



# A European Identity, A Global Network

**Barcelona, Geneva, Montreux, Munich and online**

## About Us

Established in 1973, EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich and online.

We offer English-taught foundation, bachelor's, master's and MBA programs. These include business administration, communication & public relations, international business, digital business, sports management, marketing, finance and enterprise, among others.

Our small class sizes guarantee personalized and cooperative learning from our faculty of highly qualified academics, entrepreneurs, consultants and business leaders.

Our pragmatic and experiential approach to business education including case studies, business simulations and company visits together with EU's global network prepares you for careers in today's rapidly evolving and globalized business world.

EU has a multicultural student body and faculty with more than 100 nationalities and a 27,000-strong alumni network. Our intercampus and international exchange programs further enhance our students' global experience.

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## Locations

### 1. Barcelona - where technology, culture and business meet on the Mediterranean

- A creative business community of nearly 1,000 startups
- A top destination for international conferences like the Mobile World Congress

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### 2. Geneva and Montreux - business and diplomacy at the foot of the Swiss Alps

- Home to more than 140 multinational business headquarters
- Headquarters of over 300 NGOs and 200 diplomatic missions

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### 3. Munich - a cultural and business hub at the heart of Europe

- A major economic power of Germany
- Home to headquarters of German multinationals like BMW, Siemens and Allianz

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## Rankings

1

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

4 STARS

Awarded four stars for overall excellence in business education by QS Stars

TOP TIER

Ranked in the top tier for global and European MBA programs by CEO Magazine

5

Ranked fifth in the QS MBA Guide Return on Investment Report for salary uplift in Europe

## Top Reasons to Study at EU

**International:** Our student body is comprised of 100+ nationalities; all classes are taught in English; intercampus exchanges.

**Small class sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

## Programs

### BACHELOR'S PROGRAMS

BBA in Business Administration\*  
BA in Communication & PR  
BA in Leisure & Tourism Mgmt.  
BA in International Relations  
BA in Sports Management  
BA in Digital Business, Design & Innovation  
BS in Business Finance\*\*

Barcelona, Geneva, Montreux

BA (Hons) in Business Management (Marketing)  
BA (Hons) in Business Management (Finance)  
BA (Hons) in Business Management (Enterprise)  
BA (Hons) in Business Management (HR Management)

Barcelona, Munich

BA (Hons) in Business Management (International Business)

Barcelona

BA (Hons) in Business Management

Munich

BSc (Hons) in International Business

Geneva, Montreux

BSc (Hons) in International Business with one of the following minors:  
– Business Administration  
– Communication & Public Relations  
– Leisure & Tourism Management  
– International Relations  
– Sports Management  
– Digital Business, Design & Innovation  
– Business Finance

Munich

#### Start dates

October, February, June and August  
Duration: three years (six or seven 13-week semesters)

\* Also offered online

\*\* Not offered in Barcelona

**Experiential learning:** The case study method and a pragmatic approach are two of our most effective tools.

**Outstanding faculty:** Our team is composed of highly qualified academics, entrepreneurs, consultants and business leaders.

### MASTER'S/MBA PROGRAMS

Master in:  
– Management  
– Marketing  
– Finance\*\*\*  
– Tourism & Hospitality Mgmt.\*\*\*  
– Innovation & Entrepreneurship  
– Digital Business\*\*\*  
– Fashion & Luxury Business

Barcelona, Geneva, Montreux, online

MBA with majors in:  
– International Business  
– Communication & PR  
– International Marketing  
– Global Banking & Finance  
– Leisure & Tourism Management\*\*\*  
– Entrepreneurship  
– Digital Business  
– Sports Management\*\*\*  
– HR Management  
– Design Management\*\*\*  
– Blockchain Management

**Dual qualification:** In addition to your EU MBA, you can also earn an MSc in International Management or an MBA from the University of Roehampton in London, U.K.

Barcelona, Geneva, Montreux, online

MSc in International Management  
MBA

Both of these programs are offered with minors in the same areas as the majors offered in Barcelona, Geneva and Montreux (see list above).

Munich

#### Start dates

October, January and March  
Duration: one year full-time (three 10-week terms) or two years part-time (six 10-week terms)

\*\*\* Not offered online

**Ranked among the best:** Programs within our network are consistently featured in the top tier of global and European rankings.

**Building a business personality:** We are committed to encouraging students to build the most valuable brand they can market: themselves.

### FOUNDATION PROGRAMS

The one-semester English Foundation program improves students' English-language skills so that they reach the level needed for EU's bachelor's, master's and MBA programs. The one-semester Business Bridging program acts as a bridge for EU's bachelor's programs.

Barcelona, Geneva, Montreux, Munich

#### Start dates

September, October, February and June  
Duration: one semester (13 weeks)

### FURTHER EDUCATION

Executive BBA

Barcelona, Geneva, Montreux, online

#### Start dates

October and February  
Duration: one year (two 13-week semesters)

### FURTHER OPPORTUNITIES TO STUDY ABROAD

- BBA with Pace University, New York
- BS with Fisher College, Boston
- Postgraduate Diploma with the University of California, Riverside
- BBA with Stamford International University, Bangkok



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#### PROFESSIONAL ACCREDITATIONS:



#### PARTNERED WITH:

