

Digital Campus Bachelor's Programs

Academic Year 23-24



#StartHere

About Us

Since 1973, EU Business School (EU) has been educating future entrepreneurs and business leaders. We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs, taught exclusively in English, in Barcelona, Geneva and Munich as well as on our Digital Campus.

Our innovative programs are specifically designed to respond to the latest demands of business and

have been recognized by top global ranking institutions including QS, which has awarded us four stars for excellence in business education.

Our pragmatic and experiential learning approach gives students the knowledge and skills to excel in the workplace of the future.

Our diverse and multicultural community of 100+ nationalities fosters the international perspective and global mindset crucial for career success, and our 30,000+ alumni

provide networking opportunities around the globe.

Our bachelor's programs are the perfect choice for you if you are looking for an international, flexible and personalized business education.

We invite you to read through the information provided here, and contact our admissions staff at info.dgtl@euruni.edu with any questions you might have.

EU BUSINESS SCHOOL DIGITAL CAMPUS

PROFESSIONAL ACCREDITATIONS



VALIDATING & ACCREDITING PARTNERS



RANKINGS

#1



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

#1



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

#2



EU's MBA ranked #2 in Spain by Forbes

4



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

#20



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

#24



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

Top 50



Ranked in the Top 50 of the QS European MBA Rankings



Online Education: Learning Without Borders

Digitalization and widespread adoption of AI have revolutionized educational delivery, and EU Business School is no exception.

Studying on our Digital Campus at EU instantly connects you to new friends and business mentors all over the world. Our online programs allow you to study at your own pace and on your own schedule while having all the fun and social connection you would on campus.

TOP REASONS TO STUDY ON OUR DIGITAL CAMPUS

Tailor-Made: Curriculum adapted to market needs and interests.

Flexible programs: Study and work at your own pace on easy-to-use web platforms.

Blended education: Progressive teaching methods with on-campus and virtual activities for networking.

Intercampus transfers: Transfer to any of our four campuses.

Expert faculty: Leading academics, entrepreneurs and business executives selected from around the world ensure educational excellence.

Multicultural: Connect with classmates from all corners of the globe.

Networking: Join a network of 30,000+ alumni for meet-ups and regular careers events.

Our personalized online classes combine practical, hands-on learning with the flexibility of individualized study. In this dynamic learning environment, you will discuss, debate and collaborate with your peers while being fully supported by our faculty of highly qualified working professionals and academics. You can make friends from around the world and learn from global business experts right in your own home.

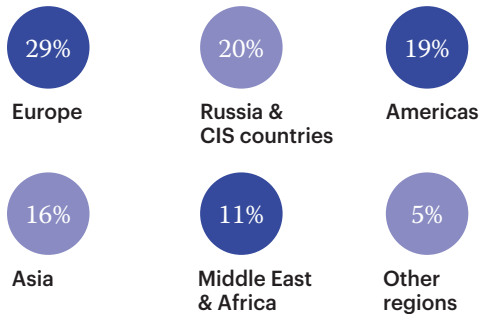
EU's Digital Campus delivers a unique learning experience. Classes are delivered in real time on an easy-to-use platform and are conveniently recorded to allow you to study anytime, anywhere, and to re-visit lectures for enhanced understanding.

As a student of EU's Digital Campus, you not only have the chance to meet interesting people and build your skills—when you graduate, you will have all the tools you need to be a leader in the digital future.

Our Numbers Talk

The most direct way to gain insight into an institution is through percentages, statistics and facts.

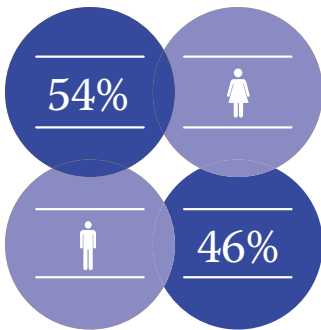
STUDENTS BY REGION



20% OF OUR STUDENTS BECAME ENTREPRENEURS

93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

FEMALE TO MALE RATIO

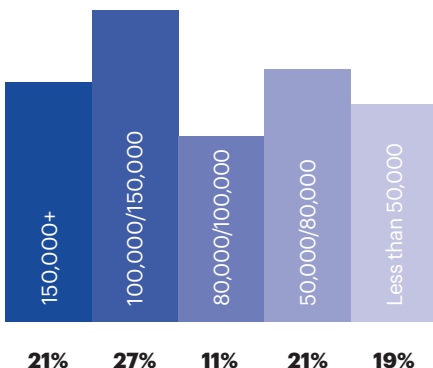


95% INTERNATIONAL STUDENTS

3.5 AVERAGE LANGUAGES SPOKEN

17-26 BACHELOR'S STUDENT AGE RANGE

SALARY AFTER GRADUATION (IN EUROS)



37% OF STUDENTS TAKE ADVANTAGE OF OUR TRANSFER OPPORTUNITIES

WORK PLACEMENT BY REGION

| | |
|----------------------------|--------------------------|
| Europe 32% | Asia 15% |
| Americas 18% | Middle East & Africa 14% |
| Russia & CIS countries 17% | Other regions 4% |

Bachelor's Programs

The bachelor's programs studied on EU Business School's Digital Campus are six- or seven-semester, three-year, full-time programs (210 or 240 ECTS). With start dates in October, February and June, these English-taught programs are flexible study options for students anywhere in the world who want to launch their future in business.

Students on our Digital Campus can choose from three bachelor's programs: Business Administration, Sports Management and International Relations. These programs encompass current trends in business to give you a holistic experience and develop the skills and knowledge necessary to become business leaders. You will learn through a combination of interactive webinars, case studies, conferences and collaborative projects. You will also receive professional development training that improves your acquisition of soft skills in the areas identified by business leaders as most relevant.

Structure of Our Programs

OPTION 1: BACHELOR'S DEGREES (TÍTULO PROPIO)

This is a six-semester, three-year program with 210 ECTS. On successfully completing this program, you will earn a university bachelor's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, and an internationally accredited bachelor's degree from EU Business School Switzerland.

Bachelor's Programs Six-Semester Structure:

| Academic Year | Fall | Spring | Summer |
|---------------|---|---|-----------------------------|
| Year 1 | Semester 1 Core courses | Semester 2 Core courses | Fast-track option available |
| Year 2 | Semester 3 Core & specialization courses | Semester 4 Core & specialization courses | Fast-track option available |
| Year 3 | Semester 5 Core & specialization courses | Semester 6 Core & specialization courses | |

OPTION 2: BACHELOR'S (TÍTULO PROPIO) + BSC (HONS) IN INTERNATIONAL BUSINESS MANAGEMENT

This is a seven-semester, three-year program with 240 ECTS. On successfully completing this program, you will graduate with a university bachelor's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, and an internationally accredited bachelor's degree from EU Business School Switzerland. In addition, you will be awarded a state-recognized BSc (Hons) in International Business Management from London Metropolitan University, U.K. Students who choose to study for an optional eighth semester may also earn a Diploma of Advanced Studies (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.

Bachelor's Programs Seven-Semester Structure

| Academic Year | Fall | Spring | Summer |
|---------------|---|---|---|
| Year 1 | Semester 1 Core courses | Semester 2 Core courses | Semester 3 Core & specialization courses |
| Year 2 | Semester 4 Core & specialization courses | Semester 5 Core & specialization courses | |
| Year 3 | Semester 6 International Business Management | Semester 7 International Business Management | |



BBA - Bachelor of Business Administration

Students completing this bachelor's pursue careers in:

- Marketing
- Management
- Finance
- Entrepreneurship

The Bachelor of Business Administration is a comprehensive degree that will prepare you for a full range of functions within the business world, making you a valuable asset to any organization. This program develops the business acumen required to conduct business on a global scale. You will cover international negotiation, cultures and languages, while exploring the complexity of multinational organizations, with their intricate hierarchies, social frameworks and administrative challenges.

A sample of the program courses:

- Knowledge Management
 - Decision Analysis
 - International Strategic Management
-

BA - Bachelor of Arts in Sports Management

Students completing this bachelor's pursue careers in:

- Team and club management
- Merchandising
- Sports event management
- Corporate sponsorship

International sponsorship and corporate competition have transformed sports into a multibillion-euro industry. International sports have set trends and redefined boundaries in international politics and cross-cultural communication, trademark rights, and financial models. This field requires a deep understanding of finance and business as well as management acumen. You will acquire specific skills to meet the challenges of this competitive atmosphere through courses in negotiation, sponsorship and broadcasting, among others.

A sample of the program courses:

- Public & Media Relations in Sport
 - Sports Broadcasting
 - Sports Data Analysis
-

BA - Bachelor of Arts in International Relations

Students completing this bachelor's pursue careers in:

- Diplomacy and foreign policy
- International corporate development
- Public, civil service and local government
- International communications

This program combines a global international relations outlook with the practical skills of business thinking. As corporations expand and blur national boundaries, they operate in a more complex landscape. This specialization provides a solid knowledge of the global economic environment recognizing politics, cross-cultural values and ethics as key components. This program will train you to apply a global mindset to conflict management and resolution while considering growth and the bottom line.

A sample of the program courses:

- Cross-Cultural Business Issues
 - Diplomacy & Foreign Policy
 - Conflict Management
-

Career Services

From career counseling and mentoring to advice on personal branding and networking, EU's career services department is on hand to provide one-to-one careers coaching and access to a network of over 30,000+ alumni. In addition, the annual EU Talent Day, as well as global alumni events, are held to give students a platform on which to build strong business connections.

SOME OF THE COMPANIES WHERE OUR ALUMNI WORK:



Admission Requirements

1 certified copy of bachelor's degree and transcripts

Proof of English level: TOEFL score 89 (internet-based), 233 (computer-based); IELTS 6.5; CAE C1 with a minimum score of 176; or equivalent; or English native

1 copy of your CV/résumé

2 letters of recommendation

1 written or video essay

Applicants must also meet one of the following:

A GPA of 3.0 on a 4.0 scale

A satisfactory score on the GMAT or GRE

An interview with the academic dean

Visit euruni.edu for a list of additional supporting documents or contact our admissions department at info.dgtl@euruni.edu

Start dates:
October/February/June

Duration:
Three years
(six or seven semesters)

Tuition fee:
€6,750 per semester

Digital

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info.dgtl@euruni.edu

Other campuses in:

Barcelona

Diagonal Campus:
Diagonal 648 bis
08017 Barcelona
Spain

Ganduxer Campus:

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08021 Barcelona
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VALIDATING & ACCREDITING PARTNERS



MEMBER OF

