

Master'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.

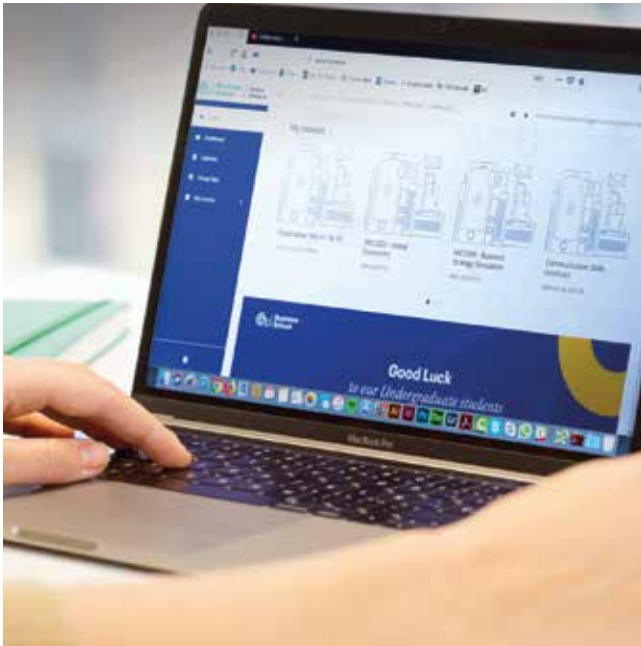
Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provide networking opportunities around the globe. Inter-campus and global study abroad programs further enhance our students' international experience.

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  **TOPMBA** 2024

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

#3  **Forbes** MBA Spain

EU's MBA ranks #3 in Spain by Forbes

****  **QS STARS** RATING SYSTEM BUSINESS SCHOOLS 2021

Awarded four stars overall for business education by QS Stars

#20  **América** ECONOMÍA

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

#24  **TOP 25** 2021 **QS** WORLD UNIVERSITY RANKINGS

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

Master's Programs

The master's programs at EU Business School (EU) are designed to prepare you for a specialized area of business while providing a balanced understanding of fundamental concepts. Innovative skills-development and project-based modules ensure that you will develop the work-ready competences required by industry today.

ABOUT THE MASTER'S PROGRAMS

The master's programs on the Digital Campus at EU Business School (EU) are three-term, one-year, full-time programs (60 ECTS) taught exclusively in English. For maximum flexibility, students may choose to start their program in October, January or March.

As a Digital Campus master's student, you will develop your business personality, hone your management and leadership expertise, and acquire the real-world skills for career success. Each term comprises subject-specific courses plus a project-based module, in which you will work in transversal groups as you would when working for companies, and a skills-development module, designed to ensure you gain the specific competencies required by industry today. In order to graduate, participants must also complete a Final Capstone Project.

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 have the opportunity to attend Business Immersion Weeks and on-campus week in Barcelona, Geneva or Munich where you will be immersed in a real-world business environment, taking part in company visits, guest lecture sessions and business seminars and expanding your network.

PROGRAMS AVAILABLE

- Management
- Marketing
- Innovation & Entrepreneurship
- Fashion & Luxury Business
- Digital Marketing, Transformation & Design Thinking
- Business Analytics & Data Science
- Artificial Intelligence for Business

DEGREE AWARDED

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

UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA

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



*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.

ADDITIONAL QUALIFICATION

MSC IN INTERNATIONAL BUSINESS MANAGEMENT

After completing one of the EU master's programs, you can also earn a state-recognized degree from London Metropolitan University in the U.K.

To earn this additional qualification (MSc in International Business Management), you must complete an additional 14-week Business Consultancy Project module (30 ECTS) as well as a Research Module.



See all our
master's
programs



Duration:
Three terms/
one year



Start Dates:
October, January,
March



ECTS

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

Visit euruni.edu for a list of additional supporting documents

Learning Approach

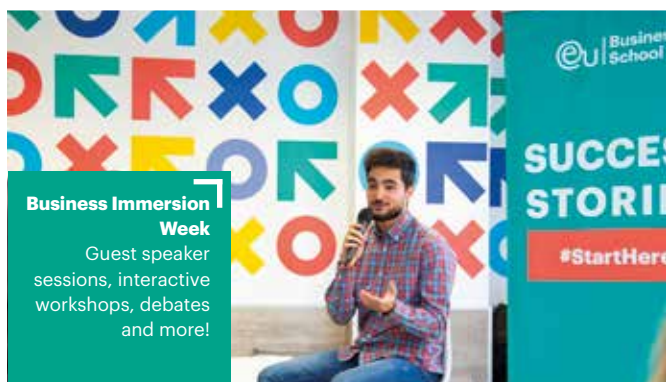
When you study a master's program at EU, you will gain the real-world business skills, entrepreneurial mindset and global perspective you need to excel in the workplace of the future.

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.



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 COACHES

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.



Visit our
alumni website

EU Alumni Association & the Alumni Hub

TOP COMPANIES WHERE OUR ALUMNI WORK

Deloitte. pwc P&G

Marriott facebook

GE accenture adidas

Nestle Roche

Google IBM

TESLA J.P.Morgan

amazon SONY



LANCE DUURAM

Master in Digital Business, 2021

Account executive at the fintech giant Revolut and co-founder of the startup Aura, Lance Duuram credits his professors at EU Business School for giving him the entrepreneurial mindset essential for professional success, stating "I always thought I wasn't an entrepreneur until I came to EU Business School. My professors understood my vision and provided crucial support on my startup journey."



FATIMAEZZAHRA DAMALI

Master in Management, 2023

Fatimaezzahra is a Functional Consultant for Microsoft Dynamics 365 Business Central at Inetum, an agile IT services company with a presence in 27 countries. At EU Business School, she gained crucial skills that enhanced her employability, including authentic leadership and business development. She credits EU's cultural diversity for giving her the international mindset and interpersonal skills that have boosted her career.



TATENDA PHIRI

MSc in International Management, 2020

Tatenda is a Business Development Engineer at Eaton and Future Energy Leader (FEL100) at the World Energy Council. He is an expert in climate and renewable energy finance and business analysis and credits EU Business School for giving him the skills to excel in the rapidly changing business environment and providing the framework for achieving his career goals.



KATERYNA PIDMOHYLNA

Master in Fashion & Luxury Business, 2023

Kateryna, who is a Marketing Manager at BetInvest Ltd., has advanced rapidly on her career path, thanks to the design thinking, marketing strategies and creative problem-solving skills she gained while studying at EU Business School. The support from the Career Support Department, which included workshops on effective CV development, was also invaluable.

Digital

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