

Master's  
Programs

**Geneva**



# 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.



**Luc 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 Geneva, Barcelona 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.



## GENEVA

Diplomatic and financial capital in the heart of Europe

## BARCELONA

World-leading smart city and startup hub on the Mediterranean

## MUNICH

Germany's economic powerhouse, renowned for innovation

## DIGITAL

Designed to deliver a blended, dynamic and innovative learning experience



## RANKINGS



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



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



EU's MBA ranks #3 in Spain by Forbes



Awarded four stars overall for business education by QS Stars



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



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

## MEMBERSHIPS



# GENEVA

*A leading financial and diplomatic center in the heart of the world's most innovative country.*

Beautifully located between the Jura mountains and the French Alps, Geneva is a cosmopolitan and picturesque city right in the heart of Europe. A leading financial and diplomatic center, it features more international organizations, financial institutions and multinational companies than anywhere else in the world, among them the United Nations, the World Trade Organization and UBS. Plus, Switzerland is ranked the world's most innovative country, and boasts a host of exciting tech companies and a vibrant entrepreneurial ecosystem. Whether you want to explore the old town, with its cafés, shops and bars, go sailing or swimming in beautiful Lake Geneva, or head to the world-class ski slopes in the nearby Alps, you will love student life in Geneva.



#7

most liveable city in the world, according to The Economist

4km

from Geneva to France

37k+

people are employed in the financial sector

40%

of residents are international, the highest percentage in Europe

160+

HQs and international organizations

## Student Life at EU Geneva

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 outdoor activities? So do we! At EU Geneva, you can join your classmates and have fun boating on the lake, skiing or hiking in the spectacular Alps!

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 Geneva's most famous sights. Throughout the academic year, you can take part in all kinds of events outside the classroom from cultural excursions to talent shows and Halloween parties.



# 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.

**54%**

of our students are women

**46%**

are men

**95%**

international students

**3.5**

languages spoken on average by students

**37%**

of students take advantage of our transfer opportunities

**20%**

of our students are entrepreneurs

**93%**

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

Students by Region

**29%**  
Europe

**19%**  
Americas

**11%**  
Africa & Middle East

**20%**  
Russia & CIS Countries

**16%**  
Asia

**5%**  
Other



# Master's Programs

The master's programs at EU Business School (EU) are designed to prepare you for a specialized area of business while providing a balanced understanding of fundamental concepts. Innovative skills-development and project-based modules ensure that you will develop the work-ready competences required by industry today.

## ABOUT THE MASTER'S PROGRAMS

The master's programs at EU Business School (EU) in Geneva are one-year, three-term, full-time programs (60 ECTS), with start dates in October, January and March, which are taught exclusively in English.

As a master's student at EU Geneva, you will develop your business personality, hone your management and leadership expertise and acquire real-world skills for career success. Each term comprises subject-specific courses plus a project-based module, in which you will work in transversal groups as you would when working for companies, and a skills-development module, designed to ensure you gain the specific competencies required by industry today. As part of EU's experiential and hands-on learning approach, students will also participate in case studies and company visits, as well as the innovative Business Immersion Weeks which take place every term.

In order to graduate and to enhance your career opportunities, you must also complete an internship related to your field of study, where you will apply classroom theory and gain further real-world professional experience. You will also be required to prepare an Internship Report reflecting the research and analytical skills acquired during your studies and internship.



See all our master's programs

\*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).

## PROGRAMS AVAILABLE

Master in:

- Management
- Finance
- Innovation & Entrepreneurship
- Digital Business
- Fashion & Luxury Business
- Digital Marketing, Transformation & Design Thinking
- Business Analytics & Data Science
- Artificial Intelligence for Business

## DEGREE AWARDED

- A master's degree from EU Business School Switzerland, internationally accredited by ACBSP, IACBE, IQA and certified by eduQa.



- A university master's degree (*título propio*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.



## ADDITIONAL QUALIFICATION

### MSc IN INTERNATIONAL BUSINESS MANAGEMENT

After completing one of the EU master's programs, you can also earn a state-recognized degree from London Metropolitan University in the U.K.

To earn this additional qualification (MSc in International Business Management), you must complete an additional 14-week Business Consultancy Project module (30 ECTS) as well as a Research Module.





# Master in Digital International Relations and Diplomacy (with UNITAR)

EU Business School Geneva takes pride in its exclusive collaboration with UNITAR to craft a distinctive Master in Digital International Relations and Diplomacy program. This unique partnership ensures students gain invaluable first-hand experiences, insights and privileged access to key conferences and negotiations.

## ABOUT THE MASTER IN DIGITAL INTERNATIONAL RELATIONS AND DIPLOMACY

The Master in Digital International Relations and Diplomacy is a one-year, three-term, full-time program (60 ECTS), with start dates in October, January and March, which is taught exclusively in English. Each term comprises two subject-specific courses plus a project-based module and a skills-development module.

Our program is designed to balance theoretical knowledge and practical application. Geared towards empowering participants for swift entry into careers with UN organizations, our curriculum is tailored to provide a comprehensive understanding of international relations, coupled with hands-on experiences that mirror the dynamic challenges of the field. This dual approach not only enhances academic excellence but also equips students with the practical skills necessary for success in their future roles.

Throughout the year, students will also participate in real-life case studies, international negotiations, will have access to international organizations, and will participate in the innovative Business Immersion Weeks which take place every term. In order to graduate, students must also complete an internship and an Internship Report.

## DEGREE AWARDED

- A joint master's degree from UNITAR, the United Nations Institute for Training and Research, and EU Business School Switzerland, which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQa.



**Duration:**  
Three terms/  
one year



**Start Dates:**  
October, January,  
March



**ECTS**

## Admission Requirements

- 1 certified copy of bachelor's degree and transcripts
- Proof of English level: TOEFL score 89 (internet-based); IELTS 6.5; CAE C1 with a minimum score of 176; or equivalent; or English native
- 1 copy of your CV/résumé
- 2 letters of recommendation
- 1 written or video essay

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

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The United Nations Institute for Training and Research (UNITAR) provides innovative learning solutions to individuals, organizations and institutions to enhance global decision-making and support country-level action for shaping a better future.

Created in 1963 to train and equip young diplomats from newly independent UN member states, UNITAR has acquired unique expertise and experience in designing and delivering a variety of training activities. It has become a leading institute in the provision of customized and creative learning solutions to institutions and individuals from both public and private sectors.

EU Business School is the sole institution in Geneva with direct affiliations to various UN organizations, offering a distinctive edge to all participants.

# Learning Approach

When you study a master'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 term, 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.



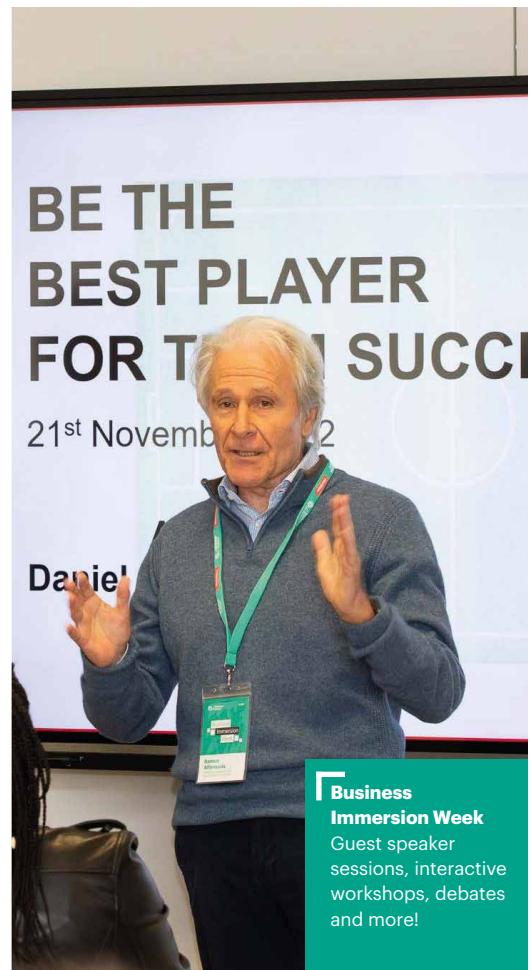
### Partnerships With Business Associations

Students benefit from our prestigious partnerships, including with the CCIG



### Company Visits

Students see real business in action at top companies such as Tesla, Amazon and Trison



### Business Immersion Week

Guest speaker sessions, interactive workshops, debates and more!



Find out more about our learning approach



# 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:



Watch our Learning From Leaders conferences

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

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

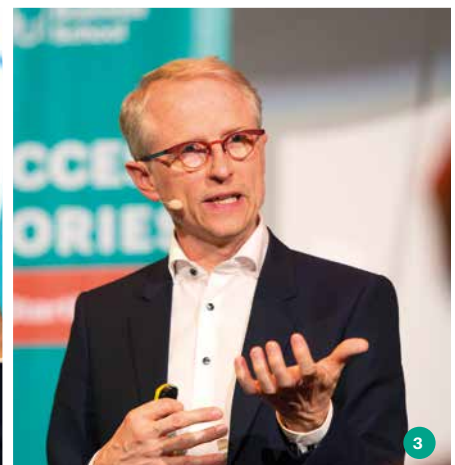
3 **Thierry Geerts**,  
Country Director of Google, Belgium & Luxembourg

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

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

6 **Paul Bulcke**,  
Chairman of Nestlé

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



# 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.

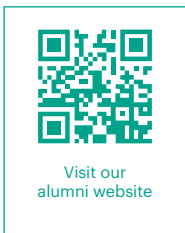
## TALENT EXPERTS AND COACHES

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



**LANCE DUURAM**  
Master in Digital Business, 2021

Account executive at the fintech giant Revolut and co-founder of the startup Aura, Lance Duuram credits his professors at EU Business School for giving him the entrepreneurial mindset essential for professional success, stating "I always thought I wasn't an entrepreneur until I came to EU Business School. My professors understood my vision and provided crucial support on my startup journey."



**FATIMAEZZAHRA DAMALI**  
Master in Management, 2023

Fatimaezzahra is a Functional Consultant for Microsoft Dynamics 365 Business Central at Inetum, an agile IT services company with a presence in 27 countries. At EU Business School, she gained crucial skills that enhanced her employability, including authentic leadership and business development. She credits EU's cultural diversity for giving her the international mindset and interpersonal skills that have boosted her career.



**TATENDA PHIRI**  
MSc in International Management, 2020

Tatenda is a Business Development Engineer at Eaton and Future Energy Leader (FEL100) at the World Energy Council. He is an expert in climate and renewable energy finance and business analysis and credits EU Business School for giving him the skills to excel in the rapidly changing business environment and providing the framework for achieving his career goals.



**KATERYNA PIDMOHYLNA**  
Master in Fashion & Luxury Business, 2023

Kateryna, who is a Marketing Manager at BetInvest Ltd., has advanced rapidly on her career path, thanks to the design thinking, marketing strategies and creative problem-solving skills she gained while studying at EU Business School. The support from the Career Support Department, which included workshops on effective CV development, was also invaluable.

## TOP COMPANIES WHERE OUR ALUMNI WORK

Deloitte. pwc P&G

Marriott facebook

GE accenture adidas

Nestle Roche

Google IBM

J.P.Morgan

amazon SONY

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**Ganduxer Campus:**

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