



GRADUATE PROGRAMS

A program overview for prospective students and future CEOs, CFOs, entrepreneurs and business leaders.

eu | Business
School

www.euruni.edu



AT EU, FACULTY
WORKS WITH
STUDENTS ON
AN INDIVIDUAL
BASIS,
KEEPING THE
ATMOSPHERE
UP CLOSE AND
PERSONAL



WE
ENCOURAGE
STUDENTS
TO IMPROVE
UPON THEIR
COMMUNICATION,
LEADERSHIP &
ENTREPRENEURIAL
SKILLS





EU Classroom

*Alistair Charles,
Professor of HR Management*



01

06 WELCOME

08_Why Choose EU?

02

10 ABOUT US

12_Accreditations & Rankings

14_Our Campuses

16_Our Partners

18_Statistics

03

20 ACADEMICS

21_Academic Activities

22_Company Affiliations

23_Learning from Leaders

04

24 THE EU MBA

25_MBA Pathways

26_Our Majors

International Business

Communication & Public Relations

International Marketing

Global Banking & Finance

Leisure & Tourism Management

Entrepreneurship

Leadership

E-Business

Sports Management

Human Resources Management

Design Management

Reputation Management

28_Full-time Path

29_Part-time Path

30_Online Path

31_Double Degrees

05

32 STUDENT LIFE

33_A Day in the Life

34_Social Activities

35_Student Services

06

36 ADMISSIONS

37_Admission Requirements

38_How to Apply

INFO

Throughout this publication you will find QR codes corresponding with picture galleries or interviews. Below, find the codes for the website, blog and videos.

Website & Blog

www.euruni.edu



EU Today TV | Events Section

www.euruni.tv



07

40 NETWORK

01

WELCOME

The world is increasingly interconnected. The lines of business, media and technology are blurring and becoming inextricably linked in the market. EU Business School's MBA programs help participants thrive in the world arena and become active participants in the global business world. EU is one of the most innovative business schools in the world, and has main campuses in Barcelona, Geneva, Montreux and Munich. We have been linking people, cultures and business for over 40 years.

Recognized as a top European business school, EU aims to provide a practical business education with a curriculum that emphasizes an international point of view. We encourage our participants to explore entrepreneurship and graduate with an accredited degree.

We look forward to seeing you at EU!

EU Commencement Ceremony 2014





Dear Prospective Students,

“MBA preferred” is one of the most popular phrases in modern job listings. MBA graduates are sought after for their ability to think critically, deal with ambiguity and solve complex problems. In the current, uncertain economic climate, individuals are increasingly looking for any advantage that will help them progress in their careers in this competitive job market. I would therefore like to talk to you about the business school behind the brochure you hold in your hands.

Our students benefit from both the business school’s modern facilities and its array of locations. When you step into a classroom on any of our campuses, you will immediately appreciate our professional environment. It is in this environment that we are developing new programs to focus on emerging industries. EU proudly counts itself as one of the few international business schools to offer a wide variety of programs including International Business; Communication & Public Relations; International Marketing; Global Banking & Finance; E-Business; and Reputation Management among others.

Our Online MBA program is making headway as a brand new approach to modern learning. It is a blended experience that combines classes with one week of on-site learning and networking per term.

With a strong mix of both traditional and innovative curricula, we help you evolve along with today’s business world. Our alumni network spans the globe and we commit to always being a resource for your continued professional development and support.

We would like to invite you to review this brochure, write to us, look through our website www.euruni.edu, take our virtual tours or visit our campuses, where you will be able to see firsthand what a modern and practical business school is all about.

Dr. Dirk Craen | President

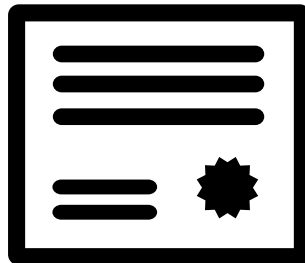
A stylized, handwritten signature in black ink, likely belonging to Dr. Dirk Craen.

12 REASONS TO STUDY AT EU



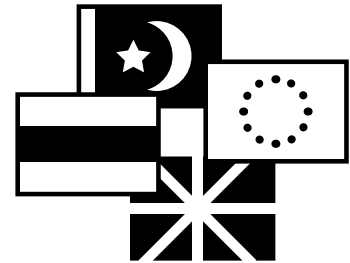
RECOGNIZED FOR EXCELLENCE

and ranked a top 35 business school in Europe by QS Top MBA and listed as a top 20 business school by *China Economic Review*. EU's on-campus MBA was featured in the top tier of the European MBA listings. EU's Online MBA ranked number one in *CEO Magazine's* 2015 global online rankings; EU's full-time MBA placed fifth highest for salary uplift in Europe in the QS Return of Investment Report 2015.



ACCREDITED

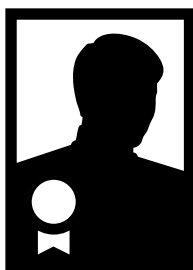
by several international accrediting bodies. Our programs are accredited by ACBSP and IACBE; both organizations are recognized by the CHEA. EU also boasts the IQA accreditation, awarded by CEEMAN, and has been certified by EduQua. A partnership with the University of Roehampton in London enables EU to offer U.K. state-accredited degrees.



INTERNATIONAL

student and faculty bodies comprised of more than 100 nationalities, with 98% of them speaking more than two languages.

The business world is growing at a rapid pace. Multinational corporations are opening offices all over the world. A multilingual and international study environment gives students an opportunity to gain exposure that will help them in communicating with people from different backgrounds throughout their careers.



OUTSTANDING FACULTY MEMBERS

who in addition to having excellent academic credentials are also entrepreneurs, consultants and business leaders.

All courses are taught by highly-qualified faculty members with a wealth of practical experience in their fields. Professors work with students on an individual basis to create an interactive learning environment. The caliber of the faculty and a culture that values and rewards an entrepreneurial spirit are what make a business school stand out.



ALL EU CLASSES ARE TAUGHT IN ENGLISH

as all the students who study here are proficient English speakers.

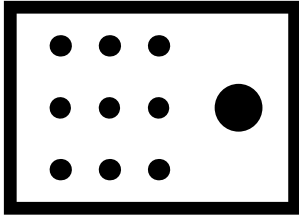
Assignments, exams, lectures and the dissertation are also all in English. We realize it is a critical language for developing a successful international career. Students graduate with a solid understanding of business and the language skills necessary to succeed in it.



EXCELLENT EMPLOYMENT RECORD

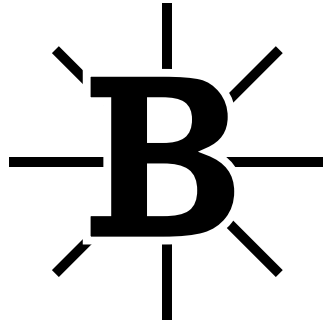
as most students have been gainfully employed or started an internship within six months of graduation.

The Career Services Department provides personalized counseling, assistance and information to all students. They are advised on their CVs, assisted with interview preparations and told about a variety of networking opportunities.



SMALL CLASS SIZES AND REGULAR EVALUATIONS

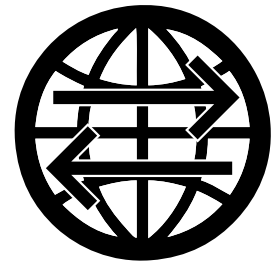
which numerous studies demonstrate have a direct relationship with increased academic achievement. We average a 1:9 professor-student ratio. Students benefit from more personal interaction with professors and coursemates. Constant feedback allows them to know where they stand and there is an open two-way communication path between students and professors at all times.



THE PRAGMATIC APPROACH TO EXPERIENTIAL BUSINESS LEARNING

employs the dynamic case-study method; the most effective tool to teach applications of business theory.

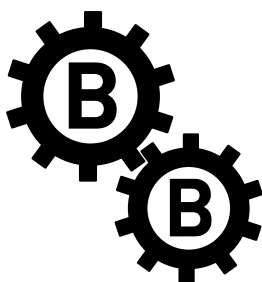
Students learn from faculty members and also from fellow students who have previous business experience. This approach is proven to effectively prepare students for leadership positions in the market.



TRANSFER OPPORTUNITIES

within our network allow students to easily transfer between countries and campuses.

The business school has a global partner network and encourages students to participate in exchanges between our four main campuses in Barcelona, Geneva, Montreux and Munich. Students also have opportunities to study in other countries including U.S.A., China, U.K., Thailand, Malaysia, Taiwan, Mexico, Brazil, Kazakhstan, Canada and Russia among others.



DEVELOPING BUSINESS PERSONALITIES

is one of the most important non-academic advantages of studying at EU. Academic knowledge is a necessary base when entering the business world, but students must have an individual perspective to succeed in the market.

EU develops strong business personalities by encouraging students to build up the most valuable brand they can sell: themselves.



ONLINE MBA

program offers an alternative option in which students can study EU's full-time MBA program from the comfort of their homes or wherever they are based, through an easy-to-use web interface and a curriculum taught by a renowned faculty experienced in e-learning.

This top-ranked program is divided into three 10-week terms, nine online and one on site, for a truly blended experience. This is the ideal structure for those who wish to continue working while pursuing their MBA.



ONE-YEAR PROGRAM

after which students graduate from EU with a top-ranked MBA and the contacts, skills and tools necessary to launch themselves to executive levels in their chosen career field.

02

ABOUT US

EU Business School has a business education model that provides high-quality instruction in a competitive learning environment, throughout a network of international campuses.

We bring the American business education model to Europe by combining classroom theory with hands-on professional skills. Our experiential learning approach to business education is proven to effectively prepare students for leadership positions in business and industry.

EU provides a unique international educational experience.

EU Barcelona campus



Established in 1973, EU is a triple-accredited, multicampus, international business school. In addition to small, dynamic classes offered in English, EU students also enjoy an international environment while getting the best of both North American and European academic curricula.

We offer full-time, part-time and online programs, with majors in International Business; Communication & Public Relations; International Marketing; Global Banking & Finance; Leisure & Tourism Mgmt.; Entrepreneurship; Leadership; E-Business; Sports Management; and Human Resources Management among others.

WE ARE DIFFERENT WE ARE FLEXIBLE WE ARE GLOBAL

EU has a global network of campuses, and we encourage students to participate in intercampus exchanges within EU and partner institutions in Spain, Switzerland, Germany, U.S.A., China, U.K., Thailand, Malaysia, Taiwan, Mexico, Brazil, Kazakhstan, Canada and Russia among others.

Our 100+ nationality average gives students a truly multicultural learning environment and excellent networking opportunities.

All courses are taught by highly-qualified faculty members with a wealth of practical experience in their fields. They work with students on an individual basis to create a cooperative and caring learning environment in which human values flourish. We provide student-oriented, flexible and personal education programs for all students.

Our pragmatic approach to experiential business education with emphasis on the case-study method is proven to effectively prepare students for leadership positions in the modern business world.

LEADING THE WAY

EU faculty members are leading innovators who work both inside and outside of the classroom to guide our MBA students' education.

FACULTY

EU's high-caliber faculty is made up of full-time academics with doctoral degrees as well as part-time instructors who are also current members of the international professional community. Our faculty members possess experience as entrepreneurs, consultants and business leaders. This combination of the academic and business worlds supports a unique and exceptional quality of learning.



TOP POSITIONS IN INTERNATIONAL RANKINGS

EU has developed innovative business education programs which deliver the highest quality education possible.

These are some of the reasons why EU has been recognized and accredited worldwide while consistently achieving stellar rankings as a top global business school.

ACCREDITATIONS



ACBSP The Accreditation Council for Business Schools and Programs (ACBSP) is a specialized accreditation association for business education that rewards teaching excellence. ACBSP members are selected for their quality of education and alumni success rate as well as a proven dedication to research and innovation. All four campuses have this accreditation.



IACBE The International Assembly for Collegiate Business Education (IACBE) is the leading outcomes-based professional accrediting organization for business programs in student-centered colleges and universities throughout the world. Both the Geneva and Montreux campuses are accredited by IACBE for their excellence in business education.



ACBSP and **IACBE** are both accrediting bodies recognized by the Council for Higher Education Accreditation (CHEA).



IQA International Quality Accreditation (IQA) was specifically designed to address the needs of business schools and other management development institutions operating in the dynamically changing environments of Central and Eastern Europe. Since then, IQA has evolved to encompass a wider market and to address the unique conditions and needs of local and national environments and emerging economies.



EU has been recognized by **EduQua**, the first Swiss quality label geared toward adult further education.

1

EU's online MBA ranked top in *CEO Magazine's* online global rankings

TOP 35

Ranked 33rd in the QS Top MBA Global 200 Business Schools Report

5

Ranked fifth in the QS Return of Investment Report for salary uplift in Europe

TOP TIER

Ranked as top tier global and European MBA programs by *CEO Magazine*

6

Sixth best business school for female students according to *Capital* magazine

TOP 20

Listed as a top 20 business school by *China Economic Review* magazine

MEMBERSHIPS

- Association to Advance Collegiate Schools of Business (AACSB)
- European Foundation for Management Development (EFMD)
- Accreditation Council for Business Schools and Programs (ACBSP)
- Central and East European Management Development Association (CEEMAN)
- Council of Learning Assistance and Developmental Education Associations (CLADEA)
- Principles for Responsible Management Education (PRME)
- Society for Advancement of Management (SAM)
- European Council of International Schools (ECIS)
- Hispanic Association of Colleges and Universities (HACU)
- Mediterranean Association of International Schools (MAIS)
- Fédération Suisse des Écoles Privées (FSEP)
- Swiss Private School Register (SPSR)
- Association Vaudoise des Écoles Privées (AVDEP)
- Association Genevoise des Écoles Privées (AGEP)
- Global Education in Switzerland (GES)
- The Academy of Business in Society (ABIS)
- Peter Drucker Society Europe
- International Assembly for Collegiate Business Education (IACBE)
- Russian Association of Business Education (RABE)
- International Association of University Presidents (IAUP)

SWISS QUALITY & AUTHENTICITY

EU has its main head-
quarters in Switzerland,
is a member of the
Swiss Federation of
Private Schools, the
European Foundation for
Management Development,
the Swiss Private School
Register and is certified by
the Swiss Label.



A WORLD-CLASS, VALUE-CENTERED BUSINESS EDUCATION



A EUROPEAN IDENTITY A GLOBAL NETWORK

EU Business School has a network of campuses across various countries. All campuses follow identical curricula and use the same textbooks, which means students may transfer seamlessly between campuses at the end of any successfully completed term.

1973

EU opens its first campus

25,000

Number of EU graduates since its founding

100+

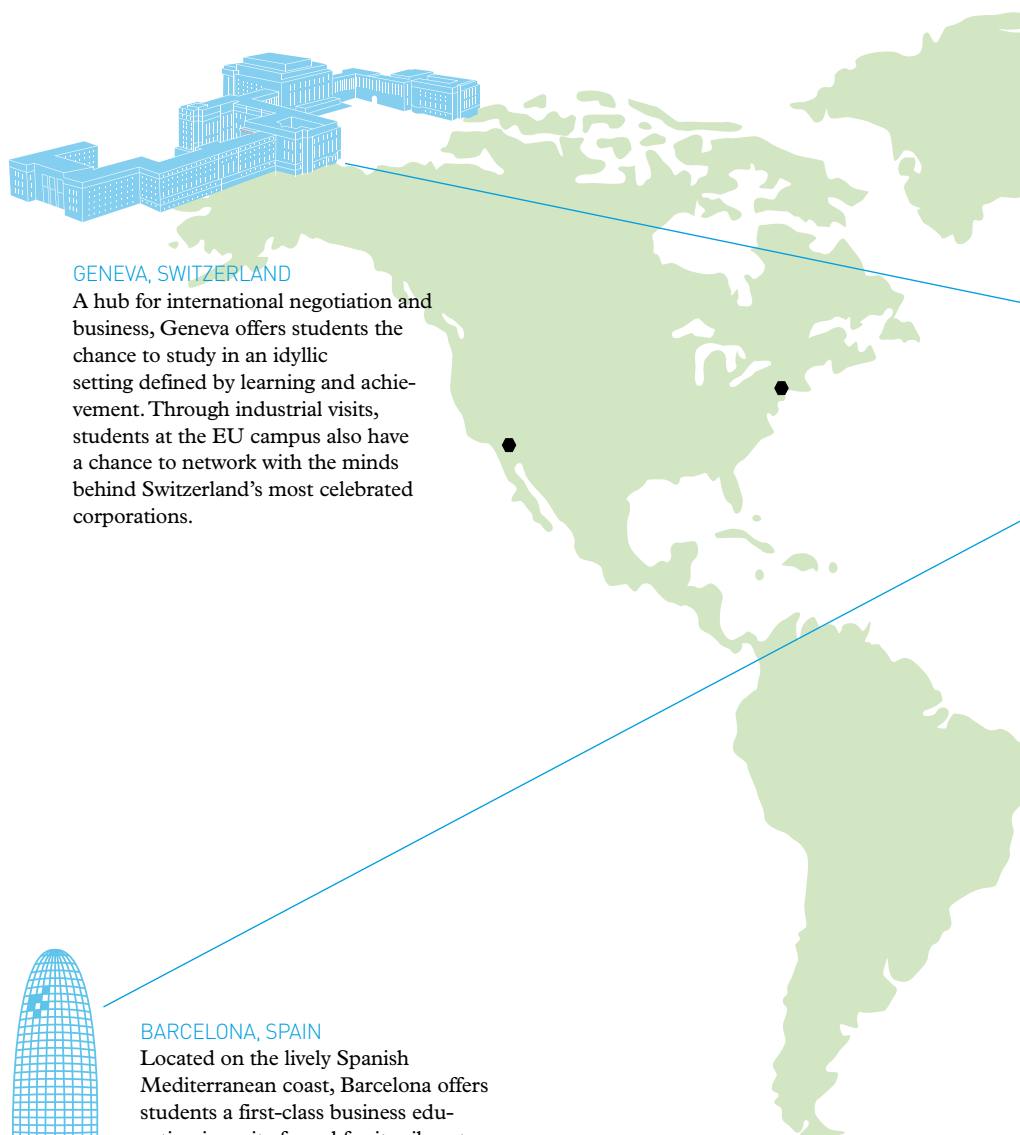
Nationalities presently at EU

20+

Number of programs offered

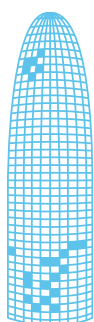
120+

Total number of languages spoken by EU students



GENEVA, SWITZERLAND

A hub for international negotiation and business, Geneva offers students the chance to study in an idyllic setting defined by learning and achievement. Through industrial visits, students at the EU campus also have a chance to network with the minds behind Switzerland's most celebrated corporations.

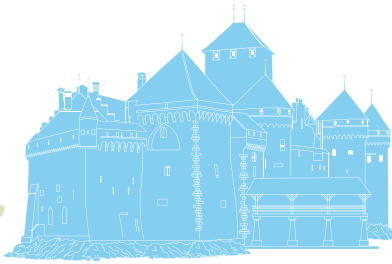


BARCELONA, SPAIN

Located on the lively Spanish Mediterranean coast, Barcelona offers students a first-class business education in a city famed for its vibrant culture and cosmopolitan lifestyle. Industrial visits to companies such as SEAT, Freixenet and Natura Bissé inspire entrepreneurship.

WE ENCOURAGE STUDENTS TO TRANSFER BETWEEN CAMPUSES

- ▲ MAIN CAMPUSES
- ◆ PROGRAMS IN
- ADDITIONAL DEGREE OPTIONS WITH

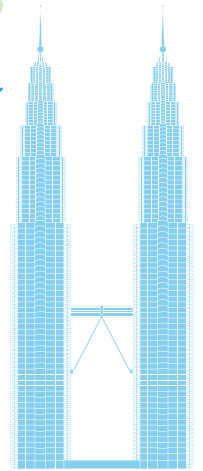


MONTREUX & YVORNE, SWITZERLAND

While studying in Montreux, students savor an atmosphere that is defined by its variety. Breathtaking mountain and lake views, delicious food and a tranquil environment make this location enriching and intriguing. Montreux also has a thriving business atmosphere, hosting the Nestlé international headquarters among others.

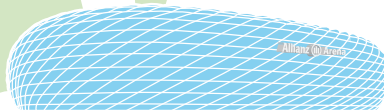
KUALA LUMPUR & KOTA KINABALU, MALAYSIA

Malaysia's two urban metropolises are buzzing with possibilities for the aspiring entrepreneur. In both Kuala Lumpur and Kota Kinabalu, EU offers undergraduate and graduate programs for those who want to take their place at the epicenter of economic growth, not only in Southeast Asia, but throughout the entire world.



MUNICH, GERMANY

In this modern Bavarian city, students can find inspiration everywhere they look; from its numerous gardens and green landscapes to a cutting-edge downtown core filled with laptops and lederhosen. Students are influenced by visitors and guest speakers from big companies like BMW.



PARTNERSHIPS

EU Business School has carefully selected its affiliate institutions to offer students a varied spectrum of opportunities across the globe. Through EU's partners in Europe, Asia, Africa and the Americas, students gain further international perspective by studying various curricula and taking part in international exchanges.

All of our partners are respected, accredited institutions with a long-standing history of educating business professionals who later go on to become leaders in their chosen fields.

PROGRAMS IN:

Moscow & Rostov-on-Don, Russia
 – Almaty, Astana & Aktobe, Kazakhstan
 – Taipei, Taiwan
 – Beijing, Hong Kong, Shanghai & Shenzhen, China
 – Kuala Lumpur & Kota Kinabalu, Malaysia

ADDITIONAL DEGREE OPTIONS WITH:

University of Roehampton, U.K.
 – University of Derby, U.K.
 – Nottingham Trent University, U.K.
 – Pace University, U.S.A.
 – University of California, Riverside
 – Shinawatra International University, Thailand
 – Peking University, China
 – Jiao-Tong University, China
 – Moscow State University of Economics, Statistics and Informatics, Russia
 – Russian Presidential Academy of National Economy & Public Administration, Russia
 – Peoples' Friendship University of Russia, Russia

EDUCATIONAL PARTNERSHIPS WITH UNIVERSITIES WORLDWIDE

EU continuously explores affiliation opportunities with other world-class universities. We offer our students the possibility to participate in exchange programs and obtain further qualifications from educational institutions around the world.

EUROPE

Azerbaijan

- Azerbaijan State Economic University
- Baku Business University

Estonia

- University Nord

Finland

- Helsinki School of Business

Georgia

- Tbilisi State University

Germany

- Diploma Hochschule
- Neuss Hochschule

Greece

- The American College of Greece

Hungary

- International Business School Budapest

Netherlands

- TSM Business School
- University of Amsterdam

Poland

- Kozminski University

Romania

- University of Bucharest

Russia

- Lomonosov Moscow State University
- Saratov State Technical University
- South Russia University
- Rostov State University of Economics
- Moscow State University of Economics, Statistics & Informatics
- Russian Presidential Academy of National Economy & Public Administration
- Peoples' Friendship University of Russia
- International University in Moscow
- North Ossetian State University
- Siberian Federal University

Serbia

- University of Belgrade

Spain

- IE Business School

United Kingdom

- Nottingham Trent University
- University of Derby
- University of Roehampton

MIDDLE EAST & AFRICA

Egypt

- MISR University for Science & Technology

Morocco

- Institute for Leadership & Communication Studies

South Africa

- Vaal University of Technology

THE AMERICAS

Brazil

- Fundação Getulio Vargas
- Instituto Brasileiro de Mercado de Capitais
- Pontificia Universidade Católica do Rio de Janeiro
- Universidade Paulista
- Fundação Armando Alvares Penteado

Canada

- St. Lawrence College
- Upper Madison College
- Braemar College

Chile

- Universidad del Mar

Colombia

- Colegio de Estudios Superiores de Administración
- Politécnico Grancolombiano
- Universidad de Medellín
- Universidad EAFIT

Ecuador

- Universidad del Pacífico

Mexico

- Instituto Tecnológico y de Estudios Superiores de Monterrey
- Universidad Autónoma de Guadalajara
- Escuela Bancaria y Comercial
- Universidad de Colima
- CETYS Universidad

U.S.A.

- University of Incarnate Word
- William Peace University
- University of California, Riverside
- Pace University
- University of Dallas

ASIA

China

- Beijing Technology & Business University
- Peking University
- Jiao-Tong University
- City University of Macau

India

- Hinduja College of Commerce
- Ramanujan College of Management

Indonesia

- Udayana University

Kazakhstan

- Kazakh-Russian International University
- Kazakh University of Economics, Finance & International Trade
- University of International Business
- Ryskulov Kazakh Economic University

Malaysia

- Jesselton College

Mongolia

- Institute of Finance & Economics
- Mongolian University of Science & Technology

South Korea

- Korea International Culture University of Graduate

Thailand

- Shinawatra International University

Turkey

- Izmir University
- Istanbul Aydin University
- Gediz University



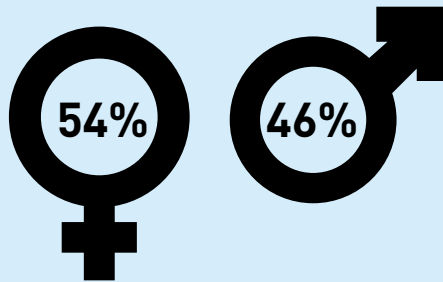


EU BY THE NUMBERS

Percentages, figures and charts allow institutions to present hard facts and statistics to prospective students in a way which is clear and direct. EU Business School is a global institution with a balanced student body. Our MBA participants come from diverse backgrounds, study different majors and go on to work in various fields after graduation.

From female to male ratios to the multitude of locations where our participants study; here is a breakdown of statistics, charts and graphs that will illustrate EU's graduate student body profile.

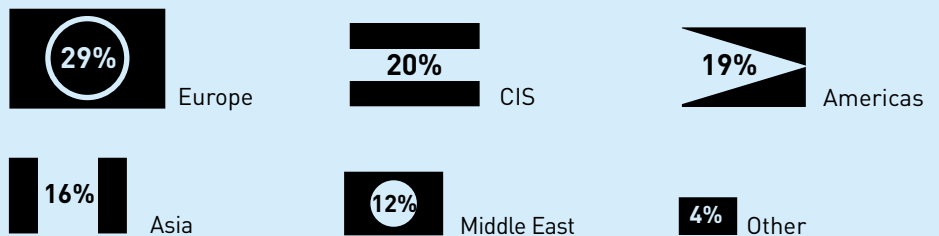
Female to Male Student Ratio



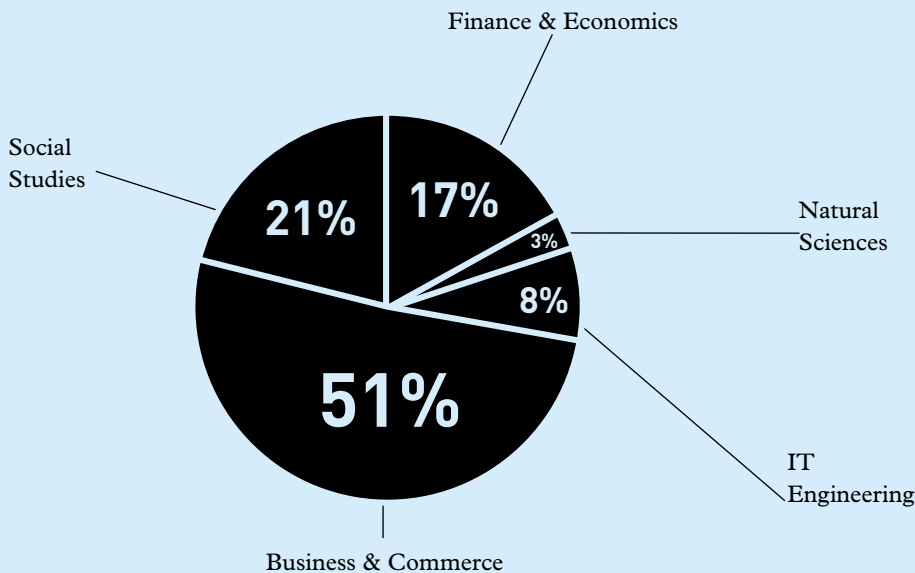
Quick Facts

95% international participants
3.5 average languages spoken
3 average years of work experience

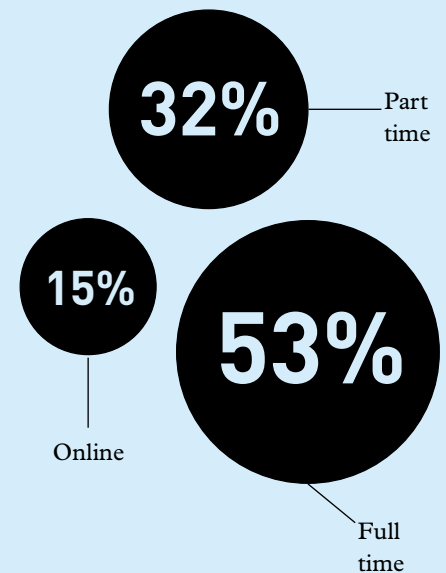
Student Nationalities (100+ countries represented)



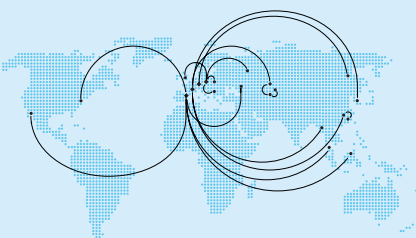
Educational Background



MBA Path



Campus Transfers



37%

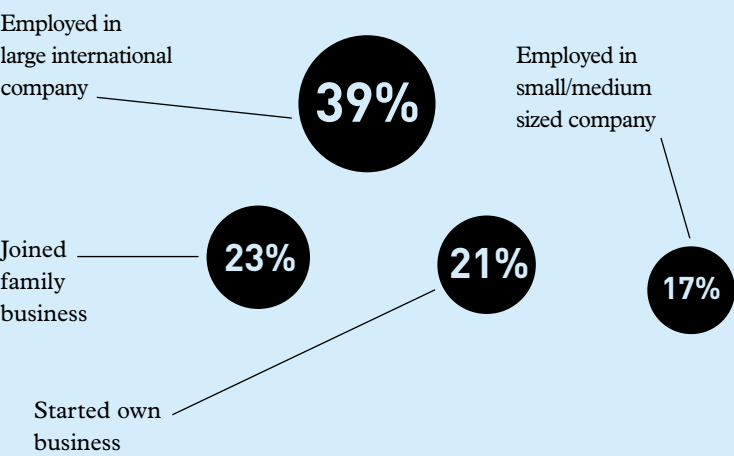
of students take advantage of our transfer opportunities to explore living and studying in different cities.

Double Degree Participation

21%

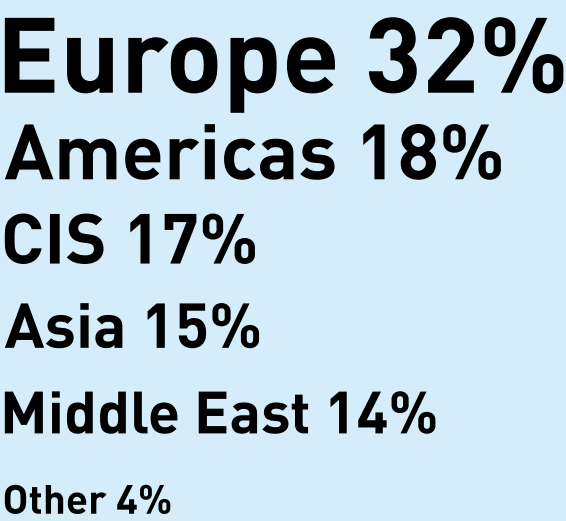
of students feel that studying for one extra term is a worthwhile investment for two MBA degrees.

First Job After Graduation



VARIED
BACKGROUNDS
HELP PARTICIPANTS
LEARN FROM EACH
OTHER AS WELL AS
INSTRUCTORS

Work Placement by Region

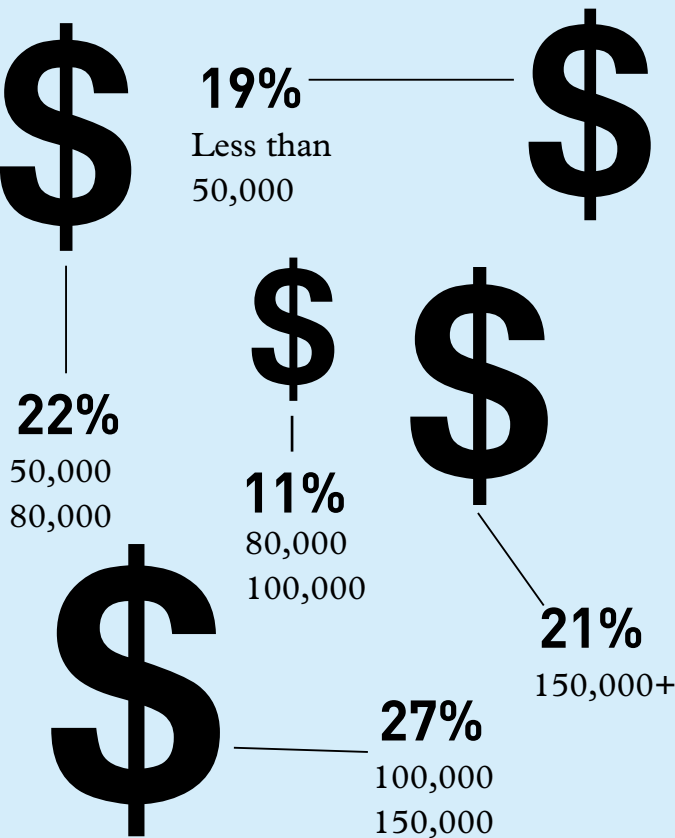


Time to Find Employment

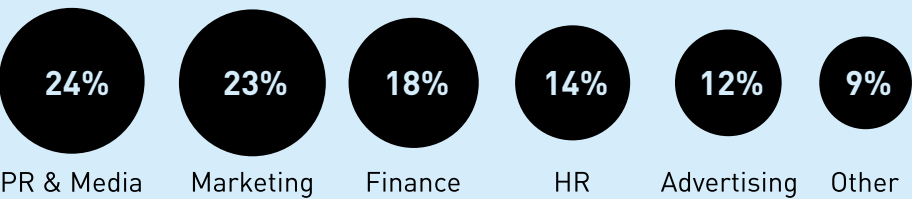
5
months

is the average time within which students find their first job.

Salary After Graduation



Work Placement by Sector



03

ACADEMICS

Throughout the year, EU invites distinguished speakers to lecture at our campuses. Our guest lecturers are noted for their academic credentials and their talent for teaching. These sessions are integrated into the curriculum and provide an informal way for students to network and learn about different fields directly from experts.

Our speakers represent a wide range of industries and functions, and include distinguished EU alumni; business and government professionals; innovators; and academics. Students have plenty of opportunities to ask questions and benefit from the advice and insight of these leaders.

Adolf Ogi, former President of Switzerland, addressing guests at the United Nations



ACADEMIC ACTIVITIES

EU is one of the first business schools to satisfy the needs of the students on the one hand and the international business community on the other.

EU enjoys a solid reputation among recruiters. The caliber of its students and the efficiency of EU's independent, dedicated Career Services Department (CSD) provide a distinct competitive edge for job interviews.

CAREER COUNSELING

The CSD serves students, alumni and organizations by addressing individual development and employment needs. Individuals receive assistance in formulating, exploring and implementing career options. The CSD assists with choosing career paths, preparing CVs, improving interview skills, evaluating the job market, developing a network of contacts, conducting job searches and negotiating offers of employment.

CAREER WORKSHOPS

Our students are encouraged to regularly take stock of their individual career expectations and work toward achieving them. To help them with this process, we organize coaching and development workshops that cover various topics integral to career development, like:

– Job Search and Selection

A hands-on approach to applying, interviewing and negotiating for the job you really want.

– Personal Branding

A how-to for creating, building and curating your personal brand online.

– CVs and Cover Letters

An introduction to creating the ideal CV and cover letter, personalizing them to reflect you and customizing them for each application.

– Networking On and Offline

A guide to different networking techniques, best practices and topical trends like the “Elevator Pitch” and the “Six Rules to Success”.



– Optimizing LinkedIn

A step-by-step explanation on how to create and improve presence on this professional networking site.

– Finding a Mentor

A look at the importance of having a mentor, and how to find the right one to help you succeed.

CORPORATE OUTREACH

The CSD organizes regular career fairs to connect companies and candidates. Major international companies are also invited to our campuses to interview EU graduates. Recruiters introduce their organizations and discuss available job opportunities. Some also ask to meet with small groups of students who fit the profile the company is looking for, to get to know the candidates better.

INTERNSHIPS

EU actively seeks to identify, offer and fill

suitable internship positions with companies that are looking for students. Through these opportunities, they gain career-specific work experience, knowledge of the field and a network of industry contacts.

INDUSTRIAL VISITS

Students are taken to a variety of national and international companies. Here, they relate theoretical concepts learned in class to real-life business situations. Assignments relevant to the visit are given in class and students subsequently present oral and written reports.

STUDY TOURS

Study tours are designed to give students experience in the global corporate business environment. They visit corporations and governmental and trade organizations around the world, where they observe a variety of industries and meet with management representatives. Participants then prepare project reports based on their study tour experiences.



OUR STUDENTS HAVE GONE ON TO WORK FOR:

- 3M
- ABB
- ADIDAS
- ABN AMROBANK
- ACCENTURE
- AMERICAN EXPRESS
- APPLE
- BANCO SANTANDER
- BANQUE PRIVÉE EDMOND DE ROTHSCHILD
- BARCLAYS
- BAYER
- BBVA
- BELL
- BMW GROUP
- BOSTON CONSULTING GROUP
- BRITISH TELECOM
- CABLECOM
- CATERPILLAR
- CHASE MANHATTAN BANK
- CHUPA CHUPS
- CITIGROUP
- COCA-COLA
- COMPAQ
- CRÉDIT SUISSE
- DELL-PEROT SYSTEMS
- DELOITTE & TOUCHE
- DEUTSCHE BANK
- DHL
- DISNEYLAND
- DAIMLER-BENZ
- EBAY
- EL CORTE INGLÉS
- ELECTROLUX
- ESTÉE LAUDER INC.
- EYELANDER ORG.
- EUROCARD
- FACEBOOK
- FEDEX
- FORD
- GENERAL ELECTRIC
- GENERAL MOTORS
- GOOGLE
- HÄAGEN DAZS
- HERALD TRIBUNE
- HEWLETT-PACKARD
- HILTON HOTELS
- HINDUJA BANK
- HOFFMANN LA ROCHE
- IBM
- IKEA
- ILO
- INDITEX
- JET AVIATION
- JOHNSON & JOHNSON
- KENWOOD
- KOREAN AIRLINES
- KRAFT
- LA CAIXA
- LOGITECH
- L'ORÉAL
- MARRIOTT HOTELS
- McDONALD'S
- McKINSEY & CO
- MERRIL LYNCH
- MICROSOFT
- MIELE
- MOTOROLA
- NESTLÉ
- NIKE
- NOKIA
- NOVARTIS
- PEPSI
- PEUGEOT
- PHILIP MORRIS INTERNATIONAL
- PROCTER & GAMBLE
- RENAULT
- SEAT
- SHELL
- SIEMENS
- SONY ERICSSON
- SWATCH GROUP
- SWISS
- TELEFÓNICA
- THOMAS COOK GROUP
- UBS
- UEFA
- UNILEVER
- UNITED NATIONS
- VERITAS
- VODAFONE
- VIRGIN
- VUELING
- WORLD BANK GROUP
- XEROX
- WTO

LEARNING FROM LEADERS

Distinguished speakers who give lectures on campus include business leaders, ambassadors and political figures.

During these special sessions, experts interact with EU students and discuss today's current issues. They cover diverse sectors including banking, negotiation, international arbitration and market research. These sessions encourage students' curiosity and deliver detailed information from an experienced point of view.

In addition to imparting their extensive knowledge to EU students, guest lecturers are often keen to help students find internships and jobs through their extensive networks of contacts. This allows for numerous opportunities for EU students to learn how to communicate and present their skills to those who can help them on future career paths.



Former President of
Switzerland
Adolf Ogi



Doha Bank Group
R. Seetharaman,
CEO



United Nations Geneva
Michael Møller,
Acting Head



Adecco
Patrick De Maeseneire,
CEO



Nestlé China
Roland Decorvet,
Former CEO



Swiss International Airlines
André Dosé,
Former CEO



3M Asia Pacific
Koen P. Wilms,
Vice-President



Lausanne Palace & Spa and
Leading Hotels of the World
Jean-Jacques Gauer,
Director & Chairman



Private Bank
Edmond De Rothschild
Bernard Fierens,
Director



Blancpain Watchmakers
Marc Hayek,
CEO



Swatch Group
Nayla Hayek,
Chairwoman



Marriott Hotel Group
Michel Miserez,
Area Vice-President
Western Europe



Hinduja Group
Srichand Hinduja,
CEO & President



The Academy of Business in
Society (ABIS)
Gilbert Lenssen,
President



Former Prime
Minister of Belgium
& Secretary-General of
International IDEA
Yves Leterme



LVMH
Jean-Claude Biver,
President of the Watch
Division & Chairman of
Hublot Watches



04

THE EU MBA

Today's world is growing in complexity and becoming more and more interconnected; as such, an MBA has never been more vital to a business career.

The EU MBA degree program combines all of this knowledge into a one-year full- or two-year part-time program.

The EU Master of Business Administration program is the essential tool to help participants excel in their futures. The program incorporates both a core business foundation, which enables graduates to perform and lead effectively in all areas of an enterprise, and a specialization component within their chosen major, which allows them to hone their skills and develop a more specific area of expertise.

MBA PATHWAYS

WHICH IS RIGHT FOR YOU?

Full Time

Full-time study on campus: a one-year program divided into three 10-week terms that will open your mind to the latest business skills, tools and thinking. This is the ideal pathway if you want the full-time experience of an on site course.

The first two terms cover the core courses that lay the foundations of business, while the third term offers a specialization in one of EU's 12 graduate majors. Students then complete a dissertation. You'll enjoy the benefits of closer and more concentrated time with academics and the valuable relationships you'll build and experiences you'll share with your peer group.

Part Time

Part-time study on campus: a flexible two-year program divided into six 10-week terms. This program has the same curriculum as our full-time MBA program, but with just two to three courses per term, followed by a dissertation. This is an innovative program that invites you to use current business issues to enrich your learning and apply new skills and knowledge in order to enhance your career.

If you wish to fast-track your career by gaining a globally-recognized business qualification, while managing full-time work, this pathway will meet your needs perfectly. It gives you the flexibility to fit in study with your work and other commitments.

Online

Online study from wherever you are in the world: a one-year program divided into three 10-week terms plus a dissertation period. It is available through our interactive learning platform, connecting you to a global network of business professionals.

The Online MBA is convenient if you need to fit your studies around other work and life commitments and are not within easy reach of an EU campus. The program mirrors our full-time program and uses virtual classroom materials within a well-supported online learning community. It also allows participants to combine online and on-site learning for a blended experience

Maximum Flexibility

The EU MBA programs allow you maximum flexibility as they can all combine online and on-campus study in order to maximize your time and efficacy. Participants can take one term on site, one online and then their major course on site, thereby allowing them to get the best of both worlds: a great education and maximum flexibility.

ADDITIONAL MBA OPTIONS

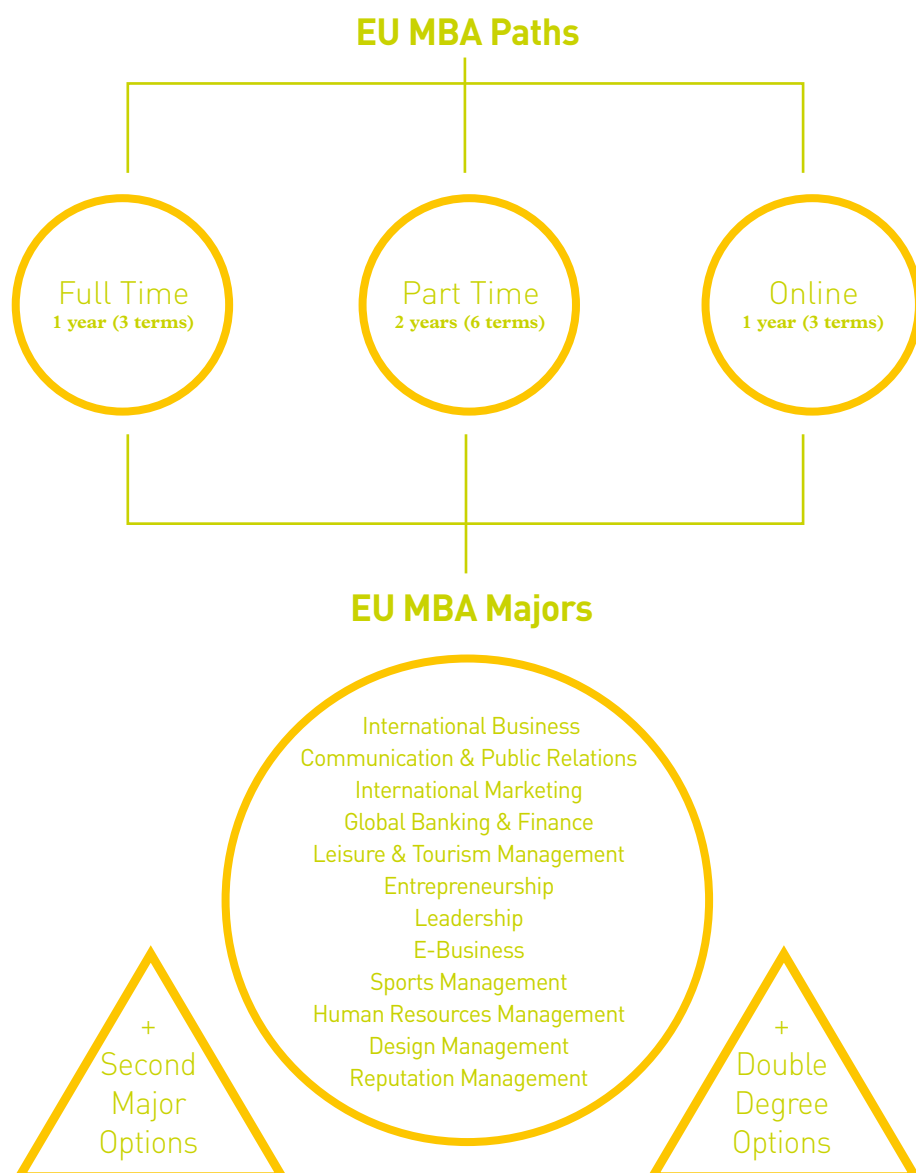
Double Degrees on Campus

EU offers double degree programs. Participants can earn two accredited degrees in one year; an MBA from EU and a state-accredited MSc in International Management or MBA awarded by the University of Roehampton in the U.K.

MBA Second Major Option

After completing an MBA program major, students have the option to take on an additional major at EU, earning two MBAs in two different majors in as little as four terms.

EU IS THE RIGHT CHOICE FOR THOSE WHO WANT TO PURSUE A CAREER IN BUSINESS



OUR MBA STRUCTURE

The following core courses are completed by everyone who studies an EU MBA program; details of these courses can be found at www.euruni.edu

The MBA program comprises 90 ECTS.

Full-time, part-time and online students may choose any elective major in addition to their first two core terms.

- TERM I (15CH | 20ECTS)
- TERM II (15CH | 20ECTS)
- TERM III (15CH | 20ECTS)
- MANAGEMENT RESEARCH METHODS & DISSERTATION (22CH | 30ECTS)

TOTAL: 67CH | 90ECTS

CH = CREDIT HOURS
ECTS = EUROPEAN CREDIT TRANSFER SYSTEM

Core Courses
Terms I & II

TERM I - CORE COURSES

MCO 101 Management Skills (3|4)
MCO 102 Organizational Behavior (3|4)
MCO 103 Managerial Accounting (3|4)
MCO 104 Marketing (3|4)
MCO 105 Quantitative Business Methods (3|4)
MCO 106 Negotiation (seminar)
MCO 107 Business Law (seminar)
Industrial Visits and Guest Lectures

Elective Majors
Term III

MAJOR IN INTERNATIONAL BUSINESS

MBA 301 Business Policy & Strategy (3|4)
MBA 302 International Marketing (3|4)
MBA 303 International Finance (3|4)
MBA 304 Sales Management (3|4)
MBA 305 Technology & Change Mgmt. (3|4)

MAJOR IN COMMUNICATION & PR

MCP 301 Public Speaking & Public Communication (3|4)
MCP 302 Public Relations (3|4)
MCP 303 Organizational Communication (3|4)
MCP 304 Mass Media Strategy, Planning & Media Law (3|4)
MCP 305 Practical Applications in PR (3|4)

MAJOR IN INTERNATIONAL MARKETING

MIK 301 International Marketing (3|4)
MIK 302 Sales Management (3|4)
MIK 303 Marketing Research (3|4)
MIK 304 E-Marketing Strategies (3|4)
MIK 305 Advertising & Media (3|4)

MAJOR IN GLOBAL BANKING & FINANCE

MBF 301 Financial Investments (3|4)
MBF 302 Financial Planning (3|4)
MBF 303 Short-Term Financial Mgmt. (3|4)
MBF 304 Long-Term Financial Mgmt. (3|4)
MBF 305 Advanced Finance (3|4)

TERM II - CORE COURSES

MCO 201 Finance (3|4)
MCO 202 Human Resources Mgmt. (3|4)
MCO 203 Global Economics (3|4)
MCO 204 Strategic Management (3|4)
MCO 205 Mgmt. Information Systems (3|4)
MCO 206 Communication Skills (seminar)
MCO 207 Job Career Planning (seminar)
Industrial Visits and Guest Lectures

MAJOR IN LEISURE & TOURISM MGMT.

MLT 301 International Tourism Mgmt. (3|4)
MLT 302 Strategic Tourism Marketing (3|4)
MLT 303 Environments of Tourism (3|4)
MLT 304 Culture & Cross-Cultural Mgmt.
in Tourism (3|4)
MLT 305 E-Business in Tourism (3|4)

MAJOR IN ENTREPRENEURSHIP

MET 301 New Product Development (3|4)
MET 302 Entrepreneurship &
New Venture Creation (3|4)
MET 303 Innovation & Leadership (3|4)
MET 304 Technology & Change Mgmt. (3|4)
MET 305 Family Business Mgmt. (3|4)

MAJOR IN LEADERSHIP

MLS 301 Business Ethics (3|4)
MLS 302 Innovation & Leadership (3|4)
MLS 303 Strategic Supply Chain Mgmt. (3|4)
MLS 304 Business Policy & Strategy (3|4)
MLS 305 Coaching & Mentoring (3|4)

MAJOR IN E-BUSINESS

MEB 301 E-Marketing Strategies (3|4)
MEB 302 Crafting the E-Business
Model (3|4)
MEB 303 E-Business Architecture (3|4)
MEB 304 E-Business Design (3|4)
MEB 305 The E-Consumer (3|4)

MAJOR IN SPORTS MANAGEMENT

MSP 301 Sports Marketing Mgmt. (3|4)
MSP 302 Financial Mgmt. Applications
to Sport (3|4)
MSP 303 Sports Sponsorship (3|4)
MSP 304 Sports Management Issues (3|4)
MSP 305 Crafting Unique Sports Events (3|4)

MAJOR IN HUMAN RESOURCES MGMT.

MHR 301 International Human
Resources Management (3|4)
MHR 302 HR Development & Training (3|4)
MHR 303 Communication & Negotiation
in Employee Relations (3|4)
MHR 304 People Management (3|4)
MHR 305 HR Workshops (3|4)

MAJOR IN DESIGN MANAGEMENT

MDM 301 Introduction to the
World of Design (3|4)
MDM 302 Luxury & Design (3|4)
MDM 303 Architecture & Hotel Design (3|4)
MDM 304 Graphic Design &
Corporate Identity (3|4)
MDM 305 Photography & Management (3|4)

MAJOR IN REPUTATION MANAGEMENT

MRM 301 Risk Management (3|4)
MRM 302 Crisis & Issue Management (3|4)
MRM 303 Brand Mgmt. & Advocacy (3|4)
MRM 304 Reputation Management (3|4)
MRM 305 Corporate Social Responsibility &
Stakeholder Management (3|4)

WITH AN EU
MBA YOU GAIN:
LEADERSHIP
SKILLS,
PROFESSIONAL
DEVELOPMENT
& A GLOBAL
NETWORK

Management Research Methods Module

DISSERTATION

The dissertation allows students to combine the skills and tools acquired throughout their MBA into a final project that uses strategic business thinking for success in the business world. It is to be turned in within three months of the end of the final term.

Students choose their topic with the help of their MBA Dissertation Advisor. Many participants use it to study a new market they want to enter as entrepreneurs; others use it as a tool to research and analyze their existing companies.

THE EU FULL-TIME MBA

Immersive learning for dedicated professionals

The EU full-time MBA is an intensive one-year program that offers thorough coverage of the principles of strategic thinking in a business context.

Throughout the MBA, we develop your management skills, enhancing your ability to lead. As a full-time MBA student, you'll become part of a diverse community of over 25,000 global business professionals who learn collaboratively. You will also share your considerable work experience and diverse international perspectives with each other to enrich the learning experience.

DELIVERY

This program comprises on-campus lectures, industrial visits, special seminars and workshops. These will advance your understanding of international business structures and help grow your personal business network.

ASSESSMENT

Courses are assessed through a series of individual assignments, case studies and group projects, in which complex business situations are analyzed and solved, as well as through written exams at the end of each term.

The program culminates in the dissertation, a final project which gives you an opportunity to showcase your corporate and management knowledge set in a real business situation.

SPECIAL FEATURES

Our MBA students can experience business and learning in up to three locations by participating in intercampus exchanges after each completed term. Previous students have taken the first term online, the second in Geneva and the third in Munich or Barcelona.

KEY FACTS

Start dates: October, January and March

Duration: 12 months (including the MBA dissertation)

Learning hours per course: 100

Teaching hours per course: 30

Credits: 67CH/90ECTS

Campus locations: Barcelona, Geneva, Montreux and Munich

THE EU FULL-TIME MBA OVERVIEW

Term I

- > Management Skills
- > Organizational Behavior
- > Managerial Accounting
- > Marketing
- > Quantitative Business Methods
- > Negotiation (seminar)
- > Business Law (seminar)
- > Industrial Visits & Guest Lectures

Term II

- > Finance
- > Human Resources Management
- > Global Economics
- > Strategic Management
- > Management Information Systems
- > Communication Skills (seminar)
- > Job Career Planning (seminar)
- > Industrial Visits & Guest Lectures

Term III

- > Major-specific courses

Management Research Methods

Dissertation



THE EU PART-TIME MBA

Combining study with a full-time career

The EU part-time MBA offers you the flexibility to learn over two years and has been specifically designed for those who wish to combine a full-time career with study.

This program gives you the opportunity to enrich your learning through discussion of current business issues and then to immediately apply new skills and knowledge in your professional practice.

DELIVERY

Students can expect to attend between two and three lectures per week, as well as industrial visits, special seminars and workshops. This may vary according to the number of courses taken per term.

ASSESSMENT

Courses are assessed through a series of individual assignments, case studies and group projects, in which complex business situations are analyzed and solved, as well as through written exams at the end of each term.

The program culminates in the MBA dissertation, a final project that gives you an opportunity to showcase your corporate and management knowledge set in a real business situation.

SPECIAL FEATURES

Our part-time MBA students can experience business and learning in up to four locations by participating in intercampus exchanges after each completed term. Previous students have taken the first two terms in Barcelona, the third in Geneva, the fourth in Montreux and the final two in Munich.

KEY FACTS

Start dates: October, January and March

Duration: 24 months (including the MBA dissertation)

Learning hours per course: 100

Teaching hours per course: 30

Credits: 67CH/90ECTS

Campus locations: Barcelona, Geneva, Montreux and Munich

THE EU PART-TIME MBA OVERVIEW

Term I

- > Management Skills
- > Organizational Behavior
- > Managerial Accounting
- > Negotiation (seminar)
- > Industrial Visits & Guest Lectures

Term II

- > Finance
- > Human Resources Management
- > Global Economics
- > Strategic Management
- > Communication Skills (seminar)
- > Industrial Visits & Guest Lectures

Term II

- > First half of major-specific courses

Term IV

- > Marketing
- > Quantitative Business Methods
- > Business Law (seminar)
- > Industrial Visits & Guest Lectures

Term V

- > Strategic Management
- > Management Information Systems
- > Job Career Planning (seminar)
- > Industrial Visits & Guest Lectures

Term V

- > Second half of major-specific courses

Management Research Methods

Dissertation

THE EU ONLINE MBA

Maximum flexibility for your career development

The innovative and flexible EU Online MBA enables you to study at a leading business school, regardless of your location.

You can combine study with a full-time career or make use of a career break, allowing you to develop the knowledge and competencies that will be instrumental in advancing a career in the world of business.

TEACHING AND LEARNING

You will follow the same structured series of courses as the full-time MBA program which will be taken in three 10-week terms. You will be guided by active academics who are also active participants at the forefront of international companies.

You will have online access to a range of virtual classroom materials and a comprehensive support network. The online interactive learning platform connects you to EU from wherever you are in the world. You will have full access to the online materials.

ON-CAMPUS WEEKS

Three one-week, on-campus sessions (one per term) will enable you to build relationships with your course colleagues, take exams, attend special lectures and participate in industrial visits. Each on-campus week takes place in a different location (the Munich, Barcelona and Geneva campuses respectively).

NETWORKS

You will join a learning community in which individual growth is strengthened through collaboration with colleagues from across the globe. You will create your own global network of aspiring business leaders through your peers and our international corporate connections.

KEY FACTS

Start dates: October, January and March

Duration: 12 months (including the MBA dissertation)

Learning hours per course: 100

Teaching hours per course: 30

Credits: 67CH | 90ECTS

Campus locations: Online, with on-campus weeks in Munich, Barcelona and Geneva

THE ONLINE MBA OVERVIEW

Term I

- > Management Skills
- > Organizational Behavior
- > Managerial Accounting
- > Marketing
- > Quantitative Business Methods
- > Negotiation (seminar)
- > Business Law (seminar)
- > Industrial Visits & Guest Lectures

Term II

- > Finance
- > Human Resources Management
- > Global Economics
- > Strategic Management
- > Management Information Systems
- > Communication Skills (seminar)
- > Job Career Planning (seminar)
- > Industrial Visits & Guest Lectures

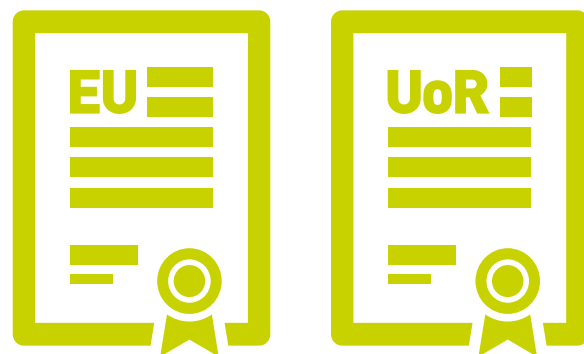
Term III

- > Major-specific courses

Management Research Methods

Dissertation

DOUBLE DEGREES ON CAMPUS



EU's partnership with the University of Roehampton (UoR) in London gives students the chance to earn a U.K. state-accredited degree in addition to their EU qualification.

OPTION A

FOR STUDENTS WITHOUT WORK EXPERIENCE

Students who do not have two years of work experience can, in addition to their EU MBA degree, earn a state-accredited MSc in International Management awarded by the University of Roehampton. Candidates with two different master's degrees demonstrate an extensive knowledge of a broad range of subjects.

OPTION B

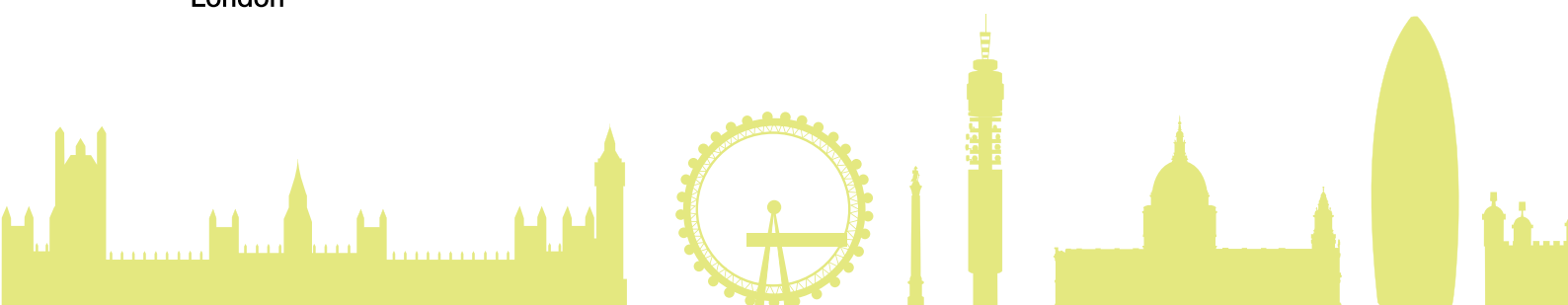
FOR STUDENTS WITH AT LEAST TWO YEARS' WORK EXPERIENCE

In addition to their EU MBA degree, students who have spent two years in the working world also have the chance to earn an additional MBA, a state-accredited degree awarded by the University of Roehampton. Earning MBA degrees from two academic institutions displays dedication and determination, improving employment opportunities for graduates.

 **University of
Roehampton**
London

The University of Roehampton (UoR) in London, U.K. adheres to the standards set by the U.K. government's Quality Assurance Agency for Higher Education (QAA).

It is recognized by the National Recognition Information Centre (NARIC). In 2014, the university was named the most research-intensive, modern university in the U.K.





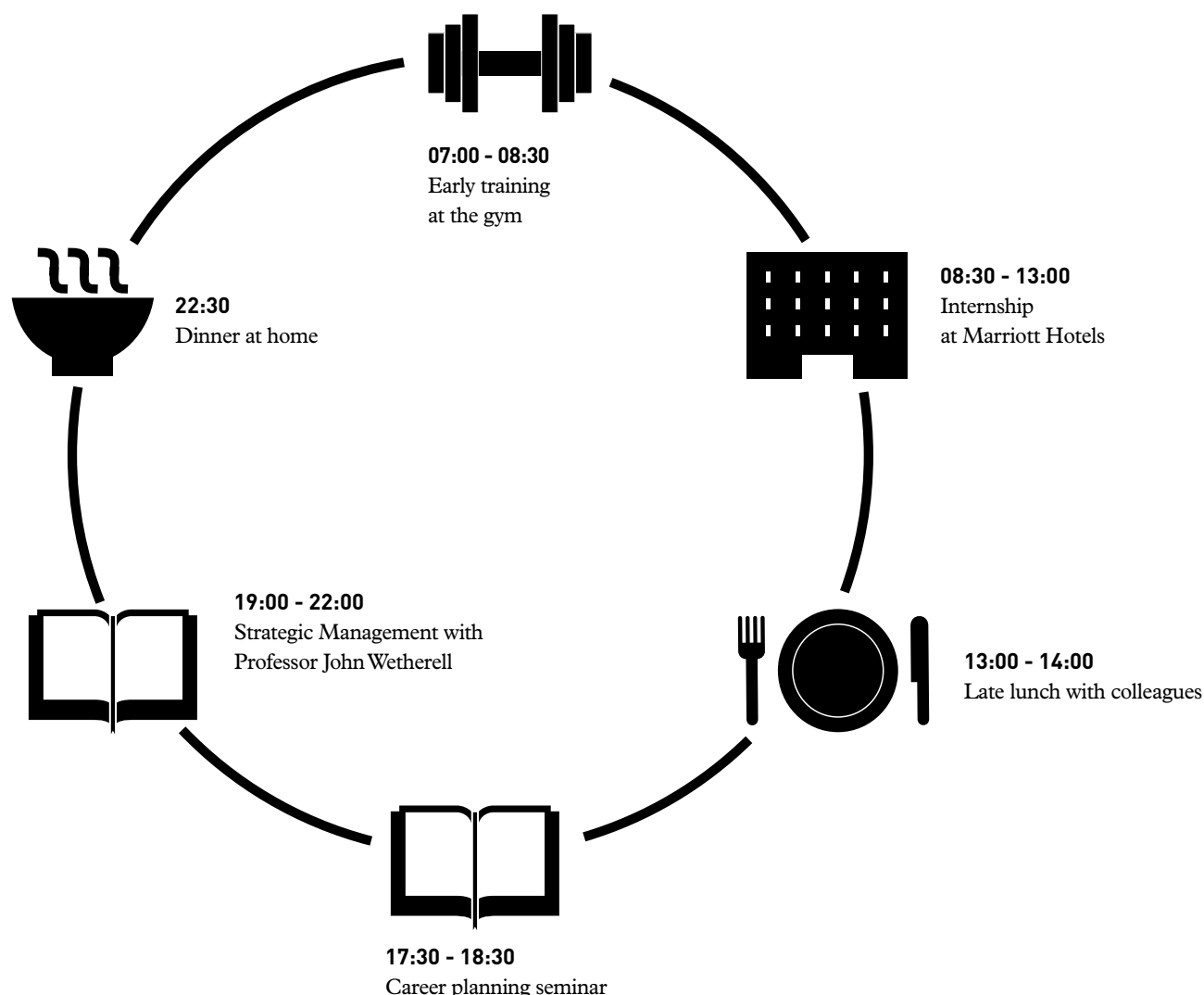
05

STUDENT LIFE

One of the most important factors of a well-rounded education is what you do when you are not in class. This includes sporting activities, social engagements, student trips, holiday plans and charitable contributions to nonprofit organizations. At EU, we try to organize a balanced series of activities so that our students will try a little bit of everything.

In any of our cosmopolitan locations, there are always events going on; students can explore local music, art, culture, theater and a multitude of other activities that will only contribute to their education.

A DAY IN THE LIFE OF AN EU MBA STUDENT



“The life of an EU student is never boring. From industrial visits off campus to magnetic guest lecturers in your classes, you will always feel like part of the action.”

THERE IS ALWAYS SOMETHING HAPPENING AT EU

No matter which campus EU students choose, they can expect their days to be full of variety, learning, culture and new experiences.

From meeting extraordinary people to sampling the delights of the vibrant cities in which EU campuses are located, students will always have the opportunity to actively choose pursuits and pastimes that will make their stay at EU nothing short of unforgettable.



EU Activities
Football Practice

SOCIAL ACTIVITIES

Whatever your interests or passions are, we have an option that will be right for you. We understand that with this many choices it's hard to pick just a few.

Even if you just choose one new activity per term, we can promise that by the time you graduate, you will have expanded your horizons and made enough memories to last you a lifetime.

WELCOME NIGHT

At the beginning of each term, students have a chance to mingle and meet with their classmates, professors and staff in an informal and relaxed environment.

SKI/SNOWBOARD WEEKEND

Once a year, we organize a ski/snowboard weekend at resorts in Gstaad, Verbier, Crans Montana, Zermatt or Andorra. Non-skiers and snowboarders are welcome too, since these locations offer a variety of non-athletic activities.

SPORTS ACTIVITIES

We encourage different sports activities among our students.

CULTURAL TOURS AND CITY BREAKS

Students branch out on day trips and city breaks to experience cultural events and gain further understanding of local culture, history and lifestyle.

SPECIAL EVENINGS

The student board organizes special themed events such as Mexican, Spanish, Irish and Brazilian nights.

CHARITY EVENTS

Students actively support international charities with gala evenings and other fundraising activities.

CHRISTMAS DINNER

Before their holiday break, students meet for this popular evening of food and fun!



STUDENT SERVICES

On each campus, the Academic Department can help with questions or concerns you may have about classes, professors, schedules, accommodation, visas and job opportunities.

The academic staff have been specially chosen for their extensive experience, patience, empathy and ability to solve problems quickly and effectively.

PERSONAL COUNSELING

Experienced staff members are available to assist students with personal matters. If you need further help, staff can arrange for you to see a professional counselor.

CLASSROOM FACILITIES

Classrooms have Wi-Fi access, SMARTboards and video conferencing technology, encouraging a high level of computer literacy. Support is provided by networked computers and laser printers with associated multimedia technology.

Up-to-date software applications are available to all students, who are in turn required to use these tools to complete their coursework.

LIBRARY AND PROQUEST ONLINE

We believe online learning resources are a significant step toward the greener classrooms of the future. All students have full access to the online libraries Proquest and mylibrary.com and are encouraged to make use of this and other scholastic resources. Books are available to borrow from campus libraries as well.



06

ADMISSIONS

Our admissions process is straightforward and our Admissions Department is always available and willing to lend a helping hand. We understand that choosing a business school is one of the most challenging decisions that you will face in your life. You are invited to learn as much as possible about EU: visit its campuses, meet current students, attend classes and see how EU aligns with your educational and professional goals.

ADMISSION REQUIREMENTS

DEGREE

Arrange to have a bachelor's degree and transcript showing degree completion from an accredited college or university sent to the EU Admissions Department. Transcripts are considered official if they bear an official university stamp and the signature of the college/university dean. Academic transcripts should include the school's contact information. Records must list the subjects taken and grades earned. If the documents are not in English, they must have a certified English translation accompanying them.

MINIMUM ENGLISH REQUIREMENTS

Applicants must meet one of the following criteria:

1. Test of English as a Foreign Language (TOEFL) minimum score 233 (computer-based), 89 (internet-based), 577 (paper-based)
2. International English Language Testing System (IELTS) minimum 6.5
3. Cambridge Certificate in Advanced English (CAE) minimum C
4. Pearson Test of English Academic (PTE Academic) minimum 59
5. A passing score in the EU English exam
6. Be an English native speaker

Please consult the EU website www.euruni.edu for full instructions on submission of language exam results.

RECOMMENDATIONS

Submit two letters of recommendation, complete with names and contact details, from academic advisors and/or professional sources familiar with your performance and potential for leadership. Any letter not written in English must be accompanied by a certified English translation.

ESSAY OR VIDEO ESSAY*

Write an essay or record a two- to three-minute video essay, which will help the EU Admissions Committee become acquainted with you, understand your motivation to attend EU and determine how well you can express yourself.

ADDITIONAL REQUIREMENTS

Applicants must also satisfy and turn in documents for one of the following:

- A minimum grade point average (GPA) of 3.0 on a 4.0 scale
- A satisfactory score on the GMAT (Institution code Z5K-DV-48) or GRE (Institution code 4435)
- An interview with the Dean

A WORLD-CLASS, VALUE-CENTERED EXPERIENCE



EU Classroom
Isabelle Balli,
Professor of Marketing

**The essay should be on one of the following topics:*

1. Tell us about the most challenging team experience you have had to date. What role did you play? What did you learn?
2. Please describe a personal failure that has impacted your life and what you learned from it.
3. What achievement are you most proud of (studies, sports, professional life, etc.)?
4. If you could imagine an entirely different life from the one you lead, how would you want it to be?
5. Each of us has been influenced by people, events and situations in our lives. How have these influences shaped who you are today?

The essay will be evaluated on the basis of clarity, creativity, completeness of response, sentence structure, spelling, grammar and style.

HOW TO APPLY

Applications are considered on a rolling basis with three start dates per year in October, January and March.

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

All applicants should submit the following documents in order to complete the application process:

1. Completed application form
2. Copy of bachelor's degree from an accredited college or university and transcripts
3. Proof of English fluency (for non-native speakers)
4. 2 letters of recommendation
5. Copy of professional CV/résumé
6. 1 essay or video essay
7. 3 passport-size photos
8. Copy of passport
9. Bank letter certifying the applicant's financial solvency
10. €/CHF 200 non-refundable application fee. Please attach a check, money order or receipt for a bank transfer payable to EU Business School. Please contact the EU campus to which you are applying for the exact bank account number to which the fee should be sent.

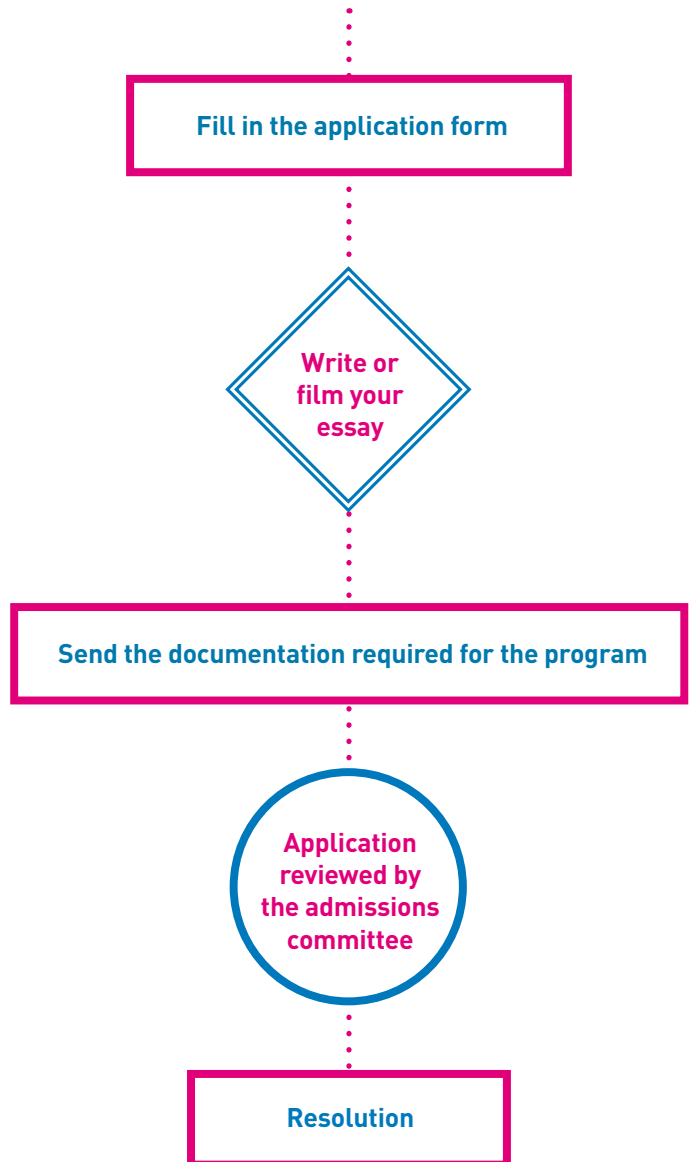
EU applicants can send their applications by post, fax or e-mail.

1. If you choose to mail in your application, please make sure that you send any important documents via a secure mail/courier service.
2. You can fax the application, required documents and credentials to the EU campus to which you wish to apply in order to speed up the process.
3. If you choose to send your application package by e-mail, please apply online and e-mail the scanned copies of the rest of the application documents at your earliest convenience.

If you choose to fax or e-mail your application, please make sure that EU receives the original documents prior to the beginning of the starting term as EU's Admissions Department will need the originals to confirm your acceptance.

THE WORLD IS
CHANGING.
EU IS READY.
ARE YOU?

Admission Process



OTHER SERVICES

Accommodation

EU helps students to find accommodation. Please contact the Admissions Department for more information.

Visas

EU assists students with visa formalities and in obtaining student permits. This process will begin after students are accepted to EU.

For more information please refer to www.euruni.edu/admissions





07

NETWORK

One of the most important tools that any businessperson can have in their arsenal is their network of contacts. This group of people could be vital to you getting a job, finding investors for your company or even helping you get settled in a new city. The EU community is vast, international and always willing to help. Most of our alumni are active members of the business community and all are willing to help younger graduates get started.

*EU alumnus Michel Miserez,
Area Vice-President Western Europe of the
Marriott Hotel Group.*

ALUMNI INTERACTION

EU's 25,000+ alumni already span the globe, holding top positions in multinational corporations, growing SMEs and innovative start-ups. Our Alumni Association brings them together by facilitating communications, promoting information exchanges and encouraging international business relations. This international network brings together like-minded professionals who share similar business values and visions that stem from the same root: an exceptional global business education.

The EU Alumni Association hosts many events throughout the year to keep our alumni in touch with one another and with us. Through gatherings like informal networkers, specialized workshops or cocktail parties, EU alumni benefit from continuous relationships with their former peers and fellow EU graduates.

On our dedicated alumni website alumni.euruni.edu, you can find information on upcoming alumni events around the world; member contact details and profiles; and all the latest network news.

SOCIAL MEDIA NETWORKS

Current students can connect with one another, learn about upcoming events and stay informed on the latest EU news through our various social media channels. Our Facebook, Instagram and Twitter accounts are updated on a daily basis, with inspirational messages, informative video clips, important updates and images of student activities.

Graduates who join our EU alumni group on LinkedIn benefit from the latest news, career opportunities, interesting articles and active debates.

EU ADVANTAGE: NETWORKING

The EU Experience

Since its creation, students from all over the world have been welcomed to EU. On EU campuses, East meets West and North meets South. Despite all cultural and social differences, there is always one common denominator that bridges the gap. Students all learn to speak the same international language: **Business.**

WWW.ALUMNI.EURUNI.EDU



BART VAN STRATEN

Netherlands
General Manager at Van Straten Medical
[MBA in International Business](#)

“During my business studies I learned that in order to advance, one must have strong focus and dedication while enjoying the challenge of improvement”



LENA WOODWARD

U.K./Germany
Senior Community Associate at World Economic Forum
[MBA in International Business](#)

“Working at the World Economic Forum today, many of my previous classmates are not only my friends, but also professional contacts: the EU taught me to combine friendships with profession.”



SIDDARTHA TEWARI

India
Sports Consultant at Aspire Management
[MBA in Sports Management](#)

“It's priceless to both gain and share experience while studying, and it's even better when this comes from fellow students or alumni.”



PATRICIA KIRKPATRICK

Spain
Assets Manager at Coca-Cola Music & Entertainment
[MBA in International Business](#)

“My EU MBA was the training I needed to become a specialist in corporate communications. Especially thanks to the high quality of the faculty, who passed on their great knowledge and experience. Having this MBA helped me to be more entrepreneurially valued in Spain.”



EU ONLINE

For a look at the exciting ways EU is growing and the new opportunities we have to offer, we recommend that you have a look at our TV station www.euruni.tv. There, you can find a library of videos that bring you current information on new EU programs and footage from the latest EU events and industrial visits.

Meanwhile, on the EU blog blog.euruni.edu we invite you to not only stay informed about global and local news, hot new reads and worthy causes, but to actually participate. We invite students to write op-ed pieces and often we will select snippets from the best dissertations and student papers to publish online... with your name in the byline of course.

EU PUBLICATIONS

Throughout the year, we publish a magazine that celebrates the achievements of EU students, alumni and faculty, as well as exploring global issues that affect us all. The articles you can find in these publications cover topics that range from informative pieces about how to ace a job interview written by body language specialists, to current trends in the global economy

A WONDERFUL TOOL FOR KEEPING THE EU EXPERIENCE ALIVE AND FLOURISHING

penned by knowledgeable professors and thought leaders. Our aim is to continue expanding the focus of these publications to include pieces that go even further in depth on subjects such as sustainability, globalization, travel, technology and of course, student life here at EU.

You can find updates on when our next publications will be available online at www.euruni.edu or on any of our social media networks.

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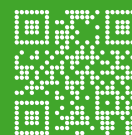
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