA), the official quality assurance body for the Office of Students, the regulator for higher education in England. The university ranked 16<sup>th</sup> in the subject areas of business, management and marketing in the Guardian University Guide 2021.

## Option 1: EU Bachelor's Degrees

This is a six-semester, three-year program with 210 ECTS. The first year comprises of core courses to provide you with a solid base in all fundamental business areas. Specialization subjects are incorporated from the third semester onwards. On successfully completing six semesters, two final case studies and a dissertation, you will earn an internationally accredited bachelor's degree from EU Business School Switzerland and a university bachelor's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM) in Spain.

### Example of EU Bachelor's programs' six-semester structure:

Academic Year	Fall	Spring	Summer
Year 1	Semester 1 Core courses	Semester 2 Core courses	Fast-track option available
Year 2	Semester 3 Core & specialization courses	Semester 4 Core & specialization courses	Fast-track option available
Year 3	Semester 5 Core & specialization courses	Semester 6 Core & specialization courses	

## Option 2: EU Bachelor's + BA (Hons) in Business Management

This is a seven-semester, three-year program with 240 ECTS. The first-year core courses provide you with a solid base in all fundamental business areas. Specialization subjects are incorporated in the third, fourth and fifth semesters. In the third year, you will focus on business management modules to equip you with key managerial concepts, theories and tools necessary for any business field. Upon the successful completion of two final cases and a dissertation, you will graduate with an internationally accredited bachelor's degree from EU Business School Switzerland and a university bachelor's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain. In addition you will be awarded a state-recognized BA (Hons) in Business Management from the University of Derby, U.K.

If you wish to further your knowledge in one of the seven specializations, you can take an additional semester and earn a Diploma of Advanced Studies (*título propio*) of 30 ECTS awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.

### Example of EU bachelor's programs' seven-semester structure:

Academic Year	Fall	Spring	Summer
Year 1	Semester 1 Core courses	Semester 2 Core courses	Semester 3 Core & specialization courses
Year 2	Semester 4 Core & specialization courses	Semester 5 Core & specialization courses	
Year 3	Semester 6 Business Management	Semester 7 Business Management	Semester 8 Diploma of Advanced Studies in specialization (optional)





## BBA - Bachelor of Business Administration

**Students completing this specialization pursue careers in:**

- Marketing
- Management
- Finance
- Entrepreneurship

The Bachelor of Business Administration is a comprehensive degree that will prepare you for a full range of functions within the business world, making you a valuable asset to any organization. This program develops the business acumen required to conduct business that matters on a global scale. You will cover international negotiation, cultures and languages, while exploring the complexity of multinational organizations, with their intricate hierarchies, social frameworks and administrative challenges.

---

A sample of the program courses:

- \_\_\_\_\_ Knowledge Management
  - \_\_\_\_\_ Decision Analysis
  - \_\_\_\_\_ International Strategic Management
- 

## BA - Bachelor of Arts in Communication & Public Relations

**Students completing this specialization pursue careers in:**

- Advertising
- Media relations
- Digital communications
- Reputation and crisis management

Consumers have become active participants of the digital world, blurring the line between company and customer. Media today is driven by strong brands, social media campaigns and individual influencers that establish and propel relationships with target audiences. This ongoing dialogue is the key to reaching new customers and solidifying relationships with existing ones. This program will cover topics such as structuring public relations campaigns, media strategy and organizational communication and ethics.

---

A sample of the program courses:

- \_\_\_\_\_ Interpersonal Communication in Global Contexts
  - \_\_\_\_\_ Public Relations Strategies, Campaigns & Platforms
  - \_\_\_\_\_ Mass Media Ethics & Legislation
-



## BA - Bachelor of Arts in Leisure & Tourism Management

### Students completing this specialization pursue careers in:

- Event organization
- Hotel management
- Customer service
- Digital tourism

Tourism is the fastest growing industry in today's business world. With this bachelor's program, you will get an in-depth and practical understanding of hospitality management; quality of service; event and conference planning; and sustainability as it applies to tourism. This overview of these key business areas ensures that you gain a deep understanding of the industry. Case studies will allow you to apply theoretical knowledge to real-world scenarios and find appropriate solutions.

---

A sample of the program courses:

- \_\_\_\_\_ Tourism Marketing
  - \_\_\_\_\_ Event Management
  - \_\_\_\_\_ Sustainable Tourism: Policies & Ethics
- 

## BA - Bachelor of Arts in International Relations

### Students completing this specialization pursue careers in:

- Diplomacy and foreign policy
- International corporate development
- Public, civil service and local government
- International communications

This program combines a global international relations outlook with the practical skills of business thinking. As corporations expand and blur national boundaries, they operate in a more complex landscape. This specialization provides a solid knowledge of the global economic environment recognizing politics, cross-cultural values and ethics as key components. This program will train you to apply a global mindset to conflict management and resolution while considering growth and the bottom line.

---

A sample of the program courses:

- \_\_\_\_\_ Cross-Cultural Business Issues
  - \_\_\_\_\_ Diplomacy & Foreign Policy
  - \_\_\_\_\_ Conflict Management
-



## BA - Bachelor of Arts in Sports Management

**Students completing this specialization pursue careers in:**

- Team and club management
- Merchandising
- Sports event management
- Corporate sponsorship

International sponsorship and corporate competition have transformed sports into a multibillion-euro industry. International sports have set trends and redefined boundaries in international politics and cross-cultural communication, as well as trademark rights and financial models. This field requires professionals with specific sports management skills combined with deep business and financial understanding. You will acquire specific skills to meet the challenges of this competitive atmosphere through courses in negotiation, sponsorship and broadcasting, among others.

---

A sample of the program courses:

- \_\_\_\_\_ Public & Media Relations in Sport
  - \_\_\_\_\_ Sports Broadcasting
  - \_\_\_\_\_ Sports Data Analysis
- 

## BA - Bachelor of Arts in Digital Business, Design & Innovation

**Students completing this specialization pursue careers in:**

- Digital startups
- Online marketing
- Digital innovation management
- Information technology

Digitalization is continually expanding horizons. In addition to startups and new ventures, established businesses are also going digital to appeal to new generations and adapt to modern technologies. They all need entrepreneurial innovators who can come up with creative solutions that are also practical and applicable. Through this program you will develop the skills, adaptability and curiosity not just to keep up with evolution, but also think ahead and drive change.

---

A sample of the program courses:

- \_\_\_\_\_ Digital Skills Development
  - \_\_\_\_\_ Web Design & Web Analytics
  - \_\_\_\_\_ Entrepreneurship in Digitalization
-





## BS - Bachelor of Science in Business Finance

### Students completing this specialization pursue careers in:

- Banking
- Financial planning
- Financial analysis
- International finance

Business finance is about creating value for stakeholders which makes it a rewarding and challenging field to work in. In this specialization, you will learn how to make decisions based on financial risk and opportunity, anticipate your clients' needs and efficiently manage financial resources while balancing risk and profitability. Through a clear understanding of financial instruments and institutions, you will graduate with sound business ethics and a comprehensive overview of global finance.

A sample of the program courses:

- \_\_\_\_\_ Financial Accounting
- \_\_\_\_\_ Portfolio Management & Sustainable Investment
- \_\_\_\_\_ Real Estate, Pension Investment Funds & Trusts

"To become game changers in a fast-paced world, we need to transform the way we do business, learn and communicate. Students need to be curious, creative, disruptive and adaptable to stay employable."

Dr. Svetlana Elinova  
Group Academic Director,  
EU Business School

# Make Europe Your Campus

Add to your international experience by studying at one of our other campuses in Germany or Spain. Based on program availability, you can choose to study a semester or full year abroad. Potential employers consider candidates who have lived in other countries and immersed themselves in different cultures to be adaptable, independent and better problem-solvers. Living abroad will also expand and strengthen your global network.



Munich

## **Munich, Germany**

The economic capital of Germany is home to a kaleidoscope of contrasts from a rococo opera hall to cutting-edge skyscrapers. Alongside old buildings, narrow streets with charming cafés and lively open-air beer gardens, you will find state-of-the-art architecture and a vibrant nightlife. Nicknamed the center of “laptops and lederhosen”, business is also vital to the city’s identity. From creating programs to help startups with logistics to providing a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.



Barcelona

## **Barcelona, Spain**

As a major economic power in Spain, Barcelona prides itself on its innovative entrepreneurs and growing business industries. With a very reasonable cost of living and endless opportunities to play sports and socialize, the city has made a name for itself as the cosmopolitan capital of the Mediterranean coast. The home of FC Barcelona, 1900+ startups and the works of acclaimed artists such as Salvador Dalí and Antoni Gaudí, Barcelona has rapidly become a center for young, creative talent, with hundreds of enterprises and entrepreneurs embarking on business ventures here.



New York City

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## Go the Distance

After completing five or six semesters in Switzerland, you will have the opportunity to study two semesters at one of our partner universities and earn an additional qualification.

### **New York, Pace University**

Study in the Big Apple and experience the wonder of Times Square, the Statue of Liberty and the bright lights of Broadway for yourself. Located in the heart of New York's financial district, Pace University offers an unparalleled experience of the world's business capital. Pace University was established in 1906 and its Lubin School of Business is professionally accredited by AACSB.

### **California, University of California, Riverside**

Enjoy a beachside lifestyle in the American capital of sun, snow and nature. Time magazine ranked University of California, Riverside (UCR) number one for graduation rate, affordability and financial aid available to students. The UCR faculty includes 48 Fulbright fellows, 19 Guggenheim fellows and 49 National Endowment for the Humanities fellows. Graduates are eligible for optional practical training, which allows them to work in the United States for up to one year.

### **Boston, Fisher College**

Surround yourself with greatness by studying in the world's higher education capital. Fisher College has been providing a top-class education in Boston since 1903. This academic institution covers a wide range of subjects and has specialist undergraduate and graduate courses in business administration. Fisher College stands out in its field for its highly qualified faculty, 90% of whom hold the highest possible degree in their subject.

### **Bangkok, Stamford International University**

Experience the pull of the buzzing capital of Thailand, home to temples, the Grand Palace and Southeast Asia's largest outdoor market. Stamford International University was founded in 1995 and is accredited by the Ministry of Education and Ministry of University Affairs in Thailand and IACBE. All its courses are taught in English. The university specializes in business and management as well as information technology.



**Omar Berrada**

Chief Football Operations Officer,  
City Football Group/Manchester  
City FC, Class of 1999



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## Beyond the Classroom

EU offers educational and professional opportunities to enhance your experience during your studies and beyond.

# Our Career Services Department Will Help You Reach Your Professional Goals

EU career counselors can advise you during each step of your professional journey, whether it's deciding what you want to pursue, searching for an internship or preparing for a job interview.

EU Business School enjoys a solid reputation among recruiters and local companies. The caliber of our students and the efficiency of EU's dedicated Career Services Department (CSD) gives candidates a distinct competitive advantage during job interviews. How you present yourself is just as important as your knowledge or experience, and all should be reflected perfectly both in your CV and during your job interview.

The CSD assists students, alumni and organizations by encouraging individual development, assessing job market needs and pairing opportunities with the right candidates. The department regularly holds career workshops and training sessions for students on campus.

## EU Talent Days

During the annual EU Talent Day, companies are invited to meet students and present them with exciting job and internship opportunities. Representatives come to uncover some of the best young talent at our school. You get to interact with human resources professionals from leading companies and have the chance to network and discuss your CV, job prospects and skill set during short interviews. We also invite our alumni to give tips and share their career stories. Students across all campuses are invited to participate in our Talent Days.

### EU Career Services Department workshops:

- The importance of personal branding and social presence
- Successful job interviews
- How to manage your social networks
- Job search strategies
- Practical guidance on your job search
- Creating your portfolio
- Digital reputation

### Past internships attained in Switzerland:

- United Nations
- World Trade Organization
- World Intellectual Property Organization
- World Health Organization
- Olympic Foundation
- Procter & Gamble Europe
- Google Switzerland
- Expedia Switzerland
- Ralph Lauren Europe
- HSBC Private Bank
- J.P. Morgan Switzerland
- UBS Switzerland
- L'Oréal
- Nissan International
- Tesla Switzerland
- Nestlé
- Hôtel Royal Savoy
- Swatch Group
- International Air Transportation System (IATA)
- Mediterranean Shipping Company
- Ernst & Young



# Our Career Services Counselors Can Help You:

## 01

### **Build your professional online identity**

A study by Adweek magazine showed that 92% of companies use social media for recruiting.

**Find exclusive internship offers**  
Exclusive offers are found on our Career Center, which also serves as your profile for employers on the site.

## 02

## 03

### **Optimize and tailor your CV**

Have several CVs that you can tailor to the position you are applying for.

**Edit your cover letter**  
Statistics show that with just ONE mistake, your CV or cover letter will be thrown out.

## 04

## 05

### **Prepare for your interview**

For Skype or phone interviews, you should behave, dress and speak exactly as you would during a face-to-face interview.



"From the beginning, we give our students individual attention, helping them build their personal brand and opening them up to new opportunities."

Tatiana Sunshine  
Career Services Counselor  
Geneva campus

# Philip Owusu

Ghana

Bachelor of Business Administration

Career services counseling

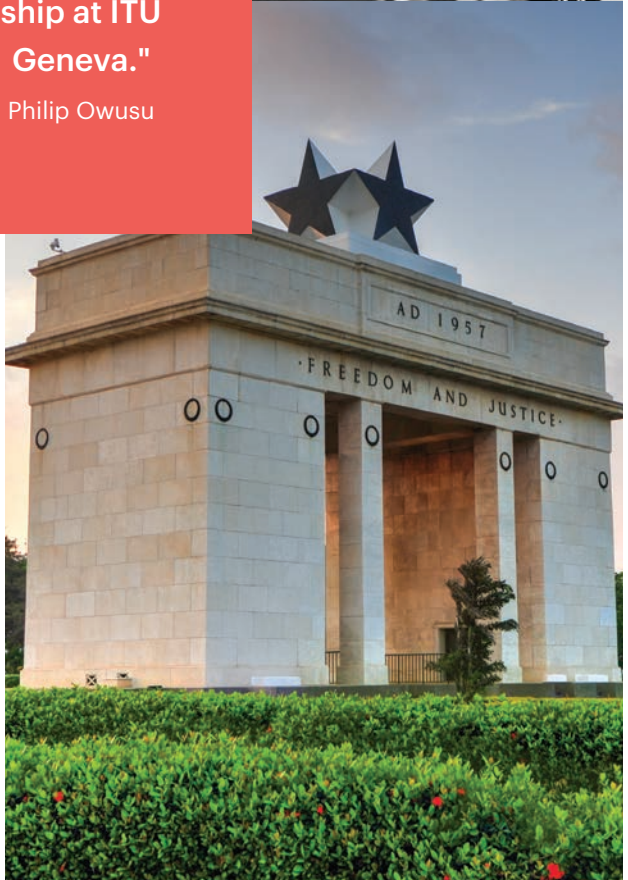
Internship at International Telecommunication Union (ITU) Geneva

Internship at KPMG

Logistics at International Telecommunication Union Geneva

"Thanks to the EU Career Services Department, I was able to confidently pursue my goals. With their help, I landed a six-month internship at ITU Geneva."

Philip Owusu







## Networking

Networking is a significant component of a successful career. Along with your education and experience, a solid connection can help you take the next step in your professional journey.

At EU Business School, we hold on-campus conferences and events designed to give you an abundance of networking opportunities. At these events, you will interact with alumni and other professionals to build strong business relationships and create meaningful and lasting connections.

We also establish partnerships with organizations and corporations through which we promote activities that create further opportunities for you.

Throughout the year, EU hosts several networking events around the world to bring you, alumni and local businesspeople together and foster new relationships. From Change the World Model United Nations at the UN headquarters in New York to entrepreneurial competitions like the Morpheus Cup, EU encourages you to participate in a number of events around the world.

### Our Geneva campus is proud to partner with:

- Geneva Chamber of Commerce, Industry and Services (CCIG)
- International Labor Organization
- World Trade Organization
- Career Starter
- Montreux Jazz Festival
- Adecco
- AIESEC
- ThinkYoung
- Project Firefly

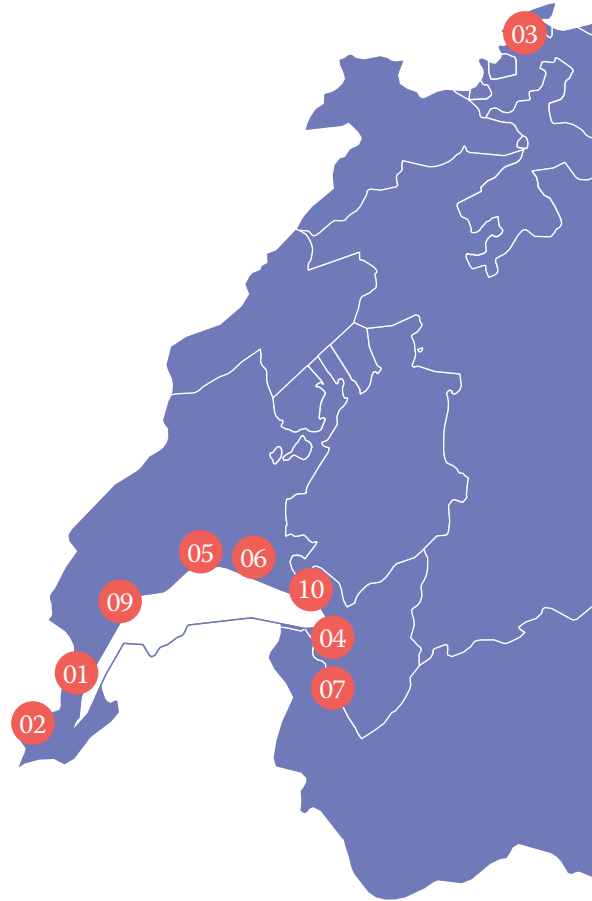
### EU students attend events including:

- Change the World Model United Nations in New York (CWMUN)
- Morpheus Cup
- Entrepreneurship School
- Swiss Economic Forum
- Geneva Chamber of Commerce workshops
- Baselworld
- High Performance Leadership program
- TEDx
- Guest speaker events
- Company visits

# A Connection to Real Businesses and Businesspeople is Part of the EU Experience

You will interact with industry experts and leading international businesses right on our doorstep.

Guest speakers often visit the Geneva campus to share their expertise. Past speakers have ranged from established business professionals to successful entrepreneurs. You are also connected to Switzerland's local and international business world through visits to companies such as Nestlé, Swatch Group and the Hewlett Packard Enterprise Customer Innovation Center. These company visits give you behind-the-scenes access and a privileged look at how businesses operate. Both opportunities allow you to interact firsthand with industry leaders. Guest speakers have even been known to help students find employment through their extensive network of contacts, providing additional opportunities for keen students.



## LEARNING FROM LEADERS:



**Jim Hagemann Snabe**  
**Chairman of Siemens**  
spoke of a radical new leadership model adapted to the fast-paced digital era and challenged established management theory.



**Guy Verhofstadt**  
**Former Prime Minister of Belgium,** spoke about the challenges of the European Union and gave insights about its inner workings.

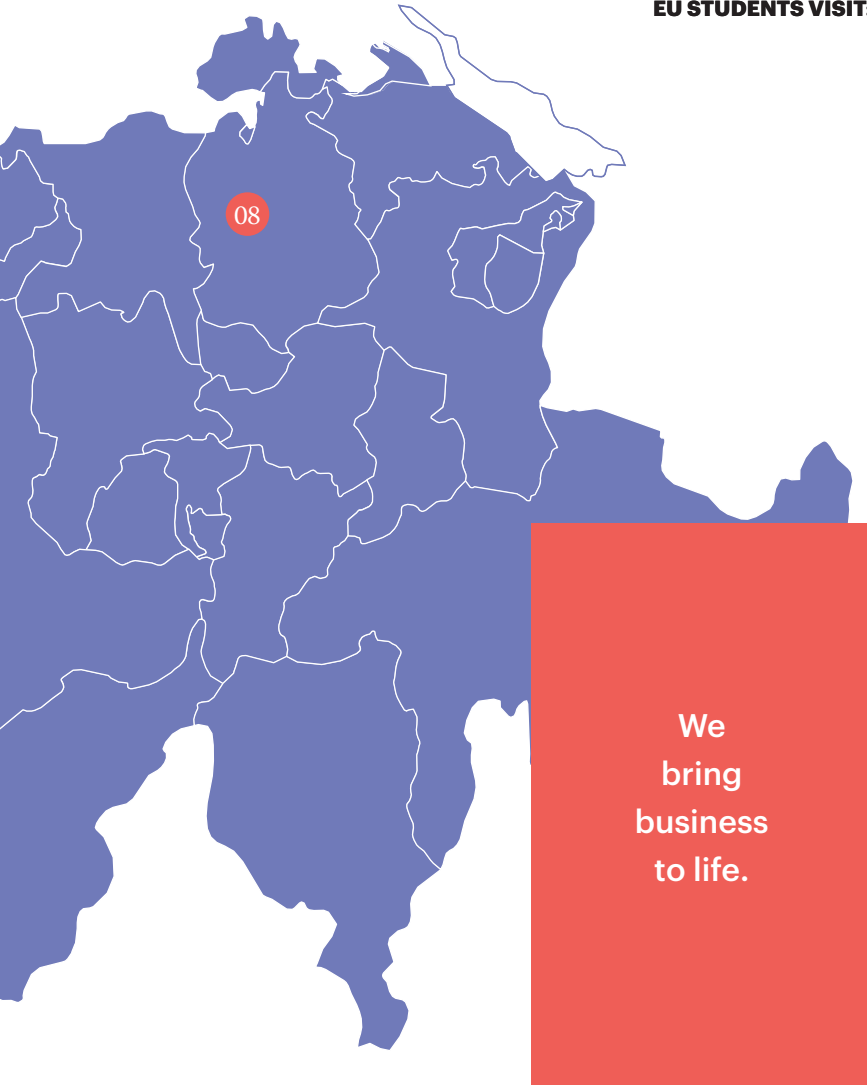


**Markus Hongler**  
**CEO of La Mobilière**  
spoke to students, alumni and guests about his ground-breaking vision and strategy for driving growth in a traditional service sector.



**Jean-Claude Biver**  
**LVMH Group, Non-Executive President of the Watch Division, Chairman of Hublot & Zenith Watches,** spoke about innovative thinking and living in paradise every day by doing what you truly love.

## EU STUDENTS VISIT:



01



02

CERN

03

BASELWORLD

04



05



06



07



08



09



10



We  
bring  
business  
to life.



**Brian Cookson OBE**  
**Former President of the**  
**Union Cycliste Interna-**  
**tionale (UCI)** disclosed  
the similarities between  
sport and business:  
accountability, profession-  
alism, transparency and  
integrity.



**Jean-Jacques Gauer**  
**Former Chairman of**  
**Leading Hotels of the**  
**World** spoke to students  
about motivation, the  
tourism industry and the  
value of giving personal  
attention to your cus-  
tomers.



**Lorenzo Stoll**  
**Vice-President, Head of**  
**Cargo at Swiss World-**  
**Cargo, Division of Swiss**  
**International Air Lines**  
examined the world of  
aviation, the business  
strategy behind new  
technologies and putting  
the customer first.



**Kurt Kupper**  
**CEO of Reuge** explained  
how success in the  
industry stems from  
various business aspects  
and the importance  
of always challenging  
yourself to go one step  
further.



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## At Home in Geneva

Our admissions process is quick and straightforward. You can consult our admissions department to help guide you through the process.

# SUCCESS STORIES

#StartHere

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## How to Apply

Applicants are evaluated on the strength of their applications as a whole. Consideration is given to the student's qualities and abilities: leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences.

### Step 1: Choose your program

English Foundation  
Business Bridging

BBA - Bachelor of Business Administration  
BA - Bachelor of Arts in Communication & Public Relations  
BA - Bachelor of Arts in Leisure & Tourism Management  
BA - Bachelor of Arts in International Relations  
BA - Bachelor of Arts in Sports Management  
BA - Bachelor of Arts in Digital Business, Design & Innovation  
BS - Bachelor of Science in Business Finance

EU Bachelor's + BA (Hons) in Business Management

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### Step 2: Check the entry requirements

The admission process at EU Business School is clear and straightforward. You must fulfill specific academic and English language requirements before we can make an offer of admission.

For details on the documentation you will need to submit, visit our website:

[euruni.edu/admissions](http://euruni.edu/admissions)

### Step 3: Submit your application

If you are completing:

- your secondary school examinations
- an International Baccalaureate (IB) diploma

Submit your application online at:  
[euruni.edu/apply](http://euruni.edu/apply)

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### Application deadlines

We have several application deadlines throughout the year. Please check our website for your program's specific application dates.

For more information, please refer to the EU Geneva section of the website:

[euruni.edu/admissions](http://euruni.edu/admissions)

# Visas

Before coming to Switzerland, it is essential to find out whether you need a visa to enter, travel and study here. There are many requirements to fulfill in order to receive a visa and, depending on your country of origin, it may take up to three months to receive your visa. Therefore, it is important to start early and allow enough time for the consulate to process your request. The visa must be issued in your home country and is only valid for 90 days.

## You will not need a visa if you are:

- A citizen of Switzerland or the European Union in possession of a valid European Union identification card or passport
- A citizen of a country which is part of the European Economic Area or European Free Trade Association and in possession of a valid passport

You must apply at the Swiss embassy or consulate general in your home country or country of residence as the visa will be affixed to your passport before you depart.

We strongly recommend that you complete all documents necessary for the application process as soon as possible and provide translations of all documents in any language other than French or English.

## Required documents in Geneva:

- Final acceptance documents from EU Business School Geneva and photocopies
- Passport valid for six months before the date of application and one photocopy
- E form
- O form and/or bank certificate stating you have an active account with a minimum of CHF 30,000 (the bank certificate must be in the student's name ONLY)
- D form
- "A qui de droit" (stating that you will leave Switzerland after completing your studies)
- CV/résumé
- A signed letter of motivation stating both the reason for studying in Switzerland and detailing your post-study plans
- Address in Switzerland
- 2 passport size photos (35mm x 45mm)
- Full study plan
- Copy of diplomas and transcripts

## Important:

Should you need the O form, you will also need a copy of the passport or ID of the person who will sponsor you along with proof of their ability to pay.

Please bear in mind that the visa requirements may change. Therefore, we recommend that you contact your local Swiss embassy or consulate general to ensure that the requirements are up to date.

## Please note:

Each visa application is reviewed individually, therefore necessary documents may vary. The embassy reserves the right to ask for additional documents at any time. The submission of the above documents does not guarantee the issuance of a visa. Submission of an incomplete set of documents will lead to a refusal of your visa application. Once a visa has been issued, the purpose of the trip may not be altered. There is no such thing as an urgent or express visa.

## Registering as a resident (all students):

Every student wishing to pursue studies in Switzerland (both European Union and non-European Union citizens) MUST register as a resident in the city within two weeks of arrival. Please visit the EU Student Affairs Office on campus to pick up the necessary forms and receive detailed instructions on how to complete the residence permit process.

For more information, please refer to: [info.euruni.edu/student-services-switzerland](http://info.euruni.edu/student-services-switzerland)

# Living in Switzerland

Finding accommodation in Geneva can be a real challenge. Therefore, we encourage you to begin your housing search while waiting for your final enrollment documents.

We believe that a comfortable and inspirational living environment is an important part of any educational experience. This section gives you an overview of the accommodation options available to you. With the support of EU's Accommodation Office, you will be able to find the perfect place to call home in no time.

**Let's begin with a quiz to find the best accommodation to suit your needs:**

Do you like to socialize?	
A	24/7
B	Not really
C	Only on the weekends

Are you neat and tidy?	
A	What is cleaning?
B	Maybe I am, maybe I'm not
C	I am when I have to be

What is your budget?	
A	Flexible
B	Money is not a problem
C	The cheaper the better

Are you a risk-taker?	
A	Not at all
B	I like calculated risks
C	Risk-taking is my business

Do you speak French?	
A	Non
B	Un petit peu
C	I was born to speak French



**Answers**

Mostly As: student dorms

Mostly Bs: private apartments

Mostly Cs: apartment-sharing





### **Student dorms**

Living in student dorms allows you to meet new people and gives you a structured living environment without having to worry about household chores and the stress of dealing with rental agencies. Living close to other students helps you adapt to the city and your new lifestyle. This type of accommodation is welcoming and ensures you always have someone to talk to.

EU Geneva has secured a limited number of student accommodations with our partners, all just a 15-minute walk from campus.

If you are planning to arrive at the beginning of the fall term (October), we recommend that you send your accommodation application to a wide range of residences by May. Thousands of students arrive in Geneva during fall to commence their studies. Apply for a place in our partner residences immediately after enrollment by contacting our accommodation officer. Placements are limited.

### **Private apartments**

Having your own apartment will appeal to you if you enjoy the quiet, like to be alone and don't want to compromise on personal space. You can choose to get an apartment anywhere in the city without limiting yourself to student dorm availability or location. This type of accommodation is ideal for independent people.

Most apartments are rented through an agency, however renting directly from the owner generally saves tenants a lot of money in agency fees. An important aspect of housing in Switzerland is the concept of sharing. The majority of apartments and studios don't have a private washer or dryer, instead they are put at the disposal of all residents in the building.

### **Apartment-sharing**

Sharing an apartment is a popular concept in Switzerland and a lot cheaper than living on your own. Shared housing is a flexible option and with international roommates, you will be able to learn other languages. But you must be willing to compromise.

If you are interested in this option, we highly recommend you arrive in Geneva before you commence your studies, in order to meet potential roommates and landlords personally. Please contact the student affairs officer of your respective campus and they will pair you with another student who is also in search of a shared apartment.

For more information about housing, email our accommodation officer at [accommodation.gva@euruni.edu](mailto:accommodation.gva@euruni.edu)

### **Planning your budget**

You need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a monthly living expenditure of at least CHF 2,500 to live in Geneva. Around 65–70% of this should be budgeted towards accommodation expenses and the remainder will be for basic necessities and leisure.

- 
- Meal at an inexpensive restaurant CHF 25
  - One liter of milk CHF 1.70
  - Cappuccino CHF 4.80
  - ½ liter of domestic beer on tap CHF 7.25
  - Movie at the cinema CHF 25
-



**Thomas Ruschke**  
Senior Client Partner  
Class of 2012

**facebook**

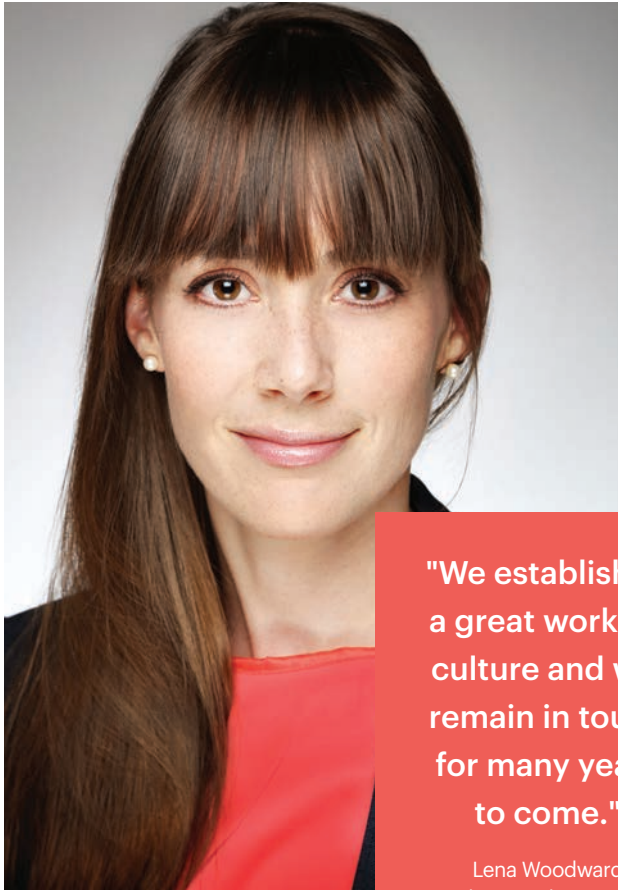


# A Network for Life

Join a network of more  
than 30,000+ with the EU  
Alumni Association.

# Life After Your Studies

The EU Alumni Association brings together alumni from cities all across the world. The association holds regular networking events, webinars, presentations, talks and seminars designed to further promote connections between alumni, such as “How To Survive a Zombie Apocalypse in Your Company”. These initiatives are specially designed to support active and engaged members of the international business community.



**"We established a great working culture and will remain in touch for many years to come."**

Lena Woodward  
Banking Marketing Lead,  
Deloitte Switzerland  
Class of 2015

## **Alumni Hub**

The online platform created by the EU Alumni Association gives access to information regarding workshops, networking events and career development opportunities. Members use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer career opportunities and mentor others, sharing their expertise and inspiring the next generation of business leaders.

New graduates benefit from having the solid base of professional contacts the alumni network provides. The network is full of established professionals who share similar ideologies and can provide support for business ventures or mentorships.

Our alumni work at some of the biggest global companies including Google, Facebook, Microsoft, Sony, Nike and Deloitte.

For more information, please email [alumni@euruni.edu](mailto:alumni@euruni.edu)

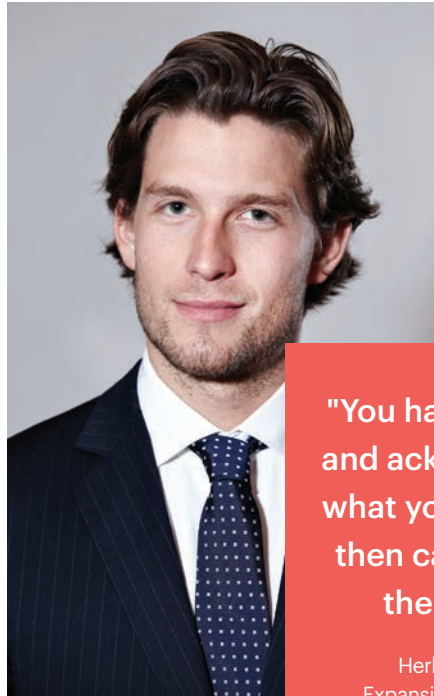
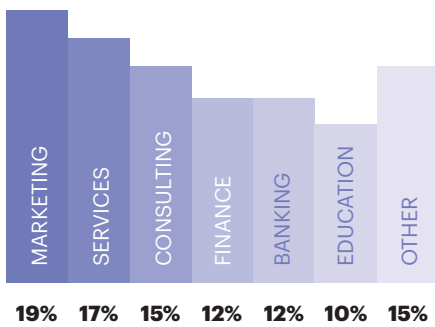
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

30,000+

SECTOR



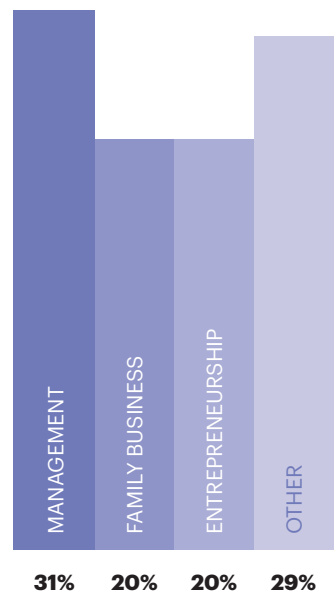
"You have to love and acknowledge what you do; only then can you be the best."

Herbert Petz  
Expansion Manager,  
Arnold Investments  
Class of 2010

LINKEDIN SUBGROUPS

17

STUDENTS GO ON TO



ACTIVE USERS ON THE EU ALUMNI HUB

2,000+

ALUMNI NATIONALITIES

100+

OUR ALUMNI WORK AT





On EU campuses,  
students from all over  
the world join together  
to create a  
global community  
that speaks the  
same international  
language:  
**business**

*#ExperienceEU*

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