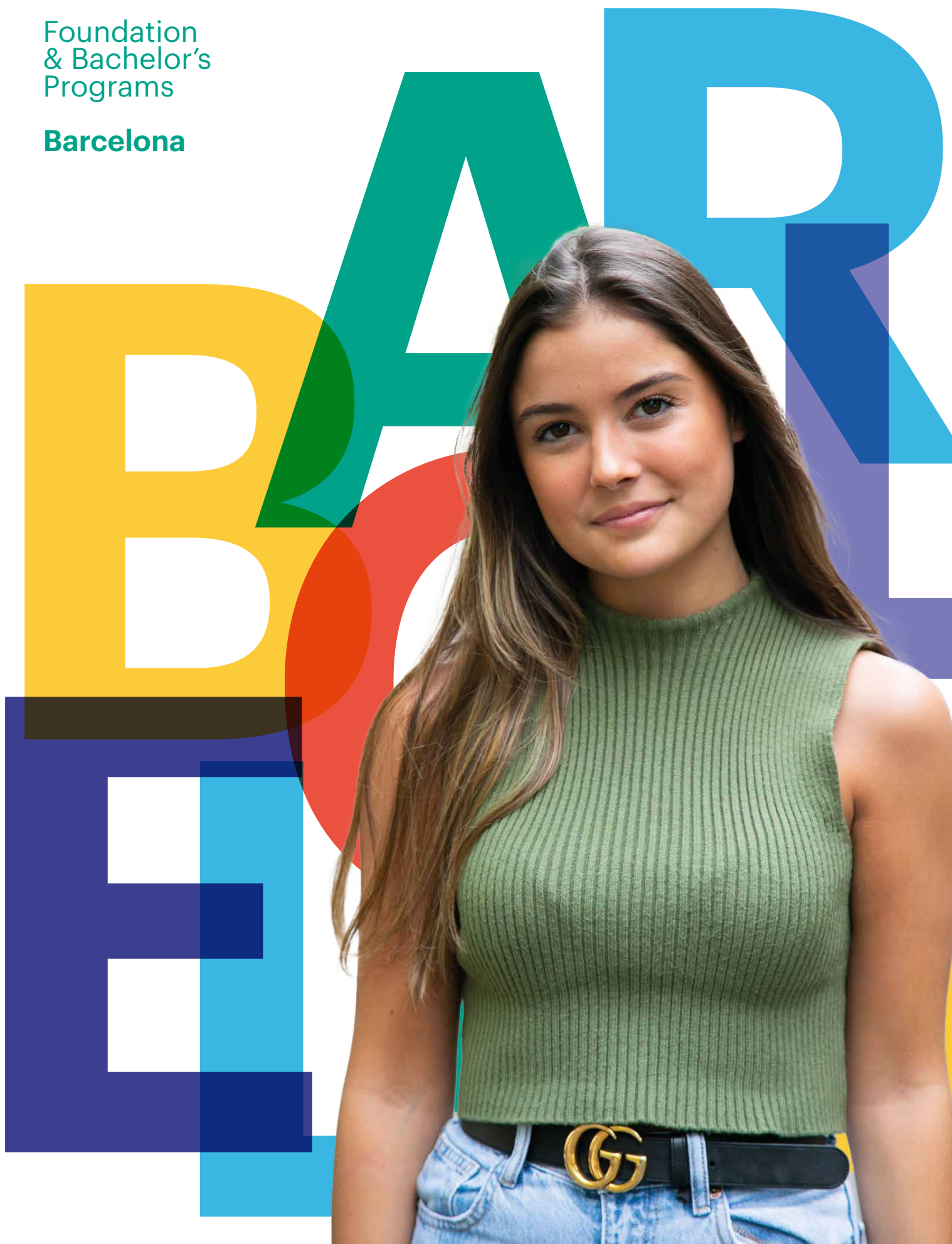


Foundation  
& Bachelor's  
Programs

**Barcelona**



# OUR PURPOSE

We contribute to the global community by providing a comprehensive and in-depth international business education to an inspired, culturally diverse student body.

## Contents

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# Welcome to EU Business School

We live in a fast-paced era in which 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 and in-depth knowledge of business. 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.

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. From our Career Services Department to our global network of EU alumni, you will have access to dedicated business professionals to 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**  
Managing Director  
EU Business School

## Who We Are

EU Business School (EU) has been educating future entrepreneurs and business leaders since 1973.

We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs, taught exclusively in English, in Barcelona, Geneva and Munich, as well as on our Digital Campus.

Headquartered in Switzerland, we believe in Swiss values, an international mindset and a pragmatic approach to learning.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our experiential learning approach, which includes case studies, business simulations, company

**AN  
ENTREPRENEURIAL  
MINDSET  
A PRAGMATIC  
APPROACH**

visits and conferences with world-renowned leaders, ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provide networking opportunities around the globe. Inter-campus and global study abroad programs further enhance our students' international experience.

EU Business School is a member of OMNES Education Group, the French leader in private higher education, offering students further academic and international opportunities.



# Our Campuses

Our campuses are located in the top European business and tech hubs of Barcelona, Geneva and Munich, while our Digital Campus provides maximum flexibility. Our students expand their global outlook with inter-campus transfers or international exchanges at our partner universities all over the world.



## BARCELONA

World-leading smart city and startup hub on the Mediterranean

## GENEVA

Diplomatic and financial capital in the heart of Europe

## MUNICH

Germany's economic powerhouse, renowned for innovation

## DIGITAL

Designed to deliver a blended, dynamic and innovative learning experience



## RANKINGS

#1



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

#1



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

#3



EU's MBA ranks #3 in Spain by Forbes

\*\*\*\*  
4



Awarded four stars overall for business education by QS Stars

#20



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

#24



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

## MEMBERSHIPS



CEEMAN



AACSB

Business Education Alliance

Member



Switzerland  
get.natural



## Top Reasons to Study at EU

### 01

#### **INTERNATIONAL**

Learning in a multicultural environment of 100+ nationalities opens our students to international perspectives and gives them a global mindset.

---

### 02

#### **AN ENTREPRENEURIAL MINDSET**

We foster entrepreneurial thinking, teaching our students to become agile and creative problem-solvers.

---

### 03

#### **SMALL CLASS SIZES**

Our small class sizes promote interaction and collaboration, personalized attention, enhanced learning and outstanding academic performance.

---

### 04

#### **ALL CLASSES TAUGHT IN ENGLISH**

Our students learn to communicate fluently and effectively in the international language of business.

---

### 05

#### **EXPERIENTIAL LEARNING**

We believe in hands-on, pragmatic learning, including project-based cases and business simulations, to give our students the real-world business skills to excel.

---

### 06

#### **OUTSTANDING FACULTY**

Our faculty of highly qualified academics, industry experts, entrepreneurs and business leaders provide academic credentials and real-world experience of how businesses work.

---

### 07

#### **BUILDING A BUSINESS PERSONALITY**

We encourage students to build the most valuable brand they can market: themselves.

---

### 08

#### **RANKED AMONG THE BEST**

Programs within our network are consistently featured in the top tier of global and European rankings.

---

# Accrediting Bodies

# Accreditations and Qualifications

EU Business School continuously explores affiliation opportunities with world-class institutions. In partnership with University of Derby and London Metropolitan University in the U.K., and Dublin Business School, Ireland, EU students earn state-recognized degrees. Through its alliance with Universidad Católica San Antonio de Murcia (UCAM), Spain, students attain university bachelor's, master's and MBA degrees (*título propio*)\*.

EU Business School is one of the first international higher educational institutions in Catalunya to become an authorized foreign university center (*Centro extranjero autorizado*) to deliver academic degrees.

Information on the authorization is publicly available at the **Registro de Universidades, Centros y Títulos (RUCT)**.



## EU BACHELOR'S (BBA/BA) PROGRAMS IN ONE OF SEVEN SPECIALIZATIONS

- Business Administration
- Digital Communication
- Leisure & Tourism Management
- International Relations
- Sports Management
- Digital Business, Design & Innovation
- Artificial Intelligence for Business

Upon successfully completing an EU bachelor's program, you will earn a university bachelor's degree (*título propio*)\* from Universidad Católica San Antonio de Murcia (UCAM), Spain, and a bachelor's degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua. In addition, you will be awarded a state-recognized BA (Hons) in Business Management degree from University of Derby in the U.K.



## 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.



## BA (HONS) IN ONE OF FOUR PATHWAYS

- Business Management (International Business)
- Business Management (Marketing)
- Business Management (Finance)
- Business Management (Enterprise)

Upon successful completion of the BA (Hons) program, you will earn a U.K. state-recognized BA (Hons) in Business Management (in your specific pathway) degree from the University of Derby, U.K. This program is additionally accredited by the Chartered Management Institute (CMI), which gives you the possibility of achieving an extra international qualification: CMI's Diploma in Management and Leadership.



\*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).

# Validating and Accrediting Partners



## UNIVERSIDAD CATÓLICA SAN ANTONIO DE MURCIA (UCAM), SPAIN

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 066, and is legally authorized to accredit higher education qualifications according to Organic Law 6/2001, 21<sup>st</sup> December, which pertains to universities.

UCAM is accredited by the Agencia Nacional de Evaluación de la Calidad y Acreditación (ANECA). It was awarded a four-star rating overall by QS Stars and was ranked the 34<sup>th</sup> university in Spain by the Times Higher Education World University Rankings 2023.

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



## UNIVERSITY OF DERBY, U.K.

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 (OfS), the regulator for higher education in England.

UoD was recognized for its world-leading research in the Research Excellence Framework 2021 (REF 2021) and was ranked within the top 50 universities overall in the U.K by the Guardian University Guide 2023.

[derby.ac.uk](http://derby.ac.uk)



## LONDON METROPOLITAN UNIVERSITY, U.K.

London Metropolitan University (London Met) has been providing education to individuals from all backgrounds since 1848. Five academic schools teach cutting-edge, relevant courses across the arts, sciences, computing, business, law and humanities. Hitachi Capital Invoice Finance named London Met the sixth best university in the U.K. for budding CEOs and managing directors, and the 10<sup>th</sup> best university in the country for entrepreneurs, in large part due to Accelerator, London Met's specialist business incubator.

[londonmet.ac.uk](http://londonmet.ac.uk)

# BARCELONA

***A vibrant smart city, Barcelona leads the way in entrepreneurship, commerce, education, entertainment, media, fashion, science and art.***

Welcome to Barcelona, a world-leading smart city and tech hub on the shores of the Mediterranean. There's nowhere better to study business than in this dynamic and cosmopolitan city, which is as famous for its gorgeous beaches and spectacular architecture as it is for its entrepreneurial spirit and creative energy. Host to top conferences like MWC (Mobile World Congress) and the Smart City Expo, Barcelona hums with tech talent and innovators.

Home to the world's most extensive medieval quarter, the Barri Gòtic, it also boasts more Modernista (Catalan Art Nouveau) landmarks than anywhere else. From Gaudí's stunning Sagrada Família to the renowned Picasso Museum, this city offers a dazzling array of cultural attractions. Throw in almost five kilometres of golden beaches, a year-round line-up of festivals, FC Barcelona (one of the world's most popular football teams) and an endless choice of shops, cafés, restaurants and clubs, and it's easy to see why Barcelona is regularly voted the best student city in Spain.

#1

beach city in  
the world

10,000+

cafés, bars and  
restaurants

#4

smart city  
in Europe

1,900+

startups

9

UNESCO world  
heritage sites





# The EU Barcelona Campus

EU Barcelona delivers its programs on three state-of-the-art campus buildings located in the heart of the city. Our main campus building is in Barcelona's upscale Diagonal business district, home to major companies and financial organizations, and surrounded by buzzing shops, bars and restaurants. Our Ganduxer building is situated in the affluent La Bonanova neighborhood, favored by embassies and consulates and full of chic boutiques and cafés.

EU Barcelona opens its third campus building, Osi, in 2024. Close to Diagonal and Ganduxer, this two-edifice building includes outdoor terraces, a cafeteria and meeting points for relaxation between classes.

Our three campus buildings have been designed to offer an optimal student experience with superb facilities both inside and outside the classroom, including a library, study rooms and lounge.



6,000m<sup>2</sup> across two customized campus buildings



40+ spacious and airy classrooms



2,200 students of 100+ nationalities



5 minutes to Plaça Catalunya



Take a tour around campus



# Student Life at EU Barcelona



Follow us on social media

Student life is all about coming together. At EU Business School, students make friends and connect with classmates through sports, festivals, parties, excursions, charity events and much more! Join in and become part of EU's international community.

Do you love sports? So do we! Soccer, volleyball, basketball and tennis are just some of the activities on offer! You will make friends and foster teamwork by joining one of our sports teams, some of which compete in national and international inter-university championships. Or you could just drop in on a practice session or even enjoy one of our pop-up training events, like boxing on the beach!

Off the sports field, there's plenty going on. As soon as you start your studies at EU, you'll be invited to welcome drinks during Orientation Week, which will give you an opportunity to get to know your new classmates and make connections. You will also be able to explore your new campus city on a walking tour of all Barcelona's most famous sights. Throughout the academic year, you can take part in all kinds of events outside the classroom from cooking classes to Halloween parties.

If you enjoy giving back, you could also participate in one of our charity events. These have included everything from beach clean-ups to clothing sales – you'll always find something going on!

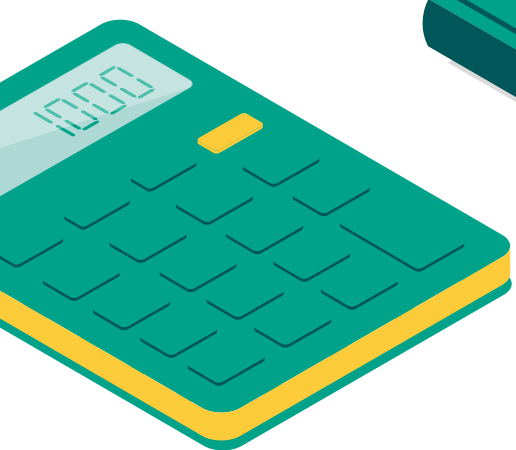




*"THERE'S LOADS GOING ON IN BARCELONA AND YOU FEEL AT HOME IMMEDIATELY. IT'S A GREAT PLACE TO STUDY."*

Ramzi Arakji  
BA in Sports Management





**20%**

of our students  
are entrepreneurs



**95%**

international students

**3.5**

languages spoken on average by students

**37%**

of students take advantage of our transfer opportunities

**93%**

of our students accepted a job offer within six months of graduation

EU Business School at a Glance

54% Women  
46% Men  
Bachelor's Student  
Age Range 17-26

# Learning Approach

When you study a bachelor's program at EU, you will gain the real-world business skills, entrepreneurial mindset and global perspective you need to excel in the workplace of the future.

Our experiential and pragmatic approach to business education prepares you for careers in the business world through case studies, business simulations, company visits and more. Your lecturers are highly qualified academics and working professionals, who use their real-world expertise to bring theoretical concepts to life. In addition, you will have the opportunity to interact with top industry experts at exclusive EU seminars and events, including our flagship Learning From Leaders conferences with world-renowned businesspeople. Our innovative Business Immersion Weeks, which take place every semester, are designed to give students hands-on experience of the inner workings of companies.

## An Entrepreneurial Mindset

We are a business school for entrepreneurial thinkers who want to break the mold, to innovate and build a different future. We develop work-ready graduates with an agile and creative mindset, who are adept at navigating change and finding solutions.





OUR  
FOUNDATION &  
BACHELOR'S  
PROGRAMS



# 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. The English Foundation program will improve your language skills and the Business Bridging program will boost your academic level. Upon successful completion of these courses, you will be automatically admitted to our bachelor's programs if you fulfil all other application requirements.

## ENGLISH FOUNDATION

This specialized program will help you refine your language skills and prepare you for our bachelor's programs, which are taught in English. Upon satisfactory completion of the English Foundation Program, you will be eligible to enroll in an EU degree program if you meet all the application requirements.

### BENEFITS

- Improve proficiency in written and oral English skills
- Learn English to make the most of your studies at EU
- Automatic admission to EU degree programs

### CERTIFICATE AWARDED

- English Foundation Program certificate from EU Business School Switzerland

## BUSINESS BRIDGING

The Business Bridging program gives you the knowledge to succeed in EU's three-year bachelor's programs. You will study management, economics and business law and strengthen your academic, communication and business English skills. Successful completion of the Business Bridging Program entitles you to automatic admission into the first year of our bachelor's programs if you meet all the application requirements.

### BENEFITS

- Gain business skills required to earn an EU bachelor's degree
- Bridge the gap between your current abilities and EU academic requirements
- Automatic admission to EU bachelor's degrees

### CERTIFICATE AWARDED

- Business Bridging Program certificate from EU Business School Switzerland

*"THE ENGLISH FOUNDATION PROGRAM IS THE BEST WAY TO IMPROVE YOUR ENGLISH AND GAIN CONFIDENCE WHEN SPEAKING. IT IS EXCELLENT PREPARATION FOR THE BACHELOR'S PROGRAM."*

Maria Makovskaya  
English Foundation student



See all our foundation programs



**Duration:**  
One term  
(10 weeks)



**Start Dates:**  
October, February,  
June, August



**ECTS**



**Duration:**  
One semester  
(13 weeks)



**Start Dates:**  
October, February,  
June, August



**ECTS**



# EU Bachelor's (BBA/BA) Programs

These bachelor's programs are designed for students eager to gain the knowledge and insights needed to start a career in international business, as well as the creative and agile mindset required for success.

## ABOUT EU BACHELOR'S (BBA/BA) PROGRAMS

The EU Barcelona bachelor's programs are three-year, seven-semester programs (240 ECTS) taught exclusively in English, with start dates in October, February, June and August. In addition to a strong grounding in business, we offer specialization options to help deepen your knowledge in major business disciplines.

The first-year core courses provide you with a solid base in fundamental business areas. Specialization subjects are incorporated into the curriculum in the third, fourth and fifth semesters. In the third year, you will focus on business management modules to equip you with managerial concepts, theories and tools. With our fast-track option, you can accelerate your studies by completing one or two intensive summer semesters.

You will also have the opportunity to make inter-campus transfers during your first five semesters. You may also choose to participate in study abroad programs and/or earn additional qualifications with our international academic partners around the world.

You may choose to take an optional extra semester to earn an additional qualification, a Diploma of Advanced Studies (*título propio*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.

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

## PROGRAMS AVAILABLE

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Digital Communication
- 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
- BA - Bachelor of Arts in Artificial Intelligence for Business

## PROGRAM 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)

## DEGREE AWARDED

- A university bachelor's degree (*título propio*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.
- A bachelor's degree from EU Business School Switzerland, internationally accredited by ACBSP, IACBE, IQA and certified by eduQa.
- A state-recognized BA (Hons) in Business Management degree from University of Derby, U.K.



See all our bachelor's programs



**Duration:**  
Seven semesters/  
three years



**Start Dates:**  
October,  
February, June,  
August



**ECTS**

\*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).

# Bachelor of Arts (Hons) Programs

These programs give students the opportunity to gain a comprehensive grounding in core business disciplines and specific competencies in the areas of business which are most in demand by industry.

## ABOUT THE BACHELOR OF ARTS (HONS) PROGRAMS

The BA (Hons) in Business Management is a three-year, six-semester program with four pathways (180 ECTS), which is designed for you to hone your management skills and specialize in a particular area of business.

The BA (Hons) in Business Management provides a comprehensive understanding of major business disciplines plus a specialized skill set in your chosen pathway. Acquiring a specialized skill set in addition to core knowledge of the latest management practices and trends will make you stand out in today's competitive market. The first year comprises core courses to give you a solid grounding in all essential business disciplines, while the second and third years incorporate your chosen pathway in addition to the core courses. You will also complete a business consultancy project during the your final year.

This BA (Hons) program is additionally accredited by the Chartered Management Institute (CMI), enabling you to earn an extra international qualification, CMI's Diploma in Management and Leadership.

## PROGRAMS AVAILABLE

- BA (Hons) in Business Management (International Business)
- BA (Hons) in Business Management (Marketing)
- BA (Hons) in Business Management (Finance)
- BA (Hons) in Business Management (Enterprise)

## DEGREE AWARDED

- A state-recognized BA (Hons) in Business Management (in your specific pathway) from University of Derby, U.K.

*"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."*

Josep M. Altarriba  
Global Dean EU Business School



**Duration:**  
Six semesters/  
three years



**Start Dates:**  
October,  
February



**ECTS**



See all our BA  
(Hons) programs



# Learning From Leaders

**Our flagship conference series, Learning From Leaders, gives our students a unique opportunity to learn and network with some of the world's most renowned entrepreneurs and leaders from the worlds of business, politics and beyond.**

CEOs of top global companies such as the chairman of Nestlé, Paul Bulcke, former heads of state including the former president of Switzerland, Adolf Ogi, and changemakers such as Steve Davis, strategic advisor of the Bill & Melinda Gates Foundation, among many others, have joined us. Other speakers include:



**Kofi Annan,**  
7<sup>th</sup> Secretary-General  
of the UN

**2 Omar Berrada,**  
Omar Berrada, Chief Football  
Operations Officer, City Football  
Group & Manchester City FC

**Jean-Claude Biver,**  
LVMH Group, Non-Executive  
President of the Watch Division,  
Chairman of Hublot & Zenith  
Watches

**José Manuel Barroso,**  
Chair of Gavi, Former Prime  
Minister of Portugal & Former  
President of the European  
Commission

**Peter Brabeck-Letmathe,**  
Chairman Emeritus,  
Former Chairman & CEO,  
Nestlé

**4 Børge Brende**  
President of the World  
Economic Forum

**5 Paul Bulcke,**  
Chairman of Nestlé

**Christian Clerc,**  
President of Global Operations  
at Four Seasons Hotels &  
Resorts

**Steve Davis,**  
Senior Strategic Advisor to the  
Bill & Melinda Gates Foundation

**Alain Dehaze,**  
CEO of the Adecco  
Group

**Mathieu Jaton,**  
CEO of Montreux Jazz  
Festival

**Dr. Carl Benedikt Frey,**  
Director, Future of Work  
Program at Oxford  
University

**3 Thierry Geerts,**  
Country Director of Google,  
Belgium & Luxembourg

**Rick Goings,**  
Former Chairman & CEO of  
Tupperware Brands

**1 Jim Hagemann Snabe,**  
Chairman of Siemens & Maersk

**5 Adrian Hallmark,**  
Chairman & CEO of Bentley  
Motors

**Johnny Harris,**  
Filmmaker, YouTuber & Founder  
of Bright Trip

**Helena Hedblom,**  
President & CEO of Epiroc

**André Hoffmann,**  
Vice Chairman of Hoffmann-La  
Roche

**Ronnie Leten,**  
Chairman of Ericsson

**Ebba Lepage,**  
Executive Vice President & Head  
of Corporate Sustainability of  
Lombard Odier Group

**Joanne Lipman,**  
Former Editor-in-Chief of USA  
Today

**Michael Moller,**  
Director-General of the United  
Nations Office, Geneva

**Vanessa Mungar,**  
Chief Diversity & Inclusion  
Officer of LVMH

**Matt Murray,**  
Former Editor in Chief of the  
Wall Street Journal

**Erdem Ovacik,**  
Co-Founder & Social  
Entrepreneur of Donkey  
Republic

**7 Paul Polman,**  
Co-Founder & Chair at IMAGINE  
& Former CEO of Unilever

**Dr. R. Seetharaman,**  
CEO of Doha Bank

**Tom Siebel,**  
CEO of C3 AI & Founder of  
Siebel Systems

**Zev Siegl,**  
Co-Founder of Starbucks &  
Startup Mentor

**Mirjam Staub-Bisang,**  
Head of BlackRock Switzerland

**Daan Struyven,**  
Senior Energy Economist of  
Goldman Sachs

**Michael Sylver,**  
Director of Program  
Management & Support  
Services Division of UNECE

**Julien Tornare,**  
President & CEO of Zenith  
Watches, LVMH Group

**Guy Verhofstadt,**  
Former Prime Minister of  
Belgium & MEP

**Waqas Al-Siddiq,**  
Serial Entrepreneur, Founder  
& CEO of Biotricity

**Lynn Yu,**  
CEO of Jason Yu

**Alexandre Zeller,**  
Chairman of Crédit Suisse



Watch our Learning  
From Leaders  
conferences



# Study Abroad Programs

At EU Business School, we are proud of our international and diverse community. We offer students studying an EU bachelor's program the opportunity to further expand their global perspective and multicultural understanding by taking part in study abroad programs with our prestigious international partners located all over the world, as well as our partner schools from OMNES Education Group.

Our student counselors will provide information on the opportunities available for your program.

\*Some of the partners with whom we cooperate on study abroad, student and faculty exchange programs.



# Inter-Campus Transfers

Studying abroad is a life-changing experience. It will give you the chance to build your self-confidence, become more independent and make new friends while fostering the cross-cultural understanding and adaptable mindset that will enhance your employability in the future. At EU Business School, you can choose to spend one or two semesters at one of our fantastic campuses in Switzerland or Germany, or opt for the flexibility of our Digital Campus.



## GENEVA, SWITZERLAND

Stunningly set against the Alps, Geneva is a lively and picturesque city in the heart of Europe. This major financial and diplomatic center is home to more international organizations, financial institutions and multinationals than anywhere else. Plus, it has a buzzing tech and startup scene. The charming old town is packed with shops, cafés and bars, and Lake Geneva and the Alps are right on the doorstep for water sports, world-class skiing and much more!

#7 most liveable city in the world, according to The Economist

37k+ people employed in the financial sector

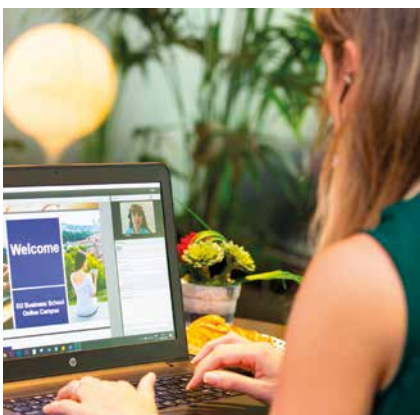
4km from Geneva to France

160+ HQs and international organizations



### MUNICH, GERMANY

Munich is the perfect location to study business. A major economic power in Germany, it is home to top international companies, innovative tech businesses and a highly developed startup ecosystem. The city center is full of parks and brims over with beer gardens and stylish shops, cafés and bars. Outside the classroom, students can enjoy everything from the world-famous Oktoberfest and Christmas markets to music festivals, alpine skiing, FC Bayern and summer beer gardens.



### DIGITAL CAMPUS

Studying at our Digital Campus instantly connects you to a network of peers, lecturers and business experts from all over the world. Delivered on an easy-to-use platform, EU's online programs are personalized and incorporate practical experiential learning methods to bring business to life in a dynamic environment. Students have the flexibility to combine work and travel to get ahead in their careers.

**2025**  
the year Munich plans to supply the city with 100% clean electricity

**#3**  
on the latest edition of Mercer's Quality of Living ranking

**2012**  
EU's Digital Campus was founded

**3**  
online on-campus weeks for networking and gatherings

**1,200km**  
of cycling lanes

**< 1 hour**  
to the stunning Bavarian Alps

**90+**  
nationalities within our online student body

**70+**  
lecturers from all over the world

# Career Services



The **Career Services Department** at EU Business School offers advice to students on a one-to-one basis and in group sessions to enhance their career prospects and ensure their job search is successful. EU students receive guidance at each stage of their professional journey, whether it's deciding on their next step, changing careers or preparing for an interview.

## ANNUAL CAREER DAYS

During our annual EU Career Day, students are given the opportunity to expand their professional networks, meet with company representatives, hear from business leaders and recruitment specialists, and participate in workshops and panel discussions designed to strengthen skills essential for achieving career success.

## CAREER SERVICES WORKSHOPS

The Career Services Department organizes coaching and career development workshops on topics like job selection, personal branding and mentoring. In addition, they offer practical sessions on key aspects of the job search process, including building your professional online identity, optimizing your CV, writing the perfect cover letter, and preparing for an interview.

## TALENT EXPERTS AND COACHES

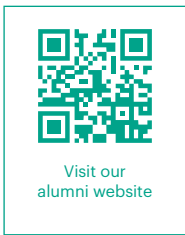
At EU, we continuously work to promote the personal and professional development of all our students. We give students the opportunity to interact with career coaches and HR experts and hear from entrepreneurs and industry leaders on a wide range of topics. In addition, students visit a broad range of companies – from startups to the headquarters of major multinationals – in order to experience the inner workings of businesses firsthand.





The **EU alumni network** gives you access to an invaluable body of business professionals to help you transition from graduate to business leader. Join the EU Alumni Hub to connect to this community of 162 nationalities, which brings together 30,000+ alumni from across the world.

The **Alumni Hub**, the online platform for the EU Alumni Association, is where members can sign up for exciting events and activities, join professional groups to build relationships and discover career development opportunities. Members also use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer job openings and mentor others, sharing their expertise and inspiring the next generation of business leaders.



# EU Alumni Association & the Alumni Hub

## NETWORKING

Networking is key to achieving a successful career. At EU Business School, we hold on-campus conferences and events designed to give our students an abundance of networking opportunities. You will interact with top industry professionals and alumni to build strong business relationships and create meaningful and lasting connections. In addition, you can take part in our regular alumni events that are held all over the globe.



**CHRISTOPH KASTENHOLZ**  
BBA, 2012

Christoph Kastenholz is founding partner & CEO at Pulse Advertising & HIVE Management. They have offices in Hamburg, London, Milan and New York, and their clients include Zalando, PUMA, MINI and Estée Lauder.

Selected for the Forbes 30 under 30 list for 2018, it's easy to see Christoph has his mind set on success.



**KRISTINA POLUYANOVA**  
BBA, 2013

Kristina Poluyanova is Senior EMEA Product Marketing Manager at Autodesk, an American 3D software company which is a global leader in design technology. A multilingual, tech-savvy marketing specialist, Kristina is passionate about technology, product management and machine learning.



**JULIAN BALADURAGE**  
BSc (Hons) International Business, 2012

Julian Baladurage founded his first company, MBJ LONDON, while he was studying at EU. The company won the Best SME WaaS Company 2020, Best End-to-End WaaS Company 2020 and was a finalist in the UK Business Tech Awards 2020. Alongside running MBJ LONDON and his second company, alqemist, he is studying a PhD on artificial intelligence in marketing.



**NOËLLE DEMOLE**  
BA in International Relations, 2017

After earning her bachelor's degree at EU, Noëlle Alice Demole went on to complete a Master of Science in Negotiation and Conflict Resolution at Columbia University, set up an NGO, and was selected for the Forbes 30 Under 30 DACH list in 2021.

# Our Alumni in Numbers

Our community of 30,000+ alumni successfully work and live across the globe.

*"THE MULTICULTURAL ENVIRONMENT AT EU BUSINESS SCHOOL PREPARES YOU FOR TODAY'S GLOBALIZED BUSINESS WORLD."*

Julian Baladurage  
CEO and Co-Founder MBJ London  
Class of 2012

## TOP FACTS

162

nationalities

20%

are CEOs

31%

are entrepreneurs

20%

work in family  
businesses

54%

are women

## WHERE OUR ALUMNI LIVE AND WORK

18%

### Americas

Top countries:

United States of America  
Canada  
Colombia

32%

### Europe

Top countries:

Germany  
Spain  
Switzerland

14%

### Middle East

Top countries:

United Arab Emirates  
Saudi Arabia  
Qatar

17%

### Russia & CIS countries

Top countries:

Russia  
Kazakhstan  
Azerbaijan

19%

### Asia

Top countries:

India  
Singapore  
China

## OUR ALUMNI ARE BUSINESS LEADERS

46%

in Leadership & Managerial Roles

CEOs

43%

Directors

24%

Managing  
Directors

18%

CMOs, COOs,  
CFOs, CIOs

10%

Executive  
Directors

5%

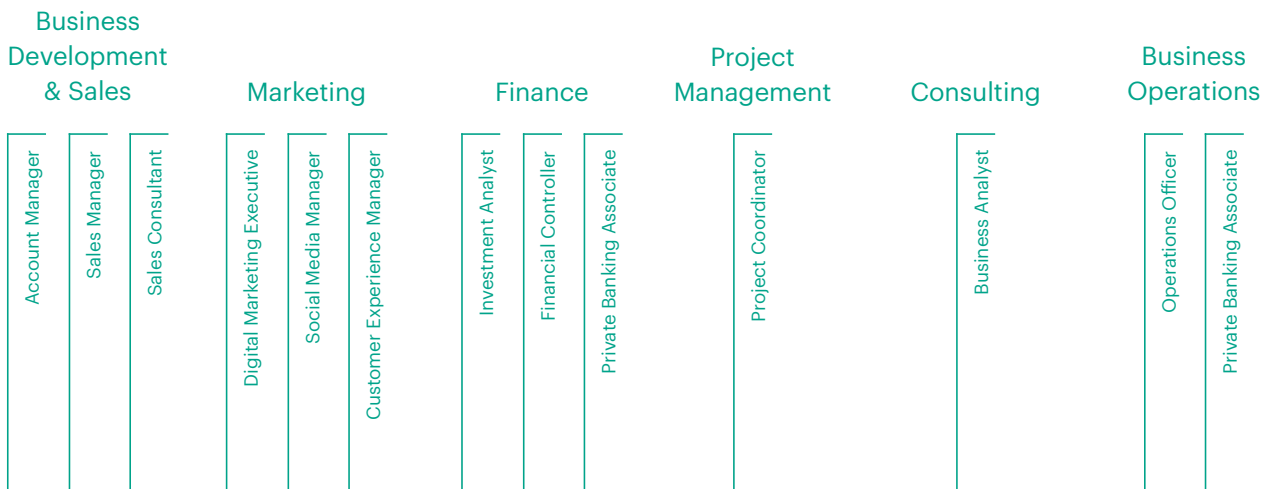
# Our Bachelor's Graduates

Our bachelor's graduates of the past five years have successfully entered the international workplace.

93% accepted a job offer within 6 months after graduation

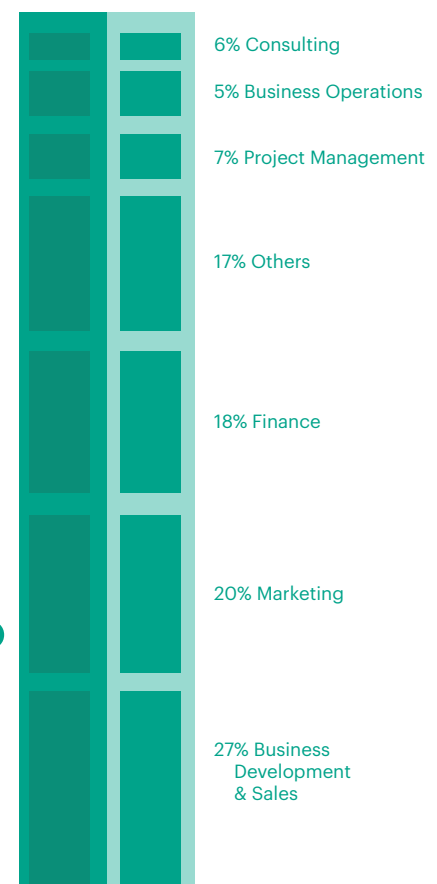
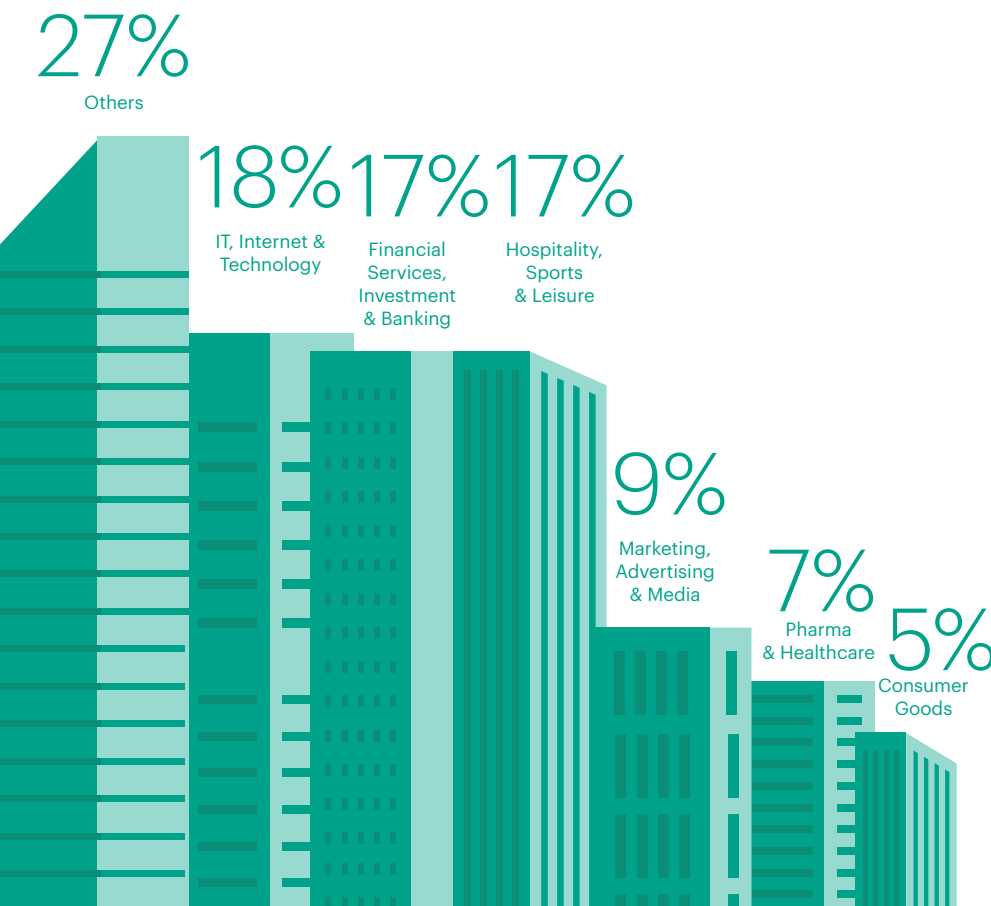
54% of students found work abroad

## MOST POPULAR JOBS



## BY INDUSTRY

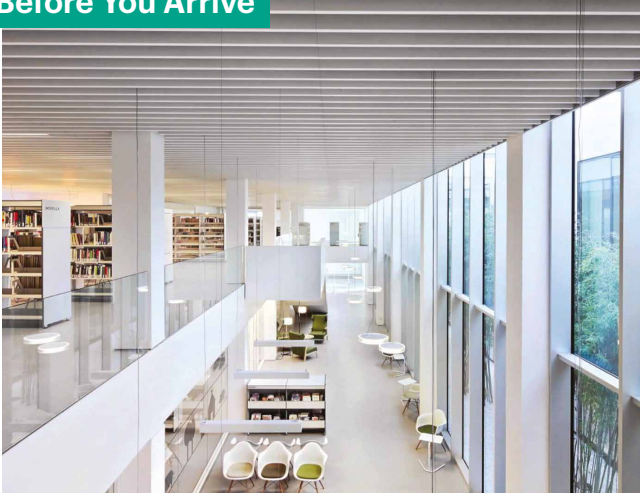
## BY FUNCTION



# Student Support

Studying abroad is an exciting, life-changing opportunity, but we know that it can also bring some challenges. Our staff is here to provide you with the practical support you need throughout your EU journey from the moment you apply to your graduation and beyond.

## Before You Arrive



### APPLY FOR A VISA

Contact your country's Spanish embassy or consulate to find out the most up-to-date visa requirements for studying in Spain that apply to your country. You should allow at least three months for your request to be processed because visas must be issued in your home country. Our dedicated admissions team will support you during this process and you can find more information about visa applications on our website at [info.euruni.edu/visa-barcelona](http://info.euruni.edu/visa-barcelona).

### FIND ACCOMMODATION

We know that finding a comfortable and welcoming living environment is important, and our team will provide support. Begin your search while you are waiting for your final enrolment documents as there is high demand.

If you prefer the structured living environment of a student dorm, EU Barcelona has partnerships with several student residences located across the city. Contact our team immediately after enrolment to apply for a place. If you prefer to live in an apartment, note that apartments in Barcelona are usually rented through an agency or via websites such as [idealista.com](http://idealista.com) or [enalquiler.com](http://enalquiler.com), among many others. You can also check sites such as [badi.com](http://badi.com) which offer rooms in shared apartments.

## After You Arrive



### REGISTERING AS A RESIDENT IN BARCELONA

When you arrive in Barcelona, you will be supported by our student services office on campus, who will offer you practical help with essential paperwork. The first thing you should do is register as a resident in the city (the process is called *empadronamiento*). We will advise you on how to fill out the forms and inform you about the documentation you need to make the process as smooth and easy as possible.

### GETTING YOUR TIE OR NIE

Once registered, EU citizens should apply for the NIE (*Número de Identidad de Extranjero*, a tax registration number) and non-European Union citizens should apply for the TIE (*Tarjeta de Identidad de Extranjero*). The friendly staff in our student services will explain exactly which documents you need and how to apply.

### ORIENTATION

We will help you integrate smoothly into your new campus city. You will meet and connect with staff, faculty and your fellow students at Orientation, when you will find out everything you need to know about your studies and student life at EU Barcelona. You'll get to know your new classmates at welcome drinks and other events and explore your new campus city on a fun walking tour!

**"WE LIKE TO ACCOMPANY STUDENTS BEFORE AND THROUGHOUT THEIR TIME AT EU SO THAT THEY FEEL AT HOME AND SUPPORTED WHILE THEY ARE WITH US. WE ARE LIKE A BIG FAMILY."**

**Oscar Merino**  
Head of Admissions Barcelona

## During Your Studies



### MEET WITH YOUR ACADEMIC COUNSELOR

All students are given an academic counselor, who will be your point of contact at EU Business School. Your academic counselor will explain your timetable, offer you ongoing support during your academic journey, provide information on exciting inter-campus transfer opportunities, and much more.

### CAREER SERVICES DEPARTMENT

Our dedicated Career Services Department will provide advice, support and practical guidance throughout your academic journey at EU. From the annual Career Day events, which bring together industry experts, successful alumni and business leaders, to workshops on everything from personal branding to creating the perfect CV, we're here to help you achieve professional success.

## Graduation and Beyond



### COMMENCEMENT

Congratulations on your graduation! You will celebrate your amazing achievements with your family and friends at a thrilling and emotional Commencement ceremony. You're ready to make your mark on the world!

### JOIN THE GLOBAL EU ALUMNI NETWORK

As an EU Business School graduate, you will join a network of 30,000+ alumni all over the globe. To make the most of this extraordinary international community, join our Alumni Hub to find mentors, hear about professional opportunities, take part in social activities and much more.

Find out more at [eualumnihub.com](http://eualumnihub.com).

#### New student checklist

- Apply for your visa
- Find accommodation in Barcelona
- Register as a resident within 30 days of your arrival
- Apply for your NIE or TIE

*Don't forget that our Student Services Department will support you at every step!*

# How to Apply

Congratulations on choosing EU Business School for the next step on your career journey! We look forward to receiving your application and welcoming you to the EU community.

## THE APPLICATION PROCESS

The application process is clear and straightforward, and our admissions department is always on hand if you have any queries: see [euruni.edu/admissions](http://euruni.edu/admissions) for more information and contact details.

Your application will be evaluated on a range of criteria, including your 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 Digital Communication
- 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
- BA - Bachelor of Arts in Artificial Intelligence for Business
  
- BA (Hons) in Business Management (International Business)
- BA (Hons) in Business Management (Marketing)
- BA (Hons) in Business Management (Finance)
- BA (Hons) in Business Management (Enterprise)

### STEP 2 CHECK THE ENTRY REQUIREMENTS

You must fulfill the following specific academic and English language requirements before we can make you an offer.

#### English Foundation Program

- Proof of English level: TOEFL score 60 (internet-based); 173 (computer-based); IELTS 5.0; CAE B1 with a minimum score of 154; or equivalent

#### Business Bridging Program

- 1 certified copy of high school diploma or equivalent and transcripts
- Proof of English level: TOEFL score 60 (internet-based); 173 (computer-based); IELTS 5.0; CAE B1 with a minimum score of 154; English native; or equivalent

#### Bachelor's Programs

- 1 certified copy of high school diploma or equivalent and transcripts
- Proof of English level: TOEFL score 80 (internet-based); 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; English native; or equivalent
- 2 letters of recommendation
- 1 written or video essay

Visit [euruni.edu/admissions](http://euruni.edu/admissions) for a list of additional supporting documents.

### STEP 3 SUBMIT YOUR APPLICATION

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

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



