



Public Disclosure of Student Achievement

Institution Name: EU Business School

Business Unit(s) included in this report: EU Business School Barcelona, Digital & Geneva

Academic Period Covered: Academic Year 2022-2023

Date Report Posted: February 2024

PROGRAM	MEASURE	TARGET	RESULT
BA in Business Administration BBA	Program Completion Rate	70%	100%
BA in Communication & PR BAC			100%
BA in Family Business Management BAF			N/A
BA in Leisure & Tourism Management BAT			100%
BA in International Relations BAI			93%
BA in Sports Management BAS			100%
BA in Business & Design Management BBD			100%
BA in Business & Sustainability Management BBS			100%
BA in Digital Business, Design & Innovation BDI			100%
BS in Business Finance BSF			100%
BS in Digital Media Management BSD			100%
MBA with a major in International Business MBA			99%
MBA with a major in Communication & PR MCP			100%
MBA with a major in International Marketing MIK			90%
MBA with a major in Block Chain Management MBC			100%
MBA with a major in Global Banking & Finance MBF			100%
MBA with a major in Leisure & Tourism Management MLT			100%
MBA with a major in Entrepreneurship MET			100%
MBA with a major in Design Management MDM			N/A
MBA with a major in Digital Business MEB	100%		
MBA with a major in Human Resources Management MHR	100%		
MBA with a major in Sports Management MSP	100%		

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Program Completion Rate	The percentage number of students that successfully completed their graduation requirement in AY2022-2023 is based on the number of students that submitted their capstone assessments.