

**Online
Executive BBA
Program**



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 provide small, dynamic business programs in English, with the best of the North American and European academic curricula.

The online campus is a flexible alternative to our acclaimed on-campus programs. Today, the online campus offers bachelor's, master's, MBA and further

education programs which mirror their on-campus counterparts.

Our online MBA has been ranked number one in the world by CEO Magazine's online global rankings five years running, and is listed in the top 20 worldwide by QS Top MBA. This reflects EU's commitment to excellence and outstanding education.

Our aim is to inspire future business leaders and offer quality education through distance learning. We use technology and flexibility to

provide an enriching experience. Classes are delivered by acclaimed lecturers from leading companies and the world of academia alike.

Our experiential approach to education along with our worldwide network prepares students for success in today's rapidly evolving and global business world.

Students emerge from our online programs with a competitive skill set essential to lead any successful organization.

EU BUSINESS SCHOOL GROUP

PROFESSIONAL ACCREDITATIONS:



ACADEMIC PARTNERS:



RANKINGS:

1

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

TOP TIER

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

4 STARS

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

5

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

6

Placed sixth as best business school for female students by Capital magazine

15

EU's Online MBA ranked 15th in the world by QS Top MBA



Thierry Geerts,
CEO of Google Belgium and
Luxembourg, gives an in-depth
presentation to students.

Online Education: Learning Without Borders

Studying online instantly connects you to a network of peers, lecturers and business experts from all over the world. Through our flexible, affordable programs, you can arrange your studies around your commitments, and still benefit from all the key features of an on-campus education.

TOP REASONS TO STUDY ONLINE AT EU

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: traditional and progressive teaching methods with optional on-campus weeks 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 27,000+ alumni for meet-ups and regular careers events

The education landscape is constantly evolving and studying remotely is now seen as an excellent alternative to on-campus education. Through state-of-the-art technology and an increasingly interconnected world, EU Business School is at the forefront of this transformation.

Our online courses are designed to be flexible and personalized, combining practical, experiential learning methods with the freedom that comes with distance learning. Our online students study from anywhere in the world and have the freedom to combine their studies with work and travel, among others.

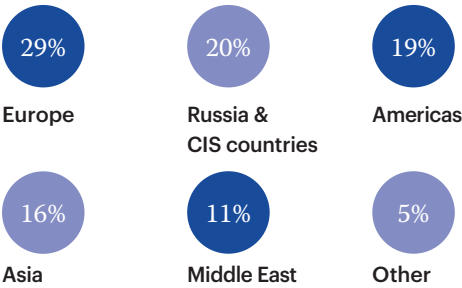
EU online students will become part of a global network of academics, colleagues and alumni from around the world. They make lasting connections that may take them to the next level of their careers. With access to EU's network of 27,000+ alumni, graduates can find jobs, source new staff, share best-practices and business advice as well as compare current business trends.

No matter where they are, our online students are part of the EU community, and will reap the benefits that EU offers throughout their working lives.

Our Numbers Talk

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

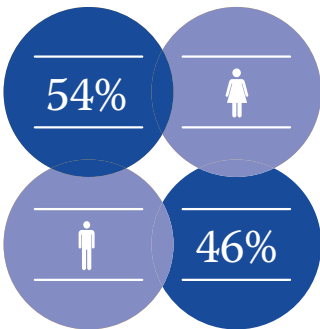
STUDENTS BY REGION



20% OF OUR STUDENTS BECOME ENTREPRENEURS

93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

FEMALE TO MALE RATIO

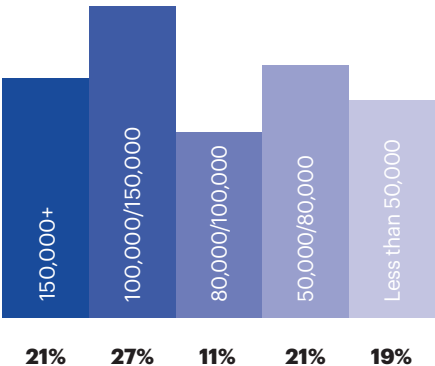


95% INTERNATIONAL STUDENTS

3.5 AVERAGE LANGUAGES SPOKEN

24-28 EXECUTIVE BBA 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 14%
Russia & CIS countries 17%	Other 4%

Online Executive BBA

EU Business School's (EU) Online Executive Bachelor of Business Administration (Online Executive BBA) is a one-year, two-semester, full-time, further education program (90 ECTS) with start dates in October and February.

This program is designed for working professionals in middle or senior management positions with at least five years of managerial experience, who simply lack a bachelor's degree. Recognizing their practical knowledge of many key aspects of business, this program omits courses that are redundant given their experience. Its aim is to equip them with the concepts and theoretical knowledge necessary to reinforce their skill set and prepare them for a master's or MBA program at EU Business School and the next step in their careers.

Students learn through live interactive webinars, group projects and business simulations. Supported on easy-to-use web platforms and delivered by acclaimed lecturers who offer real-time, personalized tutoring, this English-taught program provides busy professionals flexibility to fit their studies around their lifestyles and commitments.

After successfully completing the Online Executive BBA program, students earn an internationally accredited bachelor's degree from EU Business School Switzerland which acts as a bridge to any of EU's on-campus or online master's and MBA programs. Executive BBA graduates receive a 20% scholarship for these programs.

Semester 1 (30 ECTS)

During the first semester, students will learn the fundamentals of management, finance and marketing, studying the latest management concepts. They gain an insight into the ethics of business and explore managerial challenges through case studies to develop critical thinking and new innovative approaches to problem solving.

Students learn the key statistical tools and techniques needed for administrative and business decision-making. They will also perfect the managerial communication skills essential for good leadership in today's dynamic business environment.

By the end of the semester, students will have a global vision of business management as well as the tools and knowledge needed for managerial competence.

A sample of the program courses:

- Marketing Management
- Business Management
- Business Finance

Semester 2 (30 ECTS)

In the second semester, students further explore the complexities of management. They learn about production and operations management, understand the concepts and standards underlying financial accounting and get acquainted with corporate finance and trends.

Students study economics from a global perspective as well as human resources, customer relations and strategic management, exploring these key disciplines and their successful application. The Cases in Marketing course also enables students to further develop their analytical thinking.

This wide curricula will give students a deep understanding of business, while refining their own research and investigation skills.

A sample of the program courses:

- Managerial Economics
- HR Management
- Corporate Finance

Final Projects (30 ECTS)

Upon completing the program's coursework, students have a six-month period to develop and defend two final case studies in marketing and finance and a dissertation. The skills and tools acquired throughout their studies will be used in these real case studies as they require strategic thinking and analysis. The dissertation will enable them to research and analyze a market, company or sector using a critical and more global perspective.

At the end of the program, students will have obtained the theoretical knowledge and global vision they need to be successful in business and are prepared for the master's or MBA programs at EU Business School.

A sample of the program courses:

- Final Case Marketing
- Final Case Finance
- Dissertation



Study a Master's or MBA program at EU

Executive BBA graduates may study a master's or MBA degree at EU Business School in Barcelona, Geneva, Montreux, Munich or on our online campus. These English-taught programs are three-term, one-year, full-time degrees (a two-year, part-time option is available for MBAs) with start dates in October, January and March. Developed for professionals who wish to further develop their skills, move into managerial positions or change career path, we offer a variety of specializations that incorporate the latest business disciplines. Students earn the following qualifications when they successfully complete these programs:

- A state-recognized master's or MBA degree accredited by Universidad Católica de Murcia (UCAM) Spain, (*título propio*), and an internationally accredited EU Business School Switzerland master's or MBA degree by studying on our Barcelona, Geneva, Montreux and online campuses. MBA students also have the opportunity to obtain a state-accredited MBA degree from the University of Roehampton in London, U.K.
- A state-accredited MBA degree from the University of Roehampton (UoR) in London, U.K., along with a Certificate of Advanced Studies from EU Business School Switzerland in one of the 11 MBA majors on our Munich campus.

Master's programs*

The EU master's programs (60 ECTS) have been designed to prepare students for a specialized area of business, while providing a balanced understanding of fundamental concepts. Students may choose from seven master's programs on campus and four online. Students develop their business personality and hone their management skills through lectures, company visits, guest speaker sessions, individual assignments and business simulations, among others. To graduate, students must complete a final business plan, a multifaceted assignment that is a culmination of their study experience.

Master's programs:

- Master in Management
- Master in Marketing
- Master in Finance**
- Master in Tourism & Hospitality Management**
- Master in Innovation & Entrepreneurship
- Master in Digital Business**
- Master in Fashion & Luxury Business

MBA programs

The EU MBA program (90 ECTS) is a one-year, full-time or two-year part-time program that deepens students' knowledge of business to help them develop their management and leadership skills. They can choose from one of 11 majors on campus and eight majors online. Within each major, students discuss topics integral to the modern business environment while taking an in-depth look at subjects ranging from marketing to economics. The first two terms focus on essential business and management skills while the last term focuses on the student's major. The MBA program culminates in a dissertation.

MBA program in one of eleven majors:

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management**
- Entrepreneurship
- Digital Business
- Sports Management**
- Human Resources Management
- Design Management**
- Blockchain Management

*Not offered in Munich

**Not offered online

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 27,000 alumni. In addition, the annual EU Careers Fair, 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:



Admissions Requirements

1 certified copy of high school diploma and transcripts or equivalent

Proof of English level: TOEFL score 80 (internet-based), 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; PTE 57; or equivalent; or English native

2 letters of recommendation

1 written or video essay

Applicants must also the following:

At least five years managerial experience

Must be at least 25 years old

Visit euruni.edu for additional supporting documents
or contact our admissions department at info.online@euruni.edu

online.euruni.edu

Start dates:
October/February

Duration:
One year (two semesters)

Total tuition fee:
€10,900

Online Campus

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Spain
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info.online@euruni.edu

Other campuses in:**Barcelona****Diagonal Campus:**

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info.bcn@euruni.edu

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Programs in:

Moscow & Rostov-on-Don (Russia) | Almaty, Astana
& Aktobe (Kazakhstan) | Taipei (Taiwan) | Hong
Kong, Shenzhen, Shanghai & Beijing (China) | Kuala
Lumpur & Kota Kinabalu (Malaysia)

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