

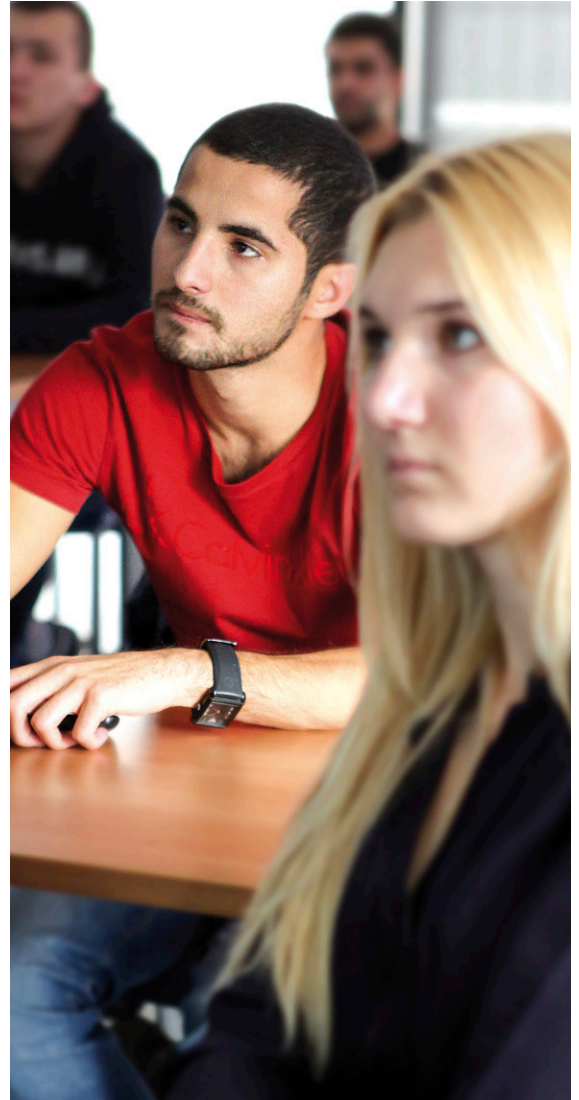
# UNDERGRADUATE PROGRAMS

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

 | Business  
School

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





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Website & Blog  
[www.euruni.edu](http://www.euruni.edu)



EU Today TV | Events Section  
[ww.euruni.tv](http://ww.euruni.tv)



# 01

## WELCOME

The world is increasingly interconnected. The lines of business, media and technology are blurring and becoming inextricably linked. EU Business School's undergraduate programs help students 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 students to explore entrepreneurship and graduate with an accredited degree.

We look forward to seeing you at EU!

*EU Commencement Ceremony 2014*





Dear Prospective Students,

You are about to make one of the most important decisions of your professional life. I would therefore like to talk to you about the business school behind the brochure you hold in your hands.

We at EU Business School have a strong commitment to students and offer you more than just a high-quality business education. You become our student from your first day of admission, and we will maintain that relationship throughout your career.

Our students benefit from both the business school's modern facilities and its array of locations. When you step into a classroom on any one of our campuses, you will immediately appreciate our collegial and friendly environment. It is in this environment that we develop new programs which focus on emerging industries. EU proudly counts itself as one of the few international business schools to offer diverse programs in Business Administration, Finance, Communication, Tourism, International Relations, Sustainability Management and Sports Management among others.

With a strong mix of both traditional and innovative curricula, we prepare you for the business worlds of both today and tomorrow. We help you with your major choice, exams and internships; and even with making the contacts who will aid you in obtaining employment after graduation.

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](http://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

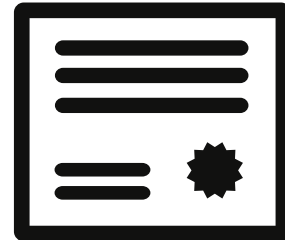
A handwritten signature in black ink, appearing to be 'Dirk Craen', written in a cursive style.

# 10 REASONS TO STUDY AT EU



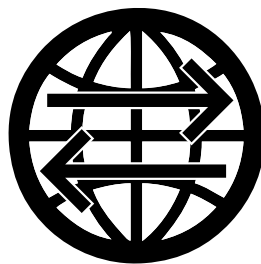
## RECOGNIZED FOR EXCELLENCE

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

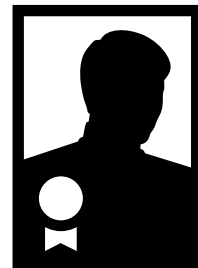
by several international accrediting bodies. Our programs are accredited by ACBSP and IACBE; both organizations are recognized by the CHEA. EU also boasts the IQA accreditation, awarded by CEEMAN, and has been certified by EduQua. Partnerships with the University of Roehampton in London and the University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



## 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.

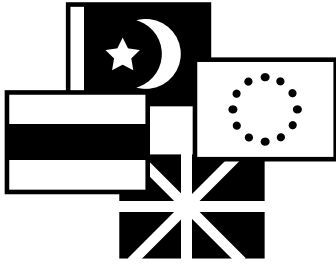


## OUTSTANDING FACULTY MEMBERS

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. They 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.

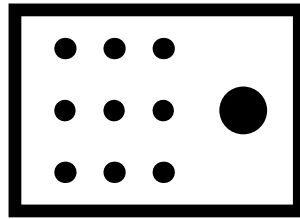




### INTERNATIONAL

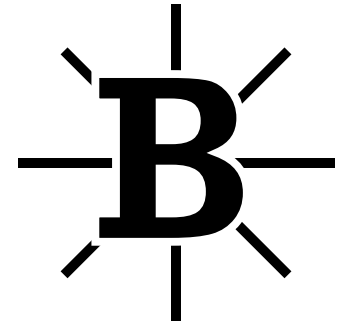
student and faculty bodies comprised of more than 100 nationalities, with 98% of them speaking more than two languages.

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.



### SMALL CLASS SIZES AND REGULAR EVALUATIONS

which numerous studies demonstrate have a direct relationship with increased academic achievement. We average a 1:9 teacher-student ratio. Students benefit from more personal interaction with lecturers and coursemates. Constant feedback allows them to know where they stand and there is an open two-way communication path between students and lecturers 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 come from different cultures. This approach is proven to effectively prepare students for leadership positions in the market.



### ALL EU CLASSES ARE TAUGHT IN ENGLISH

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

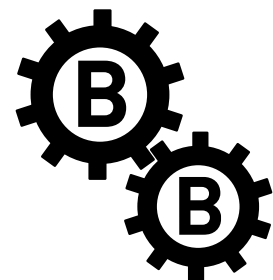
Assignments, exams, lectures and the dissertation are also all in English. We realize it is a critical language for developing a successful international career. Students graduate with a solid understanding of business and the language skills necessary to succeed in it.



### EXCELLENT EMPLOYMENT RECORD

as most students have been employed, placed in an internship or accepted into a graduate study program 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.



### 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.

# 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 various programs at the bachelor's (BBA/BA/BS), master's (MBA/MSc) and doctoral (DBA) levels, with majors in Business Administration; Communication & Public Relations; Leisure & Tourism Management; Business Finance; Sports Management; International Relations; Digital Media Management; Business & Sustainability Management; Business & Design Management; and Family Business Management among others. We also offer a one-year Business Foundation (BF) program, which prepares students for our subsequent bachelor's programs.

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 with 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 business 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

**5** 

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

**6** 

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

**TOP 35** 

Ranked 33<sup>rd</sup> in the QS Top MBA Global 200 Business Schools Report

**TOP TIER** 

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

# 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

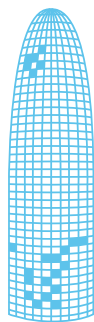
# 120+

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.

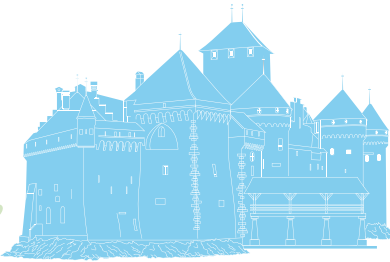


## BARCELONA, SPAIN

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

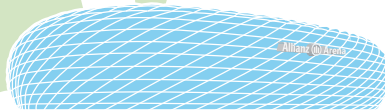
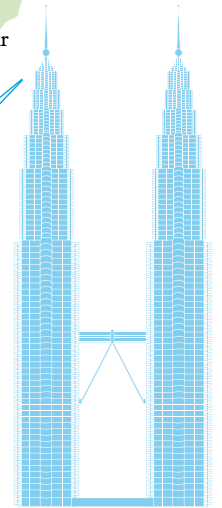
While studying in Montreux, students savor an atmosphere that is defined by its variety. Breathtaking mountain and lake views, delicious food and a tranquil environment make this location enriching and intriguing. Montreux also has a thriving business atmosphere, hosting the Nestlé international headquarters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

- 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 Álvares Penteado

### Canada

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

### Colombia

- Colegio de Estudios Superiores de Administración
- Politécnico Gran Colombiano
- 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

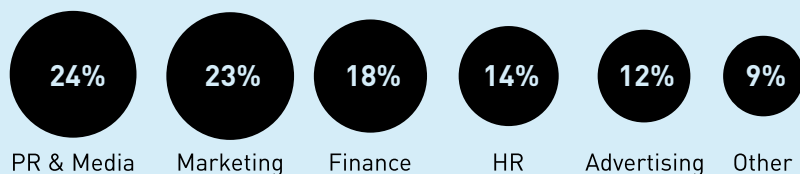
### Turkey

- Izmir University
- Istanbul Aydin University
- Gediz University

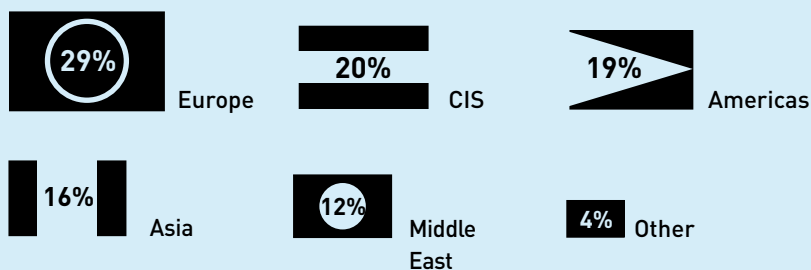


# EU BY THE NUMBERS

## Work Placement by Sector



## Student Nationalities



## Bachelor's Participation

**28%**

of students choose to study for one or two extra semesters and graduate with two bachelor's degrees.

## Campus Transfers

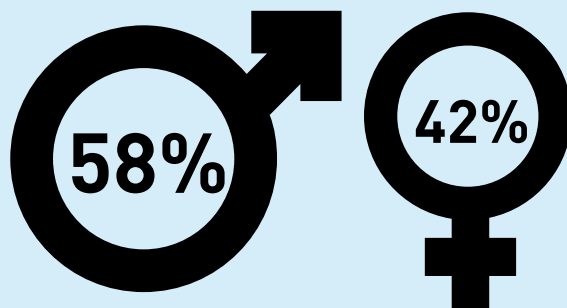
**37%**

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

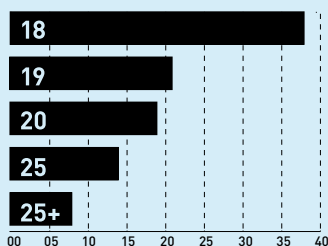
## Work Placement by Region

**Europe 32%**  
**Americas 18%**  
**CIS 17%**  
**Asia 15%**  
**Middle East 14%**  
**Other 4%**

## Male to Female Student Ratio



## Student Age Range (%)



## First Job

**6 months**

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

## Summer Fast Track

**34%**

complete their bachelor's studies in two years thanks to the intensive summer semesters. This is a great option for students who want to get into the business world as soon as possible.

# 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.

*EU alumnus class of '85, Michel Miserez, Area Vice-President Western Europe for the Marriott Hotel Group, addressing students at commencement*



# 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



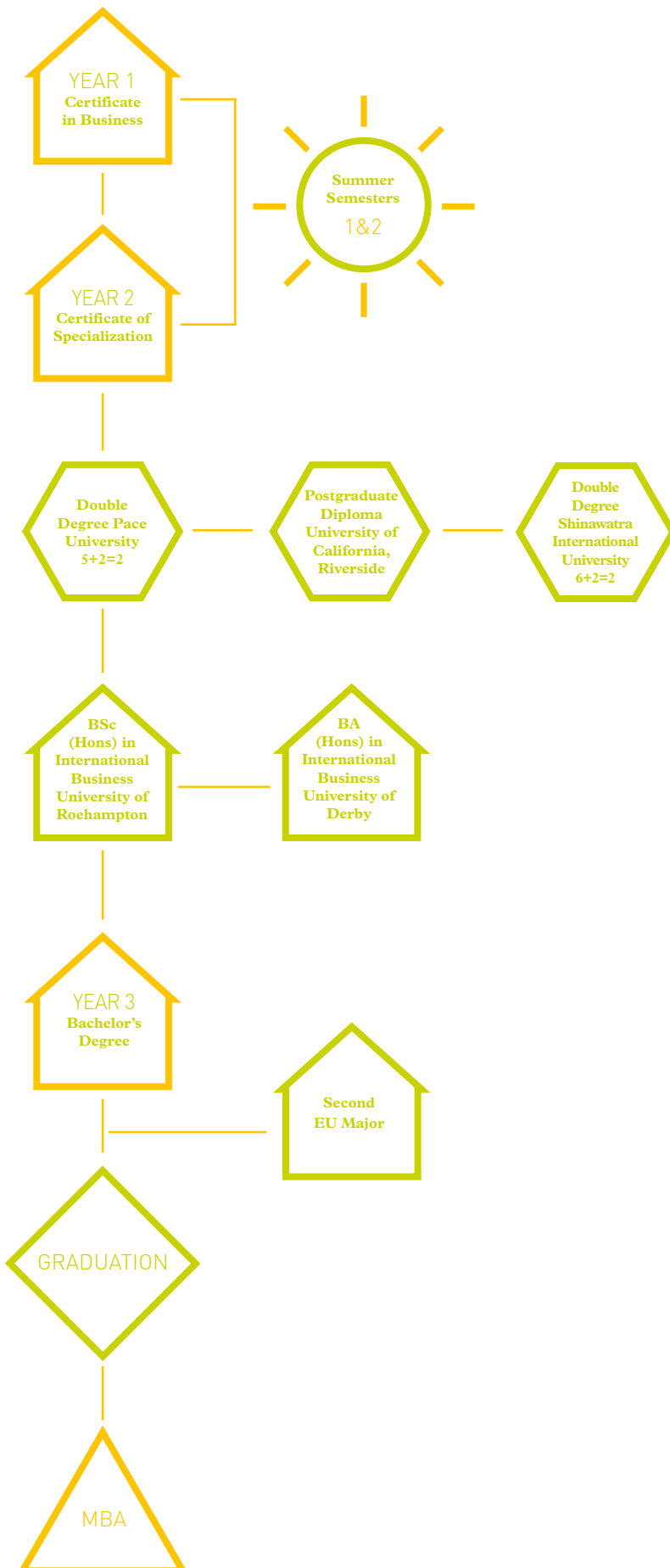
# 04

## PROGRAMS

Our curriculum is structured to give you a strong foundation in entrepreneurship and international business principles. Project work reinforces practical skills and real-life application of classroom learning. EU was one of the first business schools to implement the three-year program required by the European Union through the Treaty of Bologna. As a result, our students have the opportunity to join a company with a bachelor's degree after just three years. The rigorous academic and practical education our students receive allows them to immediately enter one of our three-term/one-year master's/MBA programs.

EU's international partnerships offer graduates various options for pursuing further education, additional degrees and hands-on experience all over the world.

# UNDERGRADUATE PATHWAYS



## 🏠 PROGRAMS

EU has a wide variety of programs that offer single and double bachelor's degrees in a shorter amount of time than other institutions. During the first year of studies, all our students study the same core business classes. The second and third years are a combination of core courses and specialization courses. After six semesters of study, students obtain an internationally-accredited bachelor's degree. Students who obtain an EU undergraduate degree are automatically accepted onto our master's/MBA programs. EU graduates who wish to complete further studies can also benefit from a wide range of progression agreements with universities around the world.

## ⚙️ SUMMER FAST TRACK

For students in a hurry to jump-start their careers, EU offers intensive summer courses that enable them to finish their degrees in less time. By taking one summer semester, students are able to complete their degree in two-and-a-half years; by taking two summer semesters, students can receive their degree in two years. This is a great option for those who can't wait to get into the corporate world.

## 🌍 OPPORTUNITIES ABROAD

EU has joint programs with Pace University in New York, U.S.A. and Shinawatra International University in Bangkok, Thailand, wherein students can obtain two bachelor's degrees in record time. Students can also study at the University of California, Riverside (UoC) after five semesters at EU and complete a postgraduate diploma. Students graduate with an EU bachelor's degree and a UoC postgraduate diploma. Those taking part in our U.S. study programs may be eligible for an Optional Practical Training (OPT) visa, allowing them to work in the country for up to 12 months.

**For more information on our opportunities abroad see pages 38 & 39.**

## 🏠 DOUBLE DEGREES ON CAMPUS

EU has partnerships with the University of Roehampton in London and the University of Derby. Students eager to maximize their time at EU can take a seven-semester program and earn a U.K. state-recognized degree awarded by one of these two universities, in addition to their EU degree.

**For more information on our double degree programs see pages 36 & 37.**

## BBA - BACHELOR OF BUSINESS ADMINISTRATION

The most successful business leaders can integrate knowledge of finance, marketing, management and operations into effective business models. The BBA program prepares students for a full range of functions within the business world. Our graduates can move from a sector-specific role into a broader international management role and possess the diverse skills necessary to do so.

### LEARNING OBJECTIVES

Develop interdisciplinary knowledge of all functional areas of business and their conceptual frameworks by taking a wide range of courses across multiple disciplines.

– Obtain a practical working background that prepares you for immediate entry into a management position.

### CH-Credit Hours

### ECTS-European Credit Transfer System

	FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS
FIRST YEAR	<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4
	<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4
	<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4
	<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4
	<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4
	<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3
	<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3
	<b>BCO 118</b> Environmental Sustainability		2   3	<b>BCO 128</b> Advertising, Media & Branding		2   3
	Seminars/Industrial Visits		1   1	Seminars/Industrial Visits		1   1
	THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS
SECOND YEAR	<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4
	<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4
	<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3
	<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3
	<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3
	<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3
	<b>BCO 217</b> E-Business		2   3	<b>BBA 221</b> Marketing Research		2   3
	<b>BBA 211</b> Cross-Cultural Business Issues		2   3	<b>BBA 222</b> Project Management		2   3
	<b>BBA 212</b> Knowledge Management		2   3	<b>BBA 223</b> Service Management		2   3
Seminars/Industrial Visits		1   1	Seminars/Industrial Visits/Dissertation Seminar		1   1	
	FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS
THIRD YEAR	<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4
	<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4
	<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3
	<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3
	<b>BCO 315</b> Corporate Finance		2   3	<b>BBA 321</b> Cases in Finance		2   3
	<b>BCO 316</b> Industrial Marketing		2   3	<b>BBA 322</b> Leadership & Team Building		2   3
	<b>BBA 311</b> Supply Chain Management		2   3	<b>BBA 323</b> Total Quality Management		2   3
	<b>BBA 312</b> Decision Analysis		2   3	<b>BBA 324</b> Retail Management & Merchandising		2   3
	<b>BBA 313</b> Change Management Today		2   3	<b>BBA 325</b> Portfolio Management		2   3
	Seminars/Industrial Visits/Dissertation Seminar		1   1	Dissertation Seminar		1   1
				Final Case: Marketing		4   5
				Final Case: Finance		4   5
				Dissertation		15   20



# BA - BACHELOR OF ARTS IN COMMUNICATION & PUBLIC RELATIONS

Communication and public relations professionals are vital to both organizations and society as a whole. The digital world – where consumers are no longer passive audiences, but active participants – constantly blurs the lines between businesses and consumers. Our graduates are trained to drive companies forward, by tapping into new digital techniques that others are slow to adopt.

## LEARNING OBJECTIVES

Establish interdisciplinary knowledge of public relations, advertising, marketing, communications, research, negotiation and management.

Sharpen communication skills through real case study analysis and problem-solving approaches.

### CH-Credit Hours

### ECTS-European Credit Transfer System

FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS	
<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4	FIRST YEAR
<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4	
<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4	
<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4	
<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4	
<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3	
<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3	
<b>BCO 118</b> Environmental Sustainability Seminars/Industrial Visits		2   3 1   1	<b>BCO 128</b> Advertising, Media & Branding Seminars/Industrial Visits		2   3 1   1	
THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4	SECOND YEAR
<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4	
<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3	
<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3	
<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3	
<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3	
<b>BCO 217</b> E-Business		2   3	<b>BAC 221</b> Public Relations Research		2   3	
<b>BAC 211</b> Fundamentals of Public Relations		2   3	<b>BAC 222</b> Event & Conference Management		2   3	
<b>BAC 212</b> Interpersonal Communication Seminars/Industrial Visits		2   3 1   1	<b>BAC 223</b> Public Relations Campaigns Seminars/Industrial Visits/Dissertation Seminar		2   3 1   1	
FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4	THIRD YEAR
<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4	
<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3	
<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3	
<b>BCO 315</b> Corporate Finance		2   3	<b>BAC 321</b> Cases in Public Relations		2   3	
<b>BCO 316</b> Industrial Marketing		2   3	<b>BAC 322</b> Social, Company & State Protocol		2   3	
<b>BAC 311</b> International Public Relations		2   3	<b>BAC 323</b> Mass Media Ethics & Legislation		2   3	
<b>BAC 312</b> Intercultural Communication		2   3	<b>BAC 324</b> Innovative Electronic Communications		2   3	
<b>BAC 313</b> Persuasion & Lobbying		2   3	<b>BAC 325</b> Media Planning		2   3	
Seminars/Industrial Visits/Dissertation Seminar		1   1	Dissertation Seminar		1   1	
			Final Case: Marketing		4   5	
			Final Case: Communication & Public Relations		4   5	
			Dissertation		15   20	



**EU Classroom**

*Alistair Charles,  
HR Management lecturer*

## BA - BACHELOR OF ARTS IN LEISURE & TOURISM MANAGEMENT

Tourism is the fastest-growing industry in the business world. Our course provides a solid foundation in the theory and practice of tourism management and prepares you for a successful career within the tourism and leisure industry. In addition to industry-specific modules, our course options will enable you to develop a range of business skills applicable to the wider commercial market.

### LEARNING OBJECTIVES

Show an appreciation of contemporary global issues and how they relate to the tourism and leisure industry.

– Plan and execute research projects and effectively communicate results at whatever level is appropriate to the audience.

### CH-Credit Hours

### ECTS-European Credit Transfer System

FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS	
<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4	FIRST YEAR
<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4	
<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4	
<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4	
<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4	
<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3	
<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3	
<b>BCO 118</b> Environmental Sustainability Seminars/Industrial Visits		2   3 1   1	<b>BCO 128</b> Advertising, Media & Branding Seminars/Industrial Visits		2   3 1   1	
THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4	SECOND YEAR
<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4	
<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3	
<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3	
<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3	
<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3	
<b>BCO 217</b> E-Business		2   3	<b>BAT 221</b> Service Management		2   3	
<b>BAT 211</b> Cross-Cultural Business Issues		2   3	<b>BAT 222</b> Event & Conference Management		2   3	
<b>BAT 212</b> The Business of Tourism Seminars/Industrial Visits		2   3 1   1	<b>BAT 223</b> Cultural Heritage Seminars/Industrial Visits/Dissertation Seminar		2   3 1   1	
FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4	THIRD YEAR
<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4	
<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3	
<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3	
<b>BCO 315</b> Corporate Finance		2   3	<b>BAT 321</b> Cases in Tourism		2   3	
<b>BCO 316</b> Industrial Marketing		2   3	<b>BAT 322</b> International Operations Management		2   3	
<b>BAT 311</b> Tourism Marketing		2   3	<b>BAT 323</b> Financial Management in Tourism		2   3	
<b>BAT 312</b> Sustainable Tourism: Policies & Ethics		2   3	<b>BAT 324</b> Quality Management		2   3	
<b>BAT 313</b> Hospitality Management		2   3	<b>BAT 325</b> Leisure & Recreational Management		2   3	
Seminars/Industrial Visits/Dissertation Seminar		1   1	Dissertation Seminar		1   1	
			Final Case: Marketing		4   5	
			Final Case: Leisure & Tourism		4   5	
			Dissertation		15   20	

## BA - BACHELOR OF ARTS IN INTERNATIONAL RELATIONS

The world in this new century is increasingly international. This is an ideal major for students who are interested in combining the breadth of global knowledge offered by international relations coursework and the skills acquired in business courses. You will learn to recognize, analyze and evaluate the role of major players, structures and processes in business and politics.

### LEARNING OBJECTIVES

Show an appreciation of contemporary global issues and how they relate to the international market which will propel you into a management position.

– Sharpen political-thinking skills through real case study analysis and problem-solving approaches.

### CH-Credit Hours

### ECTS-European Credit Transfer System

	FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS
FIRST YEAR	<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4
	<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4
	<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4
	<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4
	<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4
	<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3
	<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3
	<b>BCO 118</b> Environmental Sustainability Seminars/Industrial Visits		2   3 1   1	<b>BCO 128</b> Advertising, Media & Branding Seminars/Industrial Visits		2   3 1   1
	THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS
SECOND YEAR	<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4
	<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4
	<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Marketing Media		2   3
	<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3
	<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3
	<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3
	<b>BCO 217</b> E-Business		2   3	<b>BAI 221</b> Political Science		2   3
	<b>BAI 211</b> Cross-Cultural Business Issues		2   3	<b>BAI 222</b> International Organizations		2   3
<b>BAI 212</b> International Relations Seminars/Industrial Visits		2   3 1   1	<b>BAI 223</b> Diplomacy & Foreign Policy Seminars/Industrial Visits/Dissertation Seminar		2   3 1   1	
	FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS
THIRD YEAR	<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4
	<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4
	<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3
	<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3
	<b>BCO 315</b> Corporate Finance		2   3	<b>BAI 321</b> Cases in International Relations		2   3
	<b>BCO 316</b> Industrial Marketing		2   3	<b>BAI 322</b> Social, Company & State Protocol		2   3
	<b>BAI 311</b> Global Economic Geography		2   3	<b>BAI 323</b> Development Studies		2   3
	<b>BAI 312</b> Theories of International Relations		2   3	<b>BAI 324</b> International Law		2   3
	<b>BAI 313</b> Conflict Management		2   3	<b>BAI 325</b> International Peace & Security		2   3
	Seminars/Industrial Visits/Dissertation Seminar		1   1	Dissertation Seminar		1   1
				Final Case: Marketing		4   5
				Final Case: International Relations		4   5
				Dissertation		15   20

## BA - BACHELOR OF ARTS IN SPORTS MANAGEMENT

The sports market is a multi-billion euro industry that continues to expand as it receives more media coverage. Our program is packed with sports management theory, business skills, management training and entrepreneurial studies; all related to the international sports world. With our real-world case studies, you will have the tools you need to launch yourself in the sports market.

### LEARNING OBJECTIVES

Show an appreciation of global sports issues and how they relate to and impact the international market.

–  
Learn to recognize, analyze and evaluate the role of major players, structures and processes in business and sports.

### CH-Credit Hours

### ECTS-European Credit Transfer System

FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS	
<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4	FIRST YEAR
<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4	
<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4	
<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4	
<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4	
<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3	
<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3	
<b>BCO 118</b> Environmental Sustainability Seminars/Industrial Visits		2   3 1   1	<b>BCO 128</b> Advertising, Media & Branding Seminars/Industrial Visits		2   3 1   1	
THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4	SECOND YEAR
<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4	
<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3	
<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3	
<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3	
<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3	
<b>BCO 217</b> E-Business		2   3	<b>BAS 221</b> Sports Psychology		2   3	
<b>BAS 211</b> Sports Sociology		2   3	<b>BAS 222</b> Event Management		2   3	
<b>BAS 212</b> Public & Media Relations in Sport Seminars/Industrial Visits		2   3 1   1	<b>BAS 223</b> Sports Broadcasting Seminars/Industrial Visits/Dissertation Seminar		2   3 1   1	
FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4	THIRD YEAR
<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4	
<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3	
<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3	
<b>BCO 315</b> Corporate Finance		2   3	<b>BAS 321</b> Cases in Sports Management		2   3	
<b>BCO 316</b> Industrial Marketing		2   3	<b>BAS 322</b> Sponsoring & Sports Communications		2   3	
<b>BAS 311</b> Sports Nutrition & Health		2   3	<b>BAS 323</b> International Sports Management		2   3	
<b>BAS 312</b> Sports Marketing		2   3	<b>BAS 324</b> Sports Career Development		2   3	
<b>BAS 313</b> Legal & Ethical Issues in Sport Seminars/Industrial Visits/Dissertation Seminar		2   3 1   1	<b>BAS 325</b> Sports Facility Planning & Management Dissertation Seminar		2   3 1   1	
			Final Case: Marketing		4   5	
			Final Case: Sports		4   5	
			Dissertation		15   20	

## BS - BACHELOR OF SCIENCE IN BUSINESS FINANCE

Finance is all about creating value for stakeholders. In competitive global markets, creating value is important for international businesses. This is what makes our major in business finance challenging and why a degree in it can lead to a career that is both satisfying and lucrative. This major will provide you with a comprehensive global financial overview and sound business ethics.

### LEARNING OBJECTIVES

Develop the ability to make responsible decisions based on financial risks and opportunities.

- Strengthen interpersonal and communication skills and competencies.
- Gain an understanding of financial instruments and institutions.

### CH-Credit Hours

### ECTS-European Credit Transfer System

	FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS
FIRST YEAR	<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4
	<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4
	<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4
	<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4
	<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4
	<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3
	<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3
	<b>BCO 118</b> Environmental Sustainability		2   3	<b>BCO 128</b> Advertising, Media & Branding		2   3
	Seminars/Industrial Visits		1   1	Seminars/Industrial Visits		1   1
	THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS
SECOND YEAR	<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4
	<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4
	<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3
	<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3
	<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3
	<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3
	<b>BCO 217</b> E-Business		2   3	<b>BSF 221</b> Marketing for the Financial Services		2   3
	<b>BSF 211</b> Ethics in the Financial World		2   3	<b>BSF 222</b> Bank & Treasury Management		2   3
	<b>BSF 212</b> Real Estate Investment		2   3	<b>BSF 223</b> Cash & Credit Management		2   3
	Seminars/Industrial Visits		1   1	Seminars/Industrial Visits/Dissertation Seminar		1   1
	FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS
THIRD YEAR	<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4
	<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4
	<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3
	<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3
	<b>BCO 315</b> Corporate Finance		2   3	<b>BSF 321</b> Cases in Finance		2   3
	<b>BCO 316</b> Industrial Marketing		2   3	<b>BSF 322</b> Financial Derivatives		2   3
	<b>BSF 311</b> Managerial Accounting		2   3	<b>BSF 323</b> International Financial Management		2   3
	<b>BSF 312</b> Insurance & Pension Commitments		2   3	<b>BSF 324</b> Tax Management		2   3
	<b>BSF 313</b> Security Analysis		2   3	<b>BSF 325</b> Portfolio Management		2   3
	Seminars/Industrial Visits/Dissertation Seminar		1   1	Dissertation Seminar		1   1
				Final Case: Marketing		4   5
				Final Case: Finance		4   5
				Dissertation		15   20

# BS - BACHELOR OF SCIENCE IN DIGITAL MEDIA MANAGEMENT

The digital technology that defines the present day has brought about enormous changes in science, technology, entertainment and politics. This new program teaches the modern manager how to harness and exploit digital media for the benefit of shaping corporate image, attracting clientele and creating a platform to sell and promote products.

## LEARNING OBJECTIVES

Gain fundamental knowledge of the financial and logistical workings of the media world.

– Obtain the practical skills necessary to manage a digital media company.

### CH-Credit Hours

### ECTS-European Credit Transfer System

FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS	
<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4	FIRST YEAR
<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4	
<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4	
<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4	
<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4	
<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3	
<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3	
<b>BCO 118</b> Environmental Sustainability Seminars/Industrial Visits		1   1	<b>BCO 128</b> Advertising, Media & Branding Seminars/Industrial Visits		1   1	
THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4	SECOND YEAR
<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4	
<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3	
<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3	
<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3	
<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3	
<b>BCO 217</b> E-Business		2   3	<b>BSD 221</b> Managing Media Companies		2   3	
<b>BSD 211</b> The Media Industry		2   3	<b>BSD 222</b> Strategic Media Marketing		2   3	
<b>BSD 212</b> Mass Media & Communication Seminars/Industrial Visits		1   1	<b>BSD 223</b> Digital Media Technologies Seminars/Industrial Visits/Dissertation Seminar		1   1	
FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4	THIRD YEAR
<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4	
<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3	
<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3	
<b>BCO 315</b> Corporate Finance		2   3	<b>BSD 321</b> Cases in Digital Media		2   3	
<b>BCO 316</b> Industrial Marketing		2   3	<b>BSD 322</b> Media Psychology		2   3	
<b>BSD 311</b> International Media Management		2   3	<b>BSD 323</b> Legal & Ethical Issues in Media		2   3	
<b>BSD 312</b> Media Design & Technology		2   3	<b>BSD 324</b> Dynamic Content & Mobile Generation		2   3	
<b>BSD 313</b> Innovation Mgmt. for Digital Media Seminars/Industrial Visits/Dissertation Seminar		1   1	<b>BSD 325</b> Digital Media Project Management Dissertation Seminar		1   1	
			Final Case: Marketing		4   5	
			Final Case: Digital Media		4   5	
			Dissertation		15   20	

## BA - BACHELOR OF ARTS IN BUSINESS & SUSTAINABILITY MANAGEMENT

Sustainability is one of the main topics in business today. This program combines the concepts of sustainability and management. The curriculum teaches students how to organize a company's environmental, social and financial well-being through comprehensive and balanced attention to its system of resources while bearing in mind corporate and stakeholder interests.

### LEARNING OBJECTIVES

Learn how to keep a company running while maintaining economic viability, meeting the needs of the general population without depleting natural resources.

- Manage business, society and the environment by spearheading them in a way that will benefit current and future generations.

CH-Credit Hours

ECTS-European Credit Transfer System

	FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS
FIRST YEAR	<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4
	<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4
	<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4
	<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4
	<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4
	<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3
	<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3
	<b>BCO 118</b> Environmental Sustainability		2   3	<b>BCO 128</b> Advertising, Media & Branding		2   3
	Seminars/Industrial Visits		1   1	Seminars/Industrial Visits		1   1
	THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS
SECOND YEAR	<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4
	<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4
	<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3
	<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3
	<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3
	<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3
	<b>BCO 217</b> E-Business		2   3	<b>BBS 221</b> Business & Environmental Sustainability		2   3
	<b>BBS 211</b> The Challenge of Sustainable Development		2   3	<b>BBS 222</b> Business & Social Sustainability		2   3
	<b>BBS 212</b> Global Principles of Sustainability		2   3	<b>BBS 223</b> Building a Sustainable Business		2   3
Seminars/Industrial Visits		1   1	Seminars/Industrial Visits/Dissertation Seminar		1   1	
	FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS
THIRD YEAR	<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4
	<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4
	<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3
	<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3
	<b>BCO 315</b> Corporate Finance		2   3	<b>BBS 321</b> Cases in Business Sustainability		2   3
	<b>BCO 316</b> Industrial Marketing		2   3	<b>BBS 322</b> The Economics of Sustainability		2   3
	<b>BBS 311</b> Sustainability, Ethics & Technology		2   3	<b>BBS 323</b> Sustainability & Global Financial Markets		2   3
	<b>BBS 312</b> Accounting for Sustainability		2   3	<b>BBS 324</b> Innovations in Sustainable Supply		2   3
	<b>BBS 313</b> Developing Sustainable Products & Services		2   3	Chain Management		
	Seminars/Industrial Visits/Dissertation Seminar		1   1	<b>BBS 325</b> Implementing Sustainability Strategies		2   3
				Dissertation Seminar		1   1
			Final Case: Marketing		4   5	
			Final Case: Sustainability		4   5	
			Dissertation		15   20	



# BA - BACHELOR OF ARTS IN BUSINESS & DESIGN MANAGEMENT

Design extends into every field. Theoretical and practical knowledge of design and its involvement in development, innovation and communication offers significant advantages for a manager. Under the academic supervision of Pierre Keller, former director of ÉCAL (École Cantonal d'Art de Lausanne), EU's design management program is the first of its kind.

## LEARNING OBJECTIVES

Explore the business side of graphic design, industrial and product design, interaction design, environmental design, fashion design, design copyright, etc.

– Understand the operation and constraints of the design industry's technology, materials and sustainable development.

### CH-Credit Hours

### ECTS-European Credit Transfer System

FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS	
<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4	FIRST YEAR
<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4	
<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4	
<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4	
<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4	
<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3	
<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3	
<b>BCO 118</b> Environmental Sustainability Seminars/Industrial Visits		1   1	<b>BCO 128</b> Advertising, Media & Branding Seminars/Industrial Visits		1   1	
THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4	SECOND YEAR
<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4	
<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3	
<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3	
<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3	
<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3	
<b>BCO 217</b> E-Business		2   3	<b>BBD 221</b> Stars & Management		2   3	
<b>BBD 211</b> Introduction to the World of Design		2   3	<b>BBD 222</b> History of Contemporary Design		2   3	
<b>BBD 212</b> Designers & Management Seminars/Industrial Visits		1   1	<b>BBD 223</b> Supervised Research Design Seminars/Industrial Visits/Dissertation Seminar		1   1	
FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS	
<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4	THIRD YEAR
<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4	
<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3	
<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3	
<b>BCO 315</b> Corporate Finance		2   3	<b>BBD 321</b> Graphic Design & Management		4   6	
<b>BCO 316</b> Industrial Marketing		2   3	<b>BBD 322</b> Interaction Design, Motion Design & Mgmt.		2   3	
<b>BBD 311</b> Luxury & Design		2   3	<b>BBD 323</b> Photography & Management		2   3	
<b>BBD 312</b> Hotel & Design		2   3	<b>BBD 324</b> Event Design & Management		2   3	
<b>BBD 313</b> Wineries, Architecture & Design Seminars/Industrial Visits/Dissertation Seminar		1   1	Dissertation Seminar		1   1	
			Final Case: Marketing		4   5	
			Final Case: Design Management		4   5	
			Dissertation		15   20	

## BA - BACHELOR OF ARTS IN FAMILY BUSINESS MANAGEMENT

In a business environment characterized by intensified competition, family-owned companies face unique challenges. Participants learn how to leverage the strengths of family business management and successfully implement practices that drive high performance, shareholder loyalty and healthy family relationships.

### LEARNING OBJECTIVES

Explore topics critical to family-owned companies, such as succession, ownership control and strategic relationships.

–

Discover how to formulate strategies for reaching common goals, addressing conflicts and planning for a family's future.

CH-Credit Hours

ECTS-European Credit Transfer System

	FIRST SEMESTER	22CH 30ECTS	CH   ECTS	SECOND SEMESTER	22CH 30ECTS	CH   ECTS
FIRST YEAR	<b>BCO 111</b> Foundations of Business Management		3   4	<b>BCO 121</b> Ethics in Business		3   4
	<b>BCO 112</b> Marketing Management		3   4	<b>BCO 122</b> Oral Communication Skills		3   4
	<b>BCO 113</b> Writing Communication Skills		3   4	<b>BCO 123</b> Accounting II		3   4
	<b>BCO 114</b> Accounting I		3   4	<b>BCO 124</b> Macroeconomics		3   4
	<b>BCO 115</b> Microeconomics		3   4	<b>BCO 125</b> Business Law		3   4
	<b>BCO 116</b> Elementary Calculus		2   3	<b>BCO 126</b> Mathematics of Finance		2   3
	<b>BCO 117</b> IT Software for Business		2   3	<b>BCO 127</b> Applied Management Statistics		2   3
	<b>BCO 118</b> Environmental Sustainability		2   3	<b>BCO 128</b> Advertising, Media & Branding		2   3
	Seminars/Industrial Visits		1   1	Seminars/Industrial Visits		1   1
	THIRD SEMESTER	21CH 30ECTS	CH   ECTS	FOURTH SEMESTER	21CH 30ECTS	CH   ECTS
SECOND YEAR	<b>BCO 211</b> Strategic Marketing		3   4	<b>BCO 221</b> Global Economics		3   4
	<b>BCO 212</b> Business Finance I		3   4	<b>BCO 222</b> Business Finance II		3   4
	<b>BCO 213</b> Human Resources Management		2   3	<b>BCO 223</b> Social Media Marketing		2   3
	<b>BCO 214</b> Production Management		2   3	<b>BCO 224</b> Financial Markets		2   3
	<b>BCO 215</b> Entrepreneurship & New Venture Creation		2   3	<b>BCO 225</b> Consumer Behavior		2   3
	<b>BCO 216</b> Management Information Systems		2   3	<b>BCO 226</b> Sales & Purchasing Management		2   3
	<b>BCO 217</b> E-Business		2   3	<b>BAF 221</b> Family Ownership & Succession		2   3
	<b>BAF 211</b> Introduction to Family Business		2   3	<b>BAF 222</b> Project Management		2   3
	<b>BAF 212</b> Family Business Dynamics		2   3	<b>BAF 223</b> Principles of Real Estate		2   3
	Seminars/Industrial Visits		1   1	Seminars/Industrial Visits/Dissertation Seminar		1   1
	FIFTH SEMESTER	21CH 30ECTS	CH   ECTS	SIXTH SEMESTER	21CH 30ECTS	CH   ECTS
THIRD YEAR	<b>BCO 311</b> Global Business		3   4	<b>BCO 321</b> Strategic Management		3   4
	<b>BCO 312</b> Financial Statement Analysis		3   4	<b>BCO 322</b> Budgeting & Control		3   4
	<b>BCO 313</b> Negotiation		2   3	<b>BCO 323</b> Organizational Communication		2   3
	<b>BCO 314</b> Small Business Management		2   3	<b>BCO 324</b> Cases in Marketing		2   3
	<b>BCO 315</b> Corporate Finance		2   3	<b>BAF 321</b> Cases in Finance		2   3
	<b>BCO 316</b> Industrial Marketing		2   3	<b>BAF 322</b> Family Business Governance		2   3
	<b>BAF 311</b> Supply Chain Management		2   3	<b>BAF 323</b> Risk Management		2   3
	<b>BAF 312</b> Product Development & Innovation		2   3	<b>BAF 324</b> Family Business Policy		2   3
	<b>BAF 313</b> Family Business by the Numbers		2   3	<b>BAF 325</b> Portfolio Management		2   3
	Seminars/Industrial Visits/Dissertation Seminar		1   1	Dissertation Seminar		1   1
				Final Case: Marketing		4   5
				Final Case: Finance		4   5
				Dissertation		15   20

## EBBA - EXECUTIVE BACHELOR OF BUSINESS ADMINISTRATION

## EU OFFERS A FAST-TRACK ONE-YEAR EXECUTIVE BBA PROGRAM, AVAILABLE BOTH ON CAMPUS AND ONLINE! GET INTO BUSINESS RIGHT AWAY!

### CH-Credit Hours

### ECTS-European Credit Transfer System

The Executive Bachelor of Business Administration (EBBA) is available on campus and online. It is a one-year, two-semester intensive program designed for working professionals in middle or senior management positions who have at least five years of relevant work experience. The objective is to equip professionals with theoretical and conceptual knowledge to strengthen their extensive work experience and prepare them for graduate studies.

EU recognizes the fact that professional candidates already have significant practical knowledge and are familiar with many of the most important aspects of business through experience. Therefore, the EBBA program omits courses which are redundant after years of managerial experience.

The EBBA program consists of two 13-week semesters. Classes take place during the day. A two-year, four-semester part-time option is also available.

### ADMISSION REQUIREMENTS

*Applicants must meet the following criteria:*

1. Be at least 25 years old
2. Have a high school diploma or G.E.D. equivalent and 15 years of formal studies
3. Have at least five years of successful managerial experience
4. Certify English level by a minimum TOEFL score of 213 (computer-based), 80 (internet-based), 550 (paper-based), institute code 0476; IELTS score of 6.0 or equivalent; Cambridge ESOL/Certificate in Advanced English (CAE), minimum grade C; a passing score in EU's English language entrance exam or be an English native

### COURSE CURRICULUM

FIRST SEMESTER (22CH 30ECTS)		CH   ECTS
<b>EBBA 101</b>	Business Management	3   4
<b>EBBA 102</b>	Quantitative Business Methods	3   4
<b>EBBA 103</b>	Business Finance	3   4
<b>EBBA 104</b>	Communication Skills	3   4
<b>EBBA 105</b>	Marketing Management	3   4
<b>EBBA 106</b>	Management Information Systems	3   4
<b>EBBA 107</b>	Ethics in Business	2   3
<b>EBBA 108</b>	Case Study Analysis	2   3
SECOND SEMESTER (22CH 30ECTS)		CH   ECTS
<b>EBBA 201</b>	Strategic Management	3   4
<b>EBBA 202</b>	Managerial Accounting	3   4
<b>EBBA 203</b>	Production & Operations Management	3   4
<b>EBBA 204</b>	Human Resources Management	3   4
<b>EBBA 205</b>	Customer Relationship Management	3   4
<b>EBBA 206</b>	Managerial Economics	3   4
<b>EBBA 207</b>	Corporate Finance & Cases in Finance	2   3
<b>EBBA 208</b>	Cases in Marketing	2   3
	Final Case: Marketing	4   5
	Final Case: Finance	4   5
	Dissertation	15   20

# DOUBLE DEGREES ON CAMPUS

## 7 SEMESTERS/3 YEARS

### THE UNIVERSITY OF DERBY

University of Derby (UoD) is a state-accredited, public university located in the United Kingdom. It is accredited by The Quality Assurance Agency (QAA) for Higher Education, the U.K. agency designated for this task and one of the most rigorous state accrediting agencies worldwide. The university has a sterling employment record, with 96.7% of graduates either employed or studying six months after graduation, ranking them tenth among U.K. universities.

Students participating in the degree program study for seven semesters (three years) at the Barcelona campus, and complete their course with two degrees: a BBA, BA or BS from EU and a Bachelor of Arts in International Business (Hons) from the UoD. Students can fast-track their degree by taking summer school classes.

During the first five semesters, students follow the EU curriculum of their chosen major. They then complete the following modules in their last two semesters:

- International Business Economics & Strategy
- Global Talent Management
- Marketing Across Cultures

- International Business Economics & Strategy
- International Entrepreneurship
- Sustainable Development & International Business Law

#### DISSERTATION



EU partners with other prestigious institutions around the world in order to offer students further study opportunities on campus, and give them the best start in the working world. By taking a seven-semester program, students can earn a U.K. state-accredited degree and graduate with two internationally-recognized business degrees from leading academic institutions.

## THE UNIVERSITY OF ROEHAMPTON

The University of Roehampton (UoR) in London, U.K. adheres to the standards set by the U.K. 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.

Students undertaking a bachelor's program at EU can complete an additional qualification on campus; an undergraduate degree awarded by the University of Roehampton. They earn a Bachelor of Science (Hons) in International Business; a U.K. state-recognized degree.

During the first five semesters, students follow the EU curriculum of their chosen major. They also complete the following modules:

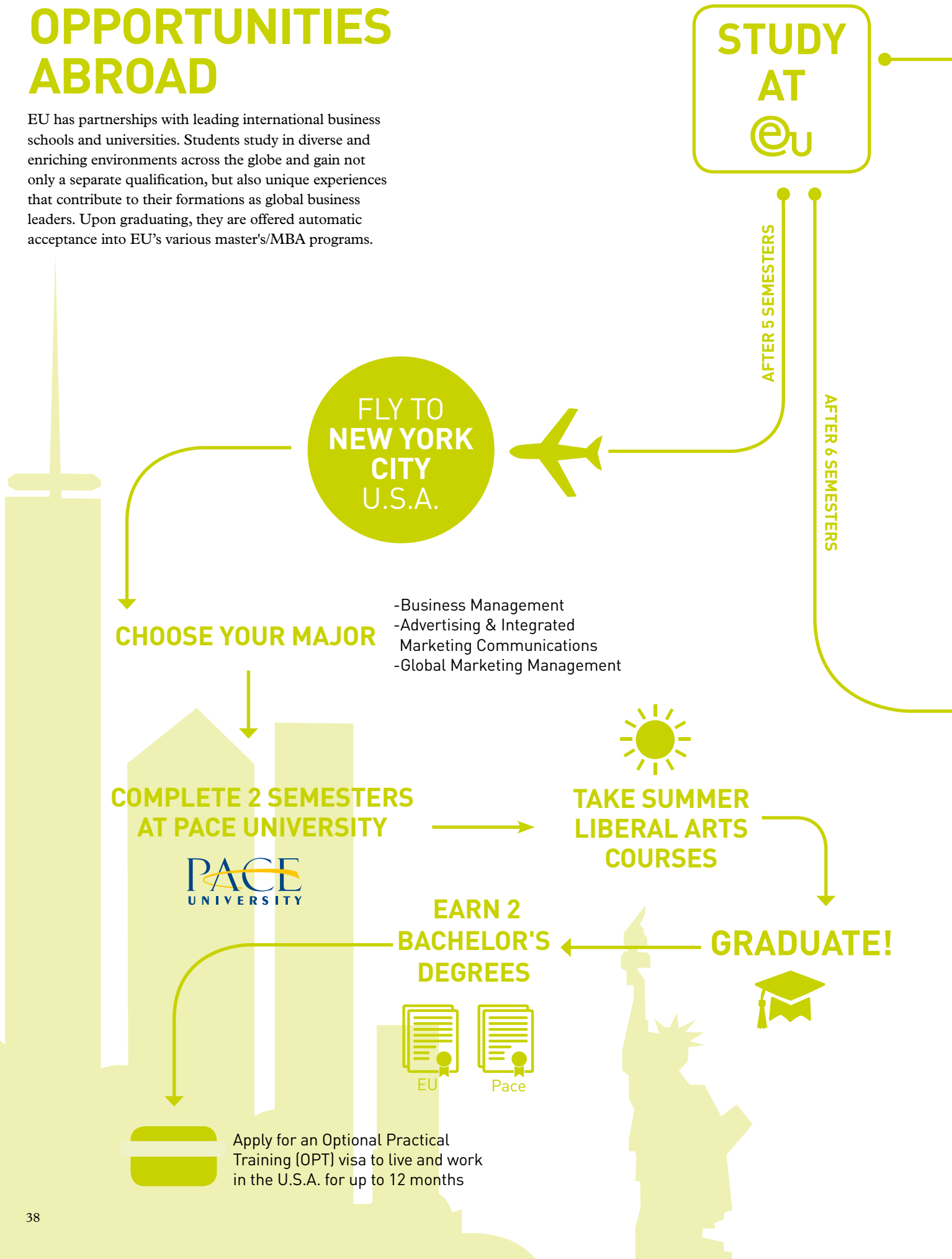
- International Business Environment
- Corporate Strategy
- Ethics, Organizations & Society
- Research Methods & International Project
- Cross-Cultural Management
- International Marketing

### DISSERTATION



# OPPORTUNITIES ABROAD

EU has partnerships with leading international business schools and universities. Students study in diverse and enriching environments across the globe and gain not only a separate qualification, but also unique experiences that contribute to their formations as global business leaders. Upon graduating, they are offered automatic acceptance into EU's various master's/MBA programs.



AFTER 5 SEMESTERS



**FLY TO  
LOS  
ANGELES  
CALIFORNIA  
U.S.A.**

**CHOOSE YOUR  
DIPLOMA MAJOR**

- Business Management
- Tourism & Hospitality Mgmt.
- Sports Management
- Entertainment & Media Mgmt. (12 months)
- Public Policy & International Relations

**COMPLETE  
9 MONTHS AT  
THE UNIVERSITY  
OF CALIFORNIA,  
RIVERSIDE**



**EARN  
1 BACHELOR'S  
DEGREE + 1  
POSTGRADUATE  
DIPLOMA**

Apply for an Optional Practical Training (OPT) visa to live and work in the U.S.A. for up to 12 months

**GRADUATE!**



**FLY TO  
BANGKOK  
THAILAND**

**START  
STUDYING  
YOUR BBA**

**COMPLETE 2 SEMESTERS AT  
SHINAWATRA INTERNATIONAL  
UNIVERSITY**



**EARN  
2 BACHELOR'S  
DEGREES**

**GRADUATE!**



# 05

## STUDENT LIFE

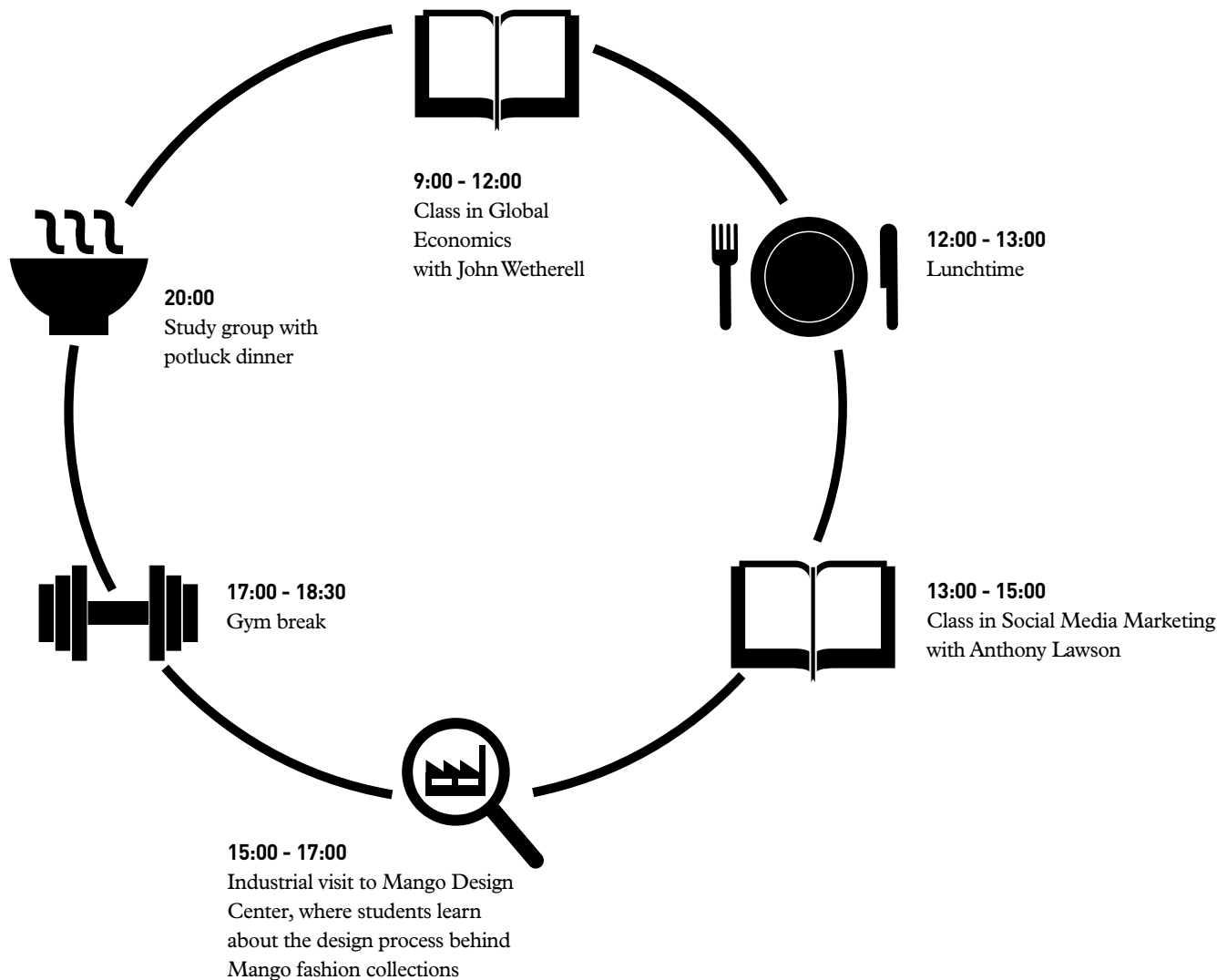
One of the most important factors of a well-rounded education is what you do when you are not in class. This includes sporting activities, social engagements, student trips, holiday plans and charitable contributions to nonprofit organizations. At EU, we try to organize a balanced series of activities 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 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**  
*Verbier, Switzerland*  
*Ski Weekend*

## 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 semester, 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 semester, students have a chance to mingle and meet with their classmates, lecturers and staff in an informal and relaxed environment.

### SKI/SNOWBOARD WEEKEND

Once a year, EU organizes 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

EU encourages different sports activities among its 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

EU 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, lecturers, 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

EU believes 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

## HIGH SCHOOL DIPLOMA & TRANSCRIPTS

Arrange to have your high school diploma and transcript(s) sent to the EU Admissions Department. Applicants who have not earned a high school diploma at the time of applying must present an official high school transcript or record for the last year of secondary school study. Transcripts are considered official if they bear an official high school stamp and the signature of the high school principal. Academic transcripts should include the school's contact information. Records must list the subjects taken, grades earned or examination results in each subject and include certificates or diplomas. 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 213 (computer-based), 80 (internet-based), 550 (paper-based)
2. International English Language Testing System (IELTS) minimum 6.0
3. Cambridge Certificate in Advanced English (CAE) minimum C
4. Pearson Test of English Academic (PTE Academic) minimum 54
5. A passing score in the EU English exam
6. Be an English native speaker

*Please consult the EU website [www.euruni.edu](http://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.

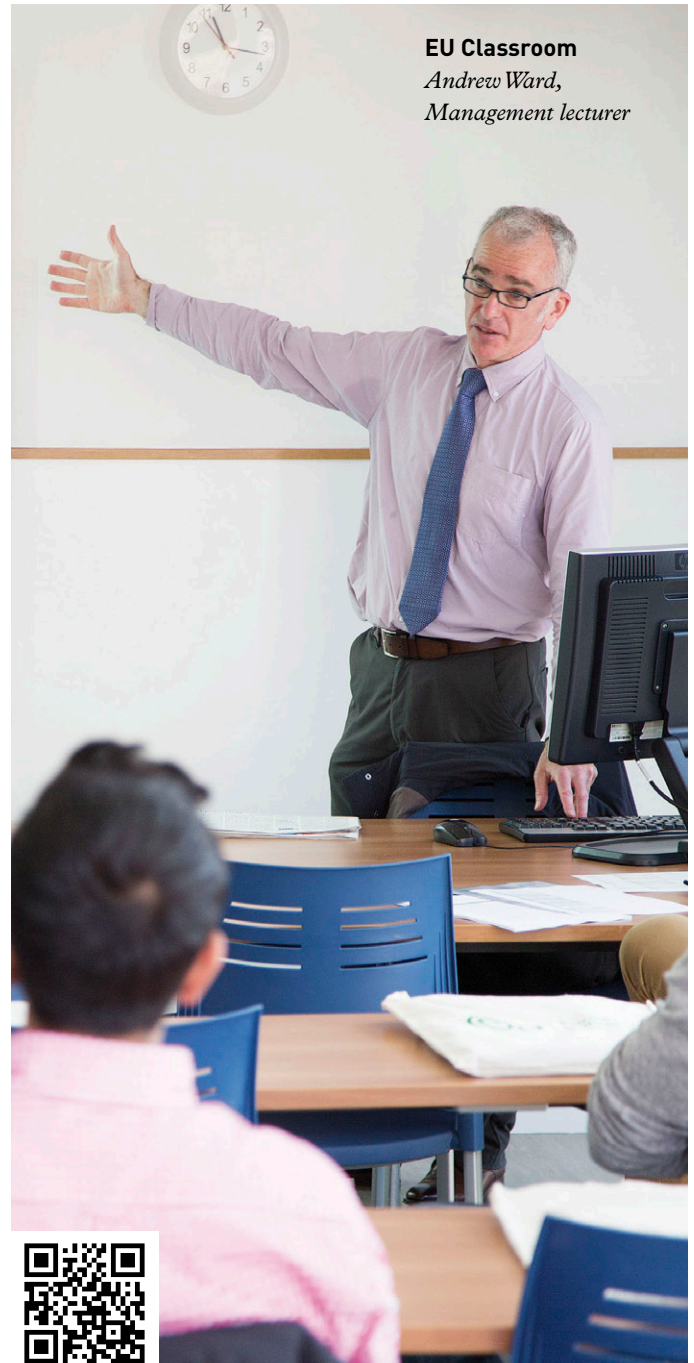
## ESSAY OR VIDEO ESSAY

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.

*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.



**EU Classroom**  
Andrew Ward,  
Management lecturer

## A WORLD-CLASS, VALUE-CENTERED EXPERIENCE

## HOW TO APPLY

Applications are considered on a rolling basis with four start dates per year in October, February, June and August.

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 high school diploma and transcripts
3. Proof of English fluency (for non-native speakers)
4. 2 letters of recommendation
5. 1 essay or video essay
6. 3 passport-size photos
7. Copy of passport
8. Bank letter certifying the applicant's financial solvency
9. €/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.

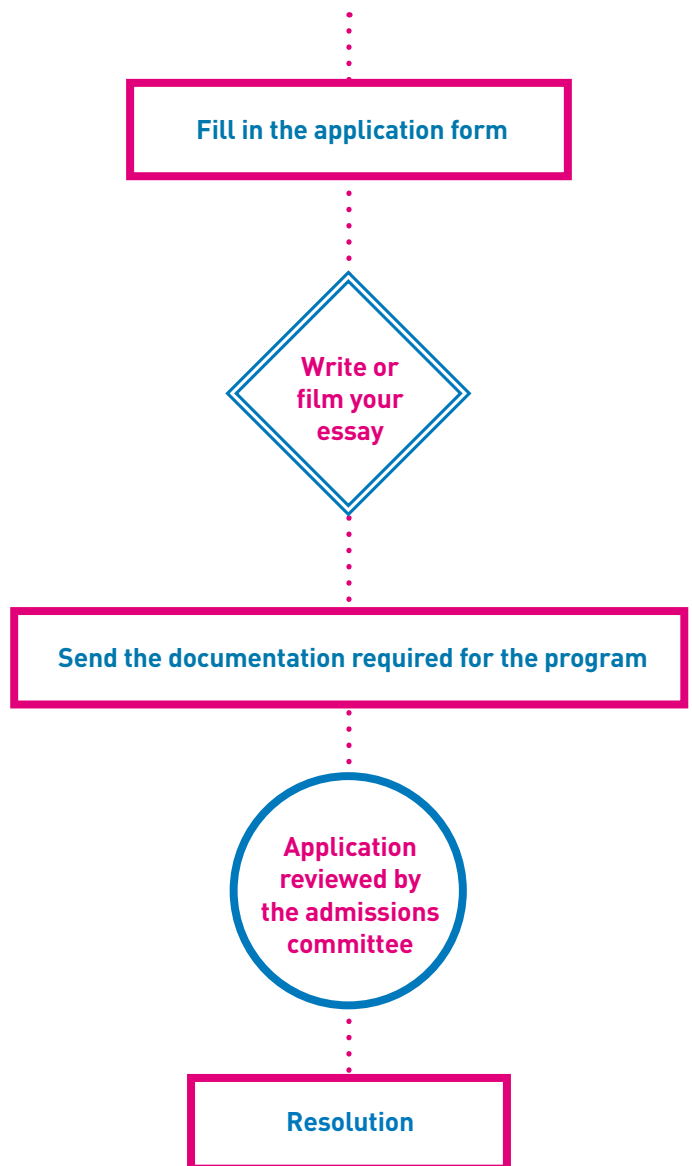
*EU applicants can send their applications by post, fax or e-mail.*

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 semester 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](http://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.



## 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](http://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](http://WWW.ALUMNI.EURUNI.EDU)



## CHRISTOPH KASTENHOLTZ

Germany  
Founding Partner at Pulse Advertising  
[Bachelor of Business Administration](#)

“EU broadened my mindset and set me on the path to building my own business. The entrepreneurial spirit is strong, and the international student crowd builds a solid foundation to lasting relationships.”



## JAVIER MARTINEZ ESPARZA

Spain  
Vice-President and Managing Director Iberia and LATAM at KAZAM Mobile  
[Bachelor of Business Administration](#)

“At EU, being in a multicultural environment with different people from around the world was especially useful, as that reflects the reality of workplaces nowadays.”



## ROCHELLE PEETOOM

Australia/Netherlands  
Founding Partner at Bon & Petit  
[Bachelor of Business Administration](#)

“The entrepreneurial environment at EU is fantastic. A lot of the lecturers actually own their own businesses, so when they give you assignments, you really feel the need to do it as if it were real life.”



## BERTRAND MORISOD

Switzerland  
Partner, Worldwide Wealth Assoc.  
[Bachelor of Business Administration](#)

“Being in charge of corporate finances is like being a pilot in a cockpit at 30,000 feet. You have to make quick decisions. EU taught me how to do that.”



## 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](http://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](http://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 theses 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

# A WONDERFUL TOOL FOR KEEPING THE EU EXPERIENCE ALIVE AND FLOURISHING

language specialists to current trends in the global economy penned by knowledgeable lecturers 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](http://www.euruni.edu) or on any of our social media networks.

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**YOUTUBE**

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