

**Digital Campus**  
**MBA**  
**Programs**

Academic Year 23-24



# 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 MBA 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](mailto: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 the widespread adoption of AI have revolutionized educational delivery, with EU Business School leading the way.

Studying on our Digital Campus at EU instantly connects you to new friends and business mentors from all over the world. Our online programs are designed to allow you to study at your own pace and on your own schedule, giving you the freedom to combine study with work, travel and personal commitments.

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 will 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 will not only have the chance to meet interesting people and build your skills—when you graduate, you will acquire the entrepreneurial skills and creative mindset to lead the digital future.

### 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.

**Experiential learning:** Learn by doing through case-based projects and business simulations, among others.

**Intercampus transfers:** Transfer to any of our four European campuses for an on-site student experience.

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

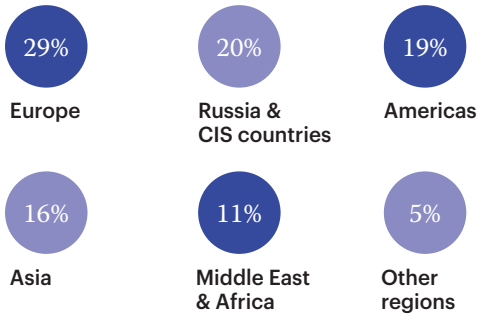
**Multicultural:** Connect with classmates from all corners of the globe.

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

# Our Numbers Talk

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

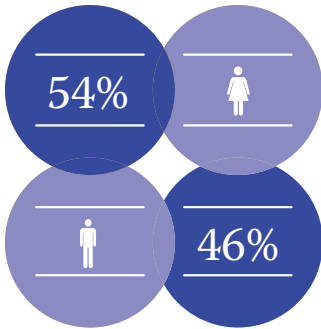
## STUDENTS BY REGION



**20%** OF OUR STUDENTS BECAME ENTREPRENEURS

**93%** ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

## FEMALE TO MALE RATIO

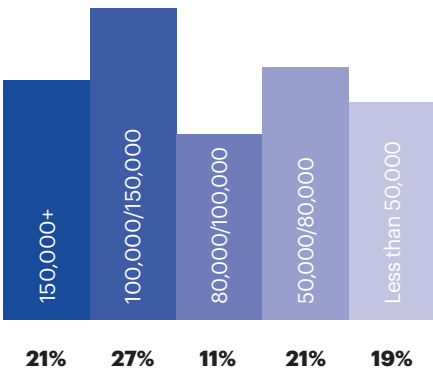


**95%** INTERNATIONAL STUDENTS

**3.5** AVERAGE LANGUAGES SPOKEN

**23-46** MBA 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%

# MBA Programs

The MBA programs studied on EU Business School's Digital Campus may be completed as a one-year, three-term, full-time or a two-year, six-term, part-time program (90 ECTS). Starting in October, January and March, these English-taught degrees provide flexible learning for professionals who want to take their careers to the next level.

Students on our Digital Campus can choose from eight business majors: International Business; Communication & PR; International Marketing; Global Banking & Finance; Entrepreneurship; Digital Business; Human Resources Management; and Blockchain Management. The first two terms explore the essential skills for understanding core business concepts and the last term focuses on the chosen major. You will learn through live interactive webinars, case studies, business simulations, conferences with global leaders and group discussions, among others, and will be taught by lecturers from across the world who offer real-time, personalized tutoring. Classes are recorded for maximum flexibility and convenience to give you the freedom to organize your studies around professional and personal commitments.

You will also attend an on-campus week held in either Barcelona, Geneva or Munich where you will be immersed in a real-world business environment. Activities include company visits, guest lecture sessions and business seminars which you will undertake while networking with peers, faculty and students.

On completion of the program, you will earn a university MBA degree (*titulo propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, and an MBA degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua.

## Additional Qualifications

Same duration, two qualifications

**MSc in International Business Management** for professionals with less than two years of work experience

**MBA** for professionals with more than two years of work experience

**State-recognized degrees** from London Metropolitan University, U.K.

**Two modalities:**

- One year, full-time
- Two years, part-time



## Our Majors

Students taking our MBA have the choice of eight different majors, each tailored to specific area of business.

### International Business

**Students completing this major pursue careers in:**

- International management
- Multinational corporations
- Import and export

Today's successful professionals must come with a varied skill set, adaptable to the diverse and international nature of the global market. This major equips you with the tools to navigate a world with rapidly dissipating borders. In this program, you will develop a broad understanding of the global economic playing field through extensive case study research accompanied by a diverse range of topics that relate to international business, including finance, law, media, communications and management.

A sample of the program courses:

- Entrepreneurial & Design Thinking
- Sales Management & Strategy
- Leading Digital Innovation & Change

### Communication & PR

**Students completing this major pursue careers in:**

- Event management
- Corporate communications
- Public relations

The skills required for communication and public relations have been drastically redefined by changes in social and digital media. Professionals in this field are required to coordinate increasingly complex public relations campaigns now that consumers and brands are so interconnected. This program will provide you with the know-how to stay ahead of current trends and to apply the latest technologies and communication strategies.

A sample of the program courses:

- Public Relations
- Organizational Communication
- Practical Applications in PR



**Peter Brabeck-Letmathe,**  
**Emeritus Chairman of Nestlé**  
 gives a special presentation to  
 students at EU Business School

**Nestlé**



# 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:



## International Marketing

**Students completing this major pursue careers in:**

- Marketing consulting
- Advertising
- Media

The marketing of products and services is an important aspect of any business. Effective delivery of a company's products and/or services is key to success in today's constantly evolving and diverse business world. This program provides the framework for understanding markets, competitors, product portfolios and consumer behavior from an international perspective. You will learn about the latest developments in digital marketing strategies, advertising and media, preparing you for a career in international marketing.

A sample of the program courses:

- Sales Management & Strategy
- Digital Marketing Strategies
- Advertising & Media

## Global Banking & Finance

**Students completing this major pursue careers in:**

- Investment banking
- Financial management and planning
- Strategic acquisitions

This major covers a diverse range of areas in the finance industry, from the financial organization, operations and challenges of the economy at large to issues of financial management in firms and financial institutions. This program equips you with the analytical foundation and tools necessary to deal with important practical issues in a finance-centered career. This program is the perfect preparation for management positions in the fields of corporate finance, investment management and other diverse areas in banking and finance.

A sample of the program courses:

- Financial Investments
- Financial Planning
- Digital Business Finance

## Entrepreneurship

**Students completing this major pursue careers in:**

- Innovation management
- Entrepreneurship
- Venture capital

Growing businesses need to adapt to environmental and technological changes. This major prepares you for the challenges of establishing and growing a business in today's dynamic climate. We will help you build the framework for your new venture and provide you with the skills necessary to become an entrepreneurial leader. By graduation, you will have developed key capabilities for success in the areas of new product and service development as well as small and family business management.

A sample of the program courses:

- New Product Development
- Innovation & Leadership
- Entrepreneurship & New Venture Creation

# 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](http://euruni.edu) for a list of additional supporting documents or contact our admissions department at [info.dgtl@euruni.edu](mailto:info.dgtl@euruni.edu)

### Start dates:

October/January/March

### Duration:

One year (three terms, full-time)

Two year (six terms, part-time)

### Tuition fee per term:

€6,100

## Digital Business

### Students completing this major pursue careers in:

- Online marketing and sales
- Consulting
- Digital commerce

The success of a business today depends on its online presence. Accordingly, digital business is one of the fastest growing and most in-demand modern industries. The digital business program prepares you to thrive in an online business context, examining a broad range of topics from online architecture to usability, while covering many of the relevant issues that managers face in internet-based environments. You will be well-equipped to start your own online business, join an existing company or invent new ways of doing business online.

A sample of the program courses:

- Digital Marketing Strategies
- Digital Business Design
- The Digital Consumer

## HR Management

### Students completing this major pursue careers in:

- Recruitment
- Personnel management
- Compensation management

People are the most valuable asset of any company and now, more than ever, organizations are committed to the happiness and retention of top employees. The human resources management major focuses on managing people from a social, cultural and political point of view while developing management skills. You will learn effective talent scouting and management, in addition to the trends and techniques necessary to build a top-notch team of business professionals.

A sample of the program courses:

- International HR Management
- HR Development & Training
- People Management

## Blockchain Management

### Students completing this major pursue careers in:

- Fintech
- Transformation management
- Banking

One of the most influential and important emerging technologies in modern business, blockchain promises to shape the 21<sup>st</sup> century in various sectors. This major explores how blockchain can revolutionize economics while addressing some of the most pressing problems in society such as trust, transparency, inclusive participation and fair trade. You will gain an in-depth, panoramic understanding of the fundamentals of blockchain, while critically evaluating the processes, practices and tools of this disruptive technology.

A sample of the program courses:

- Blockchain, Cryptocurrencies & the Fintech Industry
- Blockchain Applications & New Business Models
- Blockchain 101

**Digital**

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**Other campuses in:**

**Barcelona**

**Diagonal Campus:**  
Diagonal 648 bis  
08017 Barcelona  
Spain

**Ganduxer Campus:**

Ganduxer 70  
08021 Barcelona  
Spain

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**VALIDATING & ACCREDITING PARTNERS**



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