

Foundation  
& Bachelor's  
Programs

**Digital  
Campus**



# Welcome to EU Business School

We live in a fast-paced era in which education is no longer about acquiring information, but rather developing key skills and learning how to evolve with the world around us.

After your time with us, you will walk away with more than a degree and in-depth knowledge of business. You will have learned about yourself and how to communicate with people from a diverse range of backgrounds. You will have continued to grow and develop, both professionally and personally, enabling you to seize the new opportunities available to you.

We will help you be entrepreneurial, think for yourself, learn from your mistakes and, most of all, take advantage of the opportunities that will arise throughout your career. These attributes are ingrained into the EU Business School DNA. The rest is up to you.

You will face many challenges as you push boundaries within yourself and in the world around you. You will not be alone – we will accompany you along your path to success. From our Career Services Department to our global network of EU alumni, you will have access to dedicated business professionals to guide you as you establish yourself in the world of business. So, if you are looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus.



**Carl Craen**  
Managing Director  
EU Business School

## Who We Are

EU Business School (EU) has been educating future entrepreneurs and business leaders since 1973.

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.

Headquartered in Switzerland, we believe in Swiss values, an international mindset and a pragmatic approach to learning.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our experiential learning approach, which includes case studies, business simulations, company

**AN  
ENTREPRENEURIAL  
MINDSET  
A PRAGMATIC  
APPROACH**

visits and conferences with world-renowned leaders, ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provide networking opportunities around the globe. Inter-campus and global study abroad programs further enhance our students' international experience.

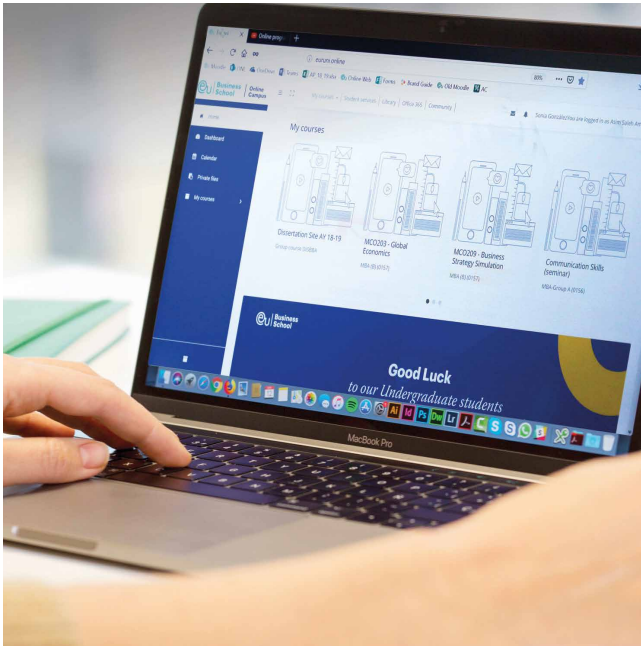
EU Business School is a member of OMNES Education Group, the French leader in private higher education, offering students further academic and international opportunities.





# Our Campuses

Our campuses are located in the top European business and tech hubs of Barcelona, Geneva and Munich, while our Digital Campus provides maximum flexibility. Our students expand their global outlook with inter-campus transfers or international exchanges at our partner universities all over the world.



## DIGITAL

Designed to deliver a blended, dynamic and innovative learning experience

## BARCELONA

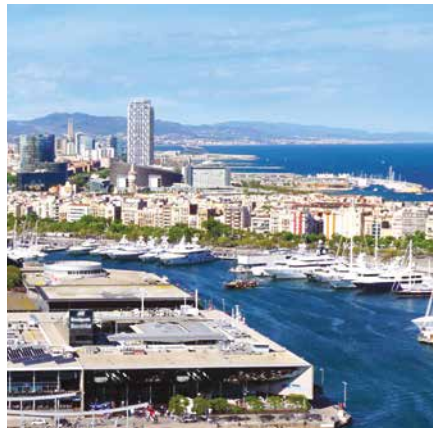
World-leading smart city and startup hub on the Mediterranean

## GENEVA

Diplomatic and financial capital in the heart of Europe

## MUNICH

Germany's economic powerhouse, renowned for innovation



## RANKINGS

#1

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

#1

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

#3

EU's MBA ranks #3 in Spain by Forbes

\*\*\*\*

Awarded four stars overall for business education by QS Stars

#20

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

#24

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

## MEMBERSHIPS



# DIGITAL CAMPUS

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.

2012

EU's Digital Campus was founded

90+

nationalities within our online student body

3

online on-campus weeks for networking and gatherings

70+

lecturers from all over the world

## A Dynamic Learning Environment

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.





# Top Reasons to Study on Our Digital Campus

## 01

### FLEXIBLE PROGRAMS

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

## 02

### BLENDED LEARNING

Real-time and asynchronous study with virtual and on-site activities.

## 03

### MULTI-CAMPUS EXPERIENCE

Enhance and diversify your learning with exchanges on any of our four campuses and Business Immersion Weeks.

## 04

### TOP GLOBAL FACULTY

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

## 05

### ONE-TO-ONE SUPPORT

Personalized assistance from your academic advisor throughout your studies.

## 06

### COMMUNITY

Dynamic and interactive events create real connections with your classmates.

## 07

### ENTREPRENEURIAL MINDSET

We foster entrepreneurial thinking, teaching our students to become agile and creative problem-solvers.

## 08

### NETWORKING

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

## 54%

of our students are women

## 46%

are men

## 95%

international students

## 3.5

languages spoken on average by students

## 37%

of students take advantage of our transfer opportunities

## 20%

of our students are entrepreneurs

## 93%

of our students accepted a job offer within six months of graduation

Students by Region

## 29%

Europe

## 19%

Americas

## 11%

Africa & Middle East

## 20%

Russia & CIS Countries

## 16%

Asia

## 5%

Other



# Foundation Programs

Our bachelor's programs require a certain level of English and academic achievement. If you do not meet these requirements, we offer two preparatory programs. The English Foundation program will improve your language skills and the Business Bridging program will boost your academic level. Upon successful completion of these courses, you will be automatically admitted to our bachelor's programs if you fulfill all other application requirements.

## ENGLISH FOUNDATION

This specialized program will help you refine your language skills and prepare you for our bachelor's programs, which are taught in English. Upon satisfactory completion of the English Foundation Program, you will be eligible to enroll in an EU degree program if you meet all the application requirements.

### BENEFITS

- Improve proficiency in written and oral English skills
- Learn English to make the most of your studies at EU
- Automatic admission to EU degree programs

### CERTIFICATE AWARDED

- English Foundation Program certificate from EU Business School Switzerland

## BUSINESS BRIDGING

The Business Bridging program gives you the knowledge to succeed in EU's three-year bachelor's programs. You will study management, economics and business law and strengthen your academic, communication and business English skills. Successful completion of the Business Bridging Program entitles you to automatic admission into the first year of our bachelor's programs if you meet all the application requirements.

### BENEFITS

- Gain business skills required to earn an EU bachelor's degree
- Bridge the gap between your current abilities and EU academic requirements
- Automatic admission to EU bachelor's degrees

### CERTIFICATE AWARDED

- Business Bridging Program certificate from EU Business School Switzerland

### Admission Requirements

#### English Foundation Program

- ☐ Proof of English level: TOEFL score 60 (internet-based), 173 (computer-based); IELTS 5.0; CAE B1 with a minimum score of 154; or equivalent

#### Business Bridging Program

- ☐ 1 certified copy of high school diploma or equivalent and transcripts
- ☐ Proof of English level: TOEFL score 60 (internet-based); 173 (computer-based); IELTS 5.0; CAE B1 with a minimum score of 154; English native; or equivalent



**Duration:**  
One term  
(10 weeks)



**Start Dates:**  
October, February,  
June, August



**ECTS**



**Duration:**  
One semester  
(13 weeks)



**Start Dates:**  
October, February,  
June, August



**ECTS**



# EU Bachelor's (BBA/BA) Programs

These bachelor's programs are designed for students eager to gain the knowledge and insights needed to start a career in international business, as well as the creative and agile mindset required for success.



See all our  
bachelor's  
programs

## ABOUT THE BACHELOR'S (TÍTULO PROPIO)\* + BSC (HONS) IN INTERNATIONAL BUSINESS MANAGEMENT

The bachelor's programs (*título propio*)\* on our Digital Campus are three-year, seven-semester programs taught exclusively in English, with start dates in October, February, June and August. You will develop an entrepreneurial and innovative mindset and become well-versed in international business principles. We develop business professionals by immersing you in a real-world business environment and expounding on the latest technological advances to prepare you for the dynamic and challenging workplace.

In addition to a strong grounding in business, we offer specialization options to help deepen your knowledge in major business disciplines. You gain expert knowledge in your chosen field to become more competitive in the job market.

With our fast-track option, you can accelerate your studies by completing one or two intensive summer semesters depending on your start date. You will also have the opportunity to do inter-campus transfers and to participate in study abroad programs and/or earn an additional qualification with our international academic partners around the world.

The credits earned in the courses of each of these bachelor's programs follow the European Credit Transfer and Accumulation System (ECTS), the European standard for credits, as established in the Bologna Process.

### PROGRAMS AVAILABLE

- BBA - Bachelor of Business Administration (*título propio*)\*
- BA - Bachelor of Arts in International Relations (*título propio*)\*
- BA - Bachelor of Arts in Sports Management (*título propio*)\*
- BA - Bachelor of Arts in Artificial Intelligence for Business (*título propio*)\*

Students who study our bachelor's programs will also earn a BSc (Hons) in International Business Management awarded by London Metropolitan University in the U.K.

In the first year, you will study core courses that provide a foundation in key business areas. In your second and third years, you will also study courses in your selected specialization. To graduate, you will also need to complete two final case studies and a dissertation.

### DEGREE AWARDED

- A university bachelor's degree (*título propio*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.



- A bachelor's degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQwa.



- A state-recognized BSc (Hons) in International Business Management degree from London Metropolitan University, U.K.



### DIPLOMA OF ADVANCED STUDIES (DAS)

If you wish to further your knowledge in one of the seven specializations, you can take an additional semester and earn a Diploma of Advanced Studies (*título propio*)\* of 30 ECTS awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.

### Admission Requirements

- ☐ 1 certified copy of high school diploma or equivalent and transcripts
- ☐ Proof of English level: TOEFL score 80 (internet-based); 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; English native; or equivalent
- ☐ 2 letters of recommendation
- ☐ 1 written or video essay

Visit [euruni.edu](http://euruni.edu) for a list of additional supporting documents



**Duration:**  
Seven semesters/  
three years



**Start Dates:**  
October,  
February, June,  
August



**ECTS**

\*For more information about university degrees (*título propio*) and state-recognized university titles, please refer to the section 'Degrees at EU Business School' on our website at [euruni.edu/degrees](http://euruni.edu/degrees).

# Learning Approach

When you study a bachelor's program at EU, you will gain the real-world business skills, entrepreneurial mindset and global perspective you need to excel in the workplace of the future.

We foster community through chats, forums and group projects, encouraging connections between peers and classmates from all over the world. You will also receive personalized tutoring from our faculty of business experts, located across the globe, who use their professional experience and diverse perspectives to bring business to life.

Our experiential and pragmatic approach to business education prepares you for successful careers through case studies, business simulations, project work and more. Our innovative Business Immersion Weeks, which take place every term are designed to hone your real-world business skills: you can attend virtually or on the EU campus of your choice. In addition, you will have the opportunity to interact with top industry experts at exclusive in-person and livestreamed EU seminars and events, including our flagship Learning From Leaders conferences with world-renowned leaders.

## An Entrepreneurial Mindset

We are a business school for entrepreneurial thinkers who want to break the mold, to innovate and build a different future. We develop work-ready graduates with an agile and creative mindset, who are adept at navigating change and finding solutions.



**Company Visits**  
Students see real business in action at top companies such as Tesla, Amazon and Louis Vuitton



**TEDx**  
Top industry experts and thought leaders share their insights



**On-Campus Weeks**  
Guest speaker sessions, interactive workshops, debates and more!



Find out more about our learning approach



# Learning From Leaders

Our flagship conference series, **Learning From Leaders**, gives our students a unique opportunity to learn and network with some of the world's most renowned entrepreneurs and leaders from the worlds of business, politics and beyond.

CEOs of top global companies such as the chairman of Nestlé, Paul Bulcke, former heads of state including the former president of Switzerland, Adolf Ogi, and changemakers such as Steve Davis, strategic advisor of the Bill & Melinda Gates Foundation, among many others, have joined us. Other speakers include:



Watch our Learning From Leaders conferences

❶ **Jim Hagemann Snabe**,  
Chairman of Siemens & Maersk

❷ **Omar Berrada**,  
Omar Berrada, Chief Football Operations Officer, City Football Group & Manchester City FC

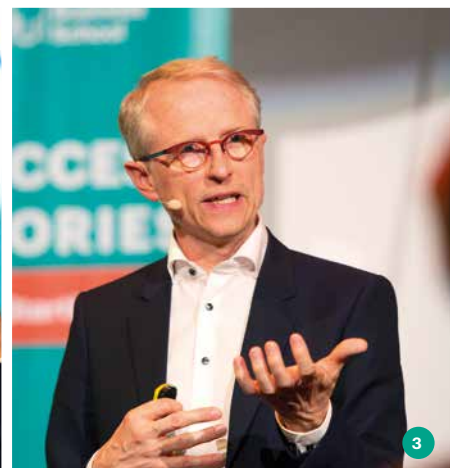
❸ **Thierry Geerts**,  
Country Director of Google, Belgium & Luxembourg

❹ **Børge Brende**  
President of the World Economic Forum

❺ **Adrian Hallmark**,  
Chairman & CEO of Bentley Motors

❻ **Paul Bulcke**,  
Chairman of Nestlé

❼ **Paul Polman**,  
Co-Founder & Chair at IMAGINE & Former CEO of Unilever



## Career Services



### **Talent Development Services**

at EU's Digital Campus offer advice to students on a one-to-one basis and in group sessions to enhance their career prospects and ensure their job search is successful. EU students receive guidance at each stage of their professional journey, whether it's deciding on their next step, changing careers or preparing for an interview.

### **ANNUAL CAREER DAYS**

Students from our Digital Campus are given the opportunity to attend our annual Career Day. Here they meet with company representatives, hear from business leaders and recruitment specialists and participate in workshops and panel discussions designed to strengthen skills essential for achieving career success.

### **TALENT DEVELOPMENT**

Our Talent Development Services offer coaching and career development virtual workshops on topics including job selection, personal branding and mentoring. In addition, they offer practical sessions on key aspects of the job search process, including building your professional online identity, optimizing your CV, writing the perfect cover letter, and preparing for an interview.

### **CAREER COACHING**

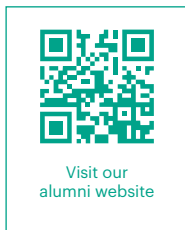
At EU, we continuously work to promote the personal and professional development of all our students. We give students the opportunity to interact with career coaches and HR experts and hear from entrepreneurs and industry leaders on a wide range of topics. Students also may attend on-site Business Immersion Weeks where they will visit companies to see the inner workings of organizations.





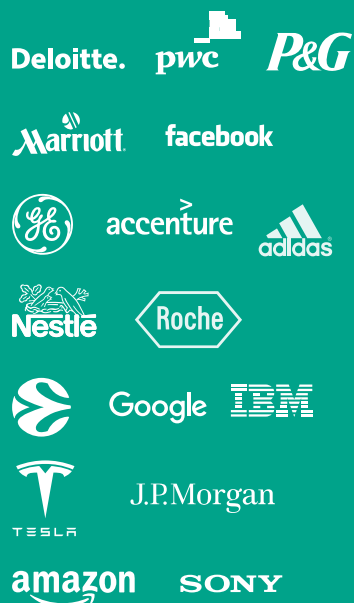
The **EU alumni network** gives you access to an invaluable body of business professionals to help you transition from graduate to business leader. Join the EU Alumni Hub to connect to this community of 162 nationalities, which brings together 30,000+ alumni from across the world.

The **Alumni Hub**, the online platform for the EU Alumni Association, is where members can sign up for exciting events and activities, join professional groups to build relationships and discover career development opportunities. Members also use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer job openings and mentor others, sharing their expertise and inspiring the next generation of business leaders.



## EU Alumni Association & the Alumni Hub

### TOP COMPANIES WHERE OUR ALUMNI WORK



**CHRISTOPH KASTENHOLZ**  
BBA, 2012

Christoph Kastenholz is founding partner & CEO at Pulse Advertising & HIVE Management. They have offices in Hamburg, London, Milan and New York, and their clients include Zalando, PUMA, MINI and Estée Lauder.

Selected for the Forbes 30 under 30 list for 2018, it's easy to see Christoph has his mind set on success.



**KRISTINA POLUYANOVA**  
BBA, 2013

Kristina Poluyanova is Senior EMEA Product Marketing Manager at Autodesk, an American 3D software company which is a global leader in design technology. A multilingual, tech-savvy marketing specialist, Kristina is passionate about technology, product management and machine learning.



**JULIAN BALADURAGE**  
BSc (Hons) International Business, 2012

Julian Baladurage founded his first company, MBJ LONDON, while he was studying at EU. The company won the Best SME WaaS Company 2020, Best End-to-End WaaS Company 2020 and was a finalist in the UK Business Tech Awards 2020. Alongside running MBJ LONDON and his second company, alqemist, he is studying a PhD on artificial intelligence in marketing.



**NOËLLE DEMOLE**  
BA in International Relations, 2017

After earning her bachelor's degree at EU, Noëlle Alice Demole went on to complete a Master of Science in Negotiation and Conflict Resolution at Columbia University, set up an NGO, and was selected for the Forbes 30 Under 30 DACH list in 2021.

**Digital**

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info.dgtl@euruni.edu

**Other campuses in:**

**Barcelona**

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Diagonal 648 bis  
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**Ganduxer Campus:**

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