

# EUROPEAN UNIVERSITY'S SOCIAL RESPONSIBILITY REPORT



European  
University  
Business School

[www.euruni.edu](http://www.euruni.edu)





## Dear PRME:

At institutions of higher learning, it is very easy to get stuck in theory, tradition and what has always worked. To avoid this stagnation, it is important for organizations to periodically re-analyze their goals and motivations; this is the only way to ensure that we remain on track. Through this year's PRME report, European University takes stock of its purpose, values, methods, partnerships and dialogues and strengthens its efforts and commitment to all of them.

It is for this reason that our principles are verbs; vital verbs that reflect the ethics, values and cornerstones of our institution:

- Principle 1: Evolving
- Principle 2: Learning & Giving
- Principle 3: Teaching
- Principle 5: Cooperating
- Principle 6: Inspiring



## Principle 1: EVOLVING

European University is always evolving. The subsequent principles are all directly linked to the evolution of the university, and cover aspects that we continuously seek to progress and develop. We do this through learning from, listening to and cooperating with others.

The term “evolving” covers many different avenues. Not only does it encompass our duty to keep up-to-date with the ever-changing world in which we live and our dedication to offering the most current education possible, it also represents EU’s commitment to sustainability. Only 50 years ago, most people weren’t aware of the concept of sustainability. Even today, we are limited in how we define this concept. The truth is that sustainability is applicable across all fields and in all situations. Today, we are concentrating on sustaining our planet, our bodies, our societies and, in doing so, we are hoping to make strides toward a better and longer tomorrow. We teach our students to be better today than they were yesterday and better tomorrow than they are today.

It is with this promise that we move forward, looking forward to a constantly-evolving future in which we, as a university, along with our students, alumni, faculty, staff and friends, continue to develop and grow.

Dr. Dirk Craen  
President



# TABLE OF CONTENTS

# 01

## **Principle 1** Evolving

02\_Letter of Recommitment

# 02

## **Principle 2** Learning & Giving

04\_Learning Principles

06\_Recognizing & Rewarding  
Achievements

10\_Beneficial Funding in Burkina Faso

# 03

## **Principle 3** Teaching

12\_Methods That Make a Difference

# 04

## **Principle 5** Cooperating

14\_Joint Efforts

# 05

## **Principle 6** Inspiring

22\_Learning From Leaders



## LEARNING PRINCIPLES

### Ethical Learning

In our last PRME report, we promised to make ethics and corporate social responsibility strong components of all our programs. Consequently, every abbreviated course syllabus across all programs and levels was amended to seamlessly and naturally incorporate ethics and corporate social responsibility. These syllabi are what professors use to plan out their lecture and assignment content for the semester.

At the undergraduate level, our “Ethics in Business” course, which also touches upon social responsibility, is a mandatory part of the curriculum that students take during their second semester at EU.

### Sustainable Lessons

This year, European University also launches its Bachelor of Arts in Sustainability Management. This new degree offers students an in-depth focus on how to keep a company running while maintaining economic viability, meeting the needs of the general populous and preserving natural resources. Students also learn how to manage business, society and the environment in a way that will benefit both current and future generations.

In November 2012, EU graduate students learned how to incorporate sustainability into the supply chain through the university’s new “Certificate in Sustainability Management” program, offered as a three-day course in collaboration with the International Labour Organization. It included a look at sustainability over the past 50 years, as well as tips on how to introduce its principles into operations and leverage it as a competitive advantage. “Sustainability is a journey which adds short-, medium- and long-term value to your operations,” said visiting faculty member Melvin Bamuh.

### Model Students

The university also encourages students to participate in international, extracurricular programs which promote these principles. This past spring, European University Barcelona students traveled to New York to make their voices heard in the Change the World Model United Nations (CWMUN), developed and organized by Associazione Diplomatici. The three-day event invited nearly 1,000 high school and university delegates from around the globe to come together and share ideas on topics including clean water access, sustainability and nuclear weapons. The event is a Model UN Project meant to simulate how participants within the UN would actually tackle these world issues. EU students worked specifically on writing regulations for the clean water access project, representing Zambia and collaborating with other students to reach solutions.

“It was very interesting, because the process was pretty authentic,” said participating student Jakob von Gordon, “On the last day, the assembly voted on the approval of the existing five resolutions. Three passed, all of them were created fully or in part by EU students; my colleagues represented themselves remarkably.”

EU students received both the awards for “Best Delegation” and “Best Delegates”; a great honor and reflection on European University. It is important for students to learn and practice these principles outside of the classroom, to learn from international colleagues and to be affiliated with such important international organizations like the United Nations.





**01 CHANGE THE WORLD  
MODEL UNITED NATIONS**  
Students holding up their countries

**02 CHANGE THE WORLD  
MODEL UNITED NATIONS**  
EU student representing Zambia

**03 EU/ILO SUSTAINABILITY  
CERTIFICATE PROGRAM**  
Students at ILO headquarters



# RECOGNIZING & REWARDING ACHIEVEMENTS

Part of growing as an organization means giving to less fortunate people and recognizing those who share your principles, ethics and values. European University prides itself on recognizing individuals and organizations who practice sustainability and corporate social responsibility in their communities and worldwide.

Every year, the Saint Bernard Pass Charitable Foundation, a non-profit organization, mints 15 gold medallions which EU gives out as awards for excellence. These awards acknowledge the efforts of local and international groups who represent EU's values. The categories are Family Business, Entrepreneurship, Sustainability, Social Responsibility, Leadership and Corporate Social Responsibility.

Past winners of the EU Corporate Social Responsibility, Sustainability and Social Responsibility Awards have included: the FC Barcelona and McDonald's Kinderhilfe foundations for corporate social responsibility; the Make a Wish and El Somni Dels Nens foundations for social responsibility; and Plant-for-the-Planet and the Earth Focus Foundation for sustainability.



## Plant-for-the-Planet

Felix Finkbeiner, Founder

*Social Responsibility Award, 2012*

*Donation: €5,000*

Felix Finkbeiner, age 14, was inspired by Wangari Maathai when he developed the idea that children could plant one million trees in each country while he was in the 4th grade. After sharing his vision at the TUNZA children's conference, Felix was elected by his fellow members to the UNEP Junior Board in 2008. As global citizens they wanted to solve global challenges. Children empower other children through one-day workshops to spread the word about sustainability. The 14,000 climate justice ambassadors of today want to reach one million by 2020.

In December 2011, the UNEP handed the Billion Tree Campaign to Plant-for-the-Planet. Now the children run the official world tree counter; they are at 12.6 billion.



## McDonald's Kinderhilfe Foundation

Manfred Welzel, CEO

*Corporate Social Responsibility Award, 2012*

*Donation: €5,000*

The McDonald's Kinderhilfe (children's aid) Foundation has been campaigning for the health and welfare of seriously ill children in Germany since 1987.

It operates 18 Ronald McDonald Houses nationwide. They are all within the vicinity of children's hospitals and are temporary homes for families of seriously ill children.

The foundation also promotes McDonald's children's aid projects that are dedicated to the welfare of children.

Under Manfred Welzel's leadership, the foundation has founded 12 Ronald McDonald Houses, along with a system to organize the work of voluntary staff and professionalization of fundraising activities.





### Nicola Spafford Furey

Vice President, Earth Focus Foundation  
*Sustainability Award, 2012*

The Earth Focus Foundation is a Swiss foundation that continues the work with young people started within the Bellerive Foundation.

The aim of the foundation is to empower youth to take on roles in which they actively create a more sustainable world. Earth Focus provides a platform to encourage youth to express their views on the environment and solutions to ecological problems and serves as a voice to promote these views to other youth as well as to the public.

Nicola Spafford Furey, Vice President of the Earth Focus Foundation, has lived in Geneva for the past twenty years. Inspired by the late Prince Sadruddin Aga Khan, founder of the Earth Focus Foundation, she was determined to continue his work and today aims to find opportunities for young people to be involved in sustainable development projects.



### International Labour Organization

*Sustainability Award, 2013*

The ILO was created in 1919, as part of the Treaty of Versailles to reflect the belief that universal and lasting peace can be accomplished only if it is based on social justice.

The ILO has been extremely proactive on the sustainability front, initiating programs like the ILO Green Jobs Project and the launch of “Incorporating Sustainability into the Supply Chain,” a template program for universities interested in including sustainability in their curriculum.

The EU and ILO’s new “Certificate in Sustainability Management” program is a three-day course held at both the ILO Headquarters and EU Geneva.



### Amit Yudan, EU Alumnus

Europe Business Development, Better Place  
*Sustainability Award, 2012*

Amit Yudan works closely with strategic partners, energy companies, governments and investors in a joint effort to establish and operate Better Place in Europe.

Amit has over 22 years of management experience in strategic planning, business development, network operations and technology rollouts in fields such as telecommunications networks, deployment of smart grid and automatic metering platforms, as well as semiconductors.

In September 2011, at a consortium of the EU-backed TEN-T project, “Greening European Transportation Infrastructure for Electric Vehicles”, Amit Yudan publicly presented some of Better Place’s future visions for an electric car network throughout Western Europe.



### Adolf Ogi

Former President of Switzerland  
*Corporate Social Responsibility Award, 2013*  
*Donation to his foundation: CHF 10,000*

Born in the Swiss village of Kandersteg, Dr. Adolf Ogi completed his studies at the École Supérieure de Commerce in La Neuveville, Switzerland and later became director of the Swiss Ski Federation and CEO of Intersport Switzerland. He was elected President of the Swiss Confederation in 1993 and 2000, and in 2001 was appointed as Special Advisor to the UN Secretary General Kofi Annan on Sport for Development and Peace.

Adolf Ogi founded the Freude Herrscht foundation, following the death of his son, Mathias, from cancer at the age of 35. The foundation encourages and supports self-confidence and physical activity amongst children.





## 'TIS THE SEASON TO BE JOLLY

### HOLIDAY FOOD DRIVE

**December, 2012.** The Barcelona Student Board held a holiday food drive to help the 350,000 people affected by the economic crisis in the city.

### RIBBONS FOR AWARENESS

**December, 2012.** EU Geneva Student Committee members took part in World AIDS Day to educate their peers about AIDS and raise funds for research.

### GRANTING WISHES

**December, 2012.** The Barcelona Student Board raised funds at their Christmas dinner for El Somni dels Nens, a local children's charity. (Pictured above)





**FUNDACIÓ  
FCBARCELONA**



**fundació  
el somni dels nens**

### FC Barcelona Foundation

*Corporate Social Responsibility Award, 2013*

The FC Barcelona Foundation was founded in 1994 as a subsidiary of FC Barcelona which is dedicated to promoting education and the benefits of practicing sports to youngsters. The foundation aims to communicate positive values to children and young adults, encouraging them to view sports as a way of maintaining a healthy lifestyle and ensuring harmonious growth. They organize regular events, inviting people to get involved in social, cultural and sporting activities. The FC Barcelona Foundation has joined forces with UNICEF, UNESCO and the Bill & Melinda Gates Foundation to fight against AIDS and polio and work to eradicate racism in football. They have also collaborated with the Pies Descalzos Foundation and the Leo Messi Foundation.

### El Somni Dels Nens Foundation

*Social Responsibility Award, 2013*

*Donation: €5,000*

The mission of the El Somni dels Nens Foundation is to bring to life the dreams of children suffering from chronic or serious illnesses and to provide a dose of enthusiasm, helping them to stay positive during treatment.

When a child is hospitalized, it abruptly changes his or her life. Normal activities like playing and studying are interrupted; consequently, the child can succumb to boredom or sadness easily. The hospitalized child often feels confused and threatened by the disease. El Somni dels Nens tries to keep the child and family's spirits up throughout the medical process, as the organization believes that this will only be beneficial to the children.



### Marianne Strauß Foundation

*Social Responsibility Award, 2013*

*Donation: €5,000*

The Marianne Strauß Foundation was established in 1984 by her children to continue her legacy in helping the elderly, disadvantaged and handicapped. Marianne Strauß, beloved first lady of former Bavarian Prime Minister Franz-Josef Strauß, was killed in a tragic car accident in 1984. The initial capital for the foundation was raised through donations, inheritances and charity concerts performed by the Bavarian Broadcasting Service (BBS). The BBS also contributes financially with its charity event "Sternstunden, wir helfen Kindern" (Magic Moments – we help children) which culminates in a yearly live television broadcast before Christmas.



### CEWE COLOR

*Corporate Social Responsibility Award, 2013*

CEWE COLOR, a photo and online print service company with 3,300 employees across 24 European countries, is both a market and technological leader. The company has always been a pioneer in the introduction of the latest digital technologies and products.

The company's commitment to corporate social responsibility is demonstrated by numerous projects which it has been promoting and supporting for many years on local, regional and international levels. CEWE COLOR focuses particularly on the promotion of science and education. It also places emphasis on social commitment and sustainable branding.



# BENEFICIAL FUNDING IN BURKINA FASO

Due to its special relationship with a small community in Yirwal, Burkina Faso, EU wanted to share a little insight about this West-African country.

**B**urkina Faso – also known simply as Burkina – is a landlocked country in West Africa. It is surrounded by six countries (clockwise from the north): Mali, Niger, Benin, Togo, Ghana and Côte d'Ivoire.

Formerly called the Republic of Upper Volta, it was renamed on August 4, 1984, by President Thomas Sankara. Burkina Faso means “the land of upright people”. The country has seen much political and economic turmoil in the relatively short time since it gained independence in 1960.

As a result of a consistently tumultuous political history, from French colonization to the intense domestic friction of the 1930s to 1980s, the country's development has suffered, with it being named as the world's third least-developed country.

To give a general overview of the harsh realities of Burkina Faso, the average life expectancy at birth in 2004 was estimated at 52 for females and 50 for males. The median age of its inhabitants is 16.7. As of 2009, it was estimated that there were as few as 10 physicians per 100,000 people. In addition there were only 41 nurses and 13 midwives per 100,000 people.

European University's connection with Yirwal was established through Anne Rosat, a French artist and humanitarian. Mrs. Rosat met Professor Aminata Diallo, who is involved with development in Burkina Faso, at an educational congress in 2001 and from there developed a successful working relationship for the improvement of life in the region, especially for women.

Female empowerment initiatives that encourage local women to take control over their own livelihood have proven to be extremely effective in Burkina Faso. Once in control, a large majority of women take the opportunity to educate themselves and their children. As a result, disease and infant mortality rates decrease while literacy rates increase. Stigmas



disappear as a result of growing self-confidence and deep-rooted misogynistic prejudices become unacceptable within the society.

For European University, their collaboration with the Yirwal community is an important aspect of their dedication to corporate social responsibility. It has been essential for European University to ‘practice what they preach’ and as ethics in business is a fundamental element of the EU curriculum, it was important to lead by example. With the help of Mrs. Rosat, European University has been involved in the foundation of a new community spirit in Yirwal, having donated toward the development of basic infrastructure since their collaboration began.

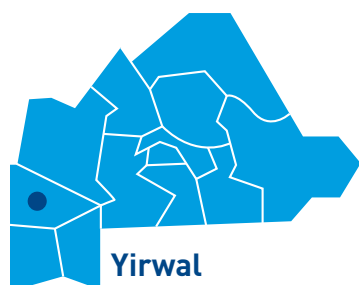
The first project which European University sponsored in Yirwal was the construction of two flour mills. This has brought a whole new sense of

self-sufficiency to the community and has allowed women to be financially independent and manage their community budget.

The women of Yirwal are also planning for a peanut mill, as they aspire to make peanut dough for their personal usage, as well as to sell at the local market. An instructor has also visited the village to teach them how to make soap from shea seeds, which they will also be able to sell at market.

This year marks the third anniversary of European University's involvement with L'Association Maïa, a foundation devoted to providing the women of Burkina Faso with sustainable initiatives through micro-lending, flour mill construction and the digging of wells. Providing these women with the tools they need to become self-reliant allows the community to devote its energy to education and infrastructure development.





# French

is the official language;  
90% of the population also  
speak Sudanic languages

The landlocked country,  
consisting of desert and  
savanna, is home to

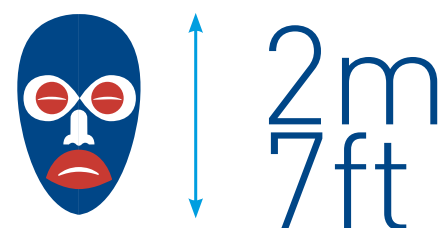
## 63 ethnicities

EU has donated

## €22,000

to L'Association Maïa  
since 2008

Earlier this year, at the European University 40<sup>th</sup> anniversary weekend event in Barcelona, EU President, Dr. Dirk Craen donated the full sum needed to build a brand new school for girls in Burkina Faso. "The future of the world lies in Africa," he said "and we should do what we can to help it grow."



2m  
7ft

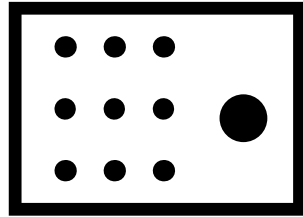
high and painted red or  
white. The masks are  
usually worn at funerals

The village of Yirwal has  
inhabitants

## 973



## METHODS THAT MAKE A DIFFERENCE



### SMALL CLASS SIZES

which numerous studies demonstrate have a direct relationship with increased academic achievement. The university averages a 1:9 professor-student ratio, guaranteeing plenty of personal interaction.

Soft skills such as communication, leadership, ethics and common sense are more effectively developed and students benefit from more personal interaction with both professors and fellow classmates.



### RECOGNIZED FOR EXCELLENCE

and accredited by several international accrediting bodies.

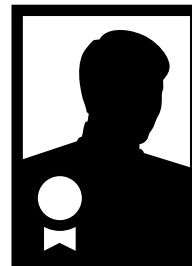
Ranked a top 40 business school in Europe by QS Top MBA (2012) and listed as a top 20 business school in the world by *China Economic Review*. EU programs are accredited by ACBSP and IACBE; both recognized by the CHEA. EU also boasts the IQA accreditation, awarded by CEEMAN.



### OPEN DISCUSSION FORUMS

allow students to interact with guest speakers and exchange ideas, opinions and knowledge with their peers.

Giving students a voice inspires confidence and encourages the sharing and evolution of concepts and opinions. These interactions and exchanges open their minds and teach them how to learn outside of a classroom setting, a skill that will prove an invaluable tool throughout their careers.



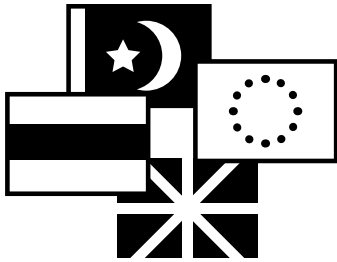
### OUTSTANDING FACULTY MEMBERS

who in addition to having excellent academic credentials are also entrepreneurs, consultants and business leaders.

All courses are taught by highly-qualified faculty members with a wealth of practical experience in their fields. Professors work with students on an individual basis to create an interactive learning environment. The EU culture values and rewards hard work, dedication and an entrepreneurial spirit.



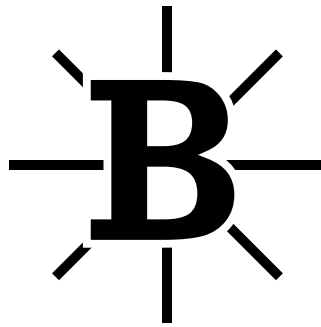
European University sees education from a practical point of view. Small class sizes and open discussion forums give students the confidence to develop their communication skills and learn from each other. The multilingual and international student body represents all four corners of the world and opens students to other cultures. EU is proud of its faculty, flexibility and network, which in combination offer students infinite opportunities throughout their educational and professional careers.



#### AN INTERNATIONAL ATMOSPHERE

comprised of more than 100 nationalities, with 98% of students and faculty members speaking more than two languages.

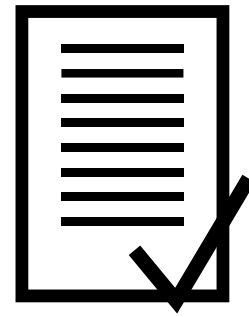
This environment gives students from all over the world an opportunity to gain exposure that will later help them communicate with all kinds of people throughout their careers. A high percentage of EU students come from emerging economies like the BRIC countries.



#### THE PRAGMATIC APPROACH TO EXPERIENTIAL BUSINESS LEARNING

employs the dynamic case-study method; the most effective tool to teach applications of business theory.

As each participant has a great academic records and most have some work experience, students learn from each other as well as the faculty. This approach is proven to effectively prepare students for leadership positions in the market.



#### REGULAR STUDENT EVALUATIONS

allow professors to closely supervise each student's progress.

Constant feedback allows them to know where they stand at all times. There is an open two-way communication path between students and professors that keeps all parties informed of progress and problems. It also helps students organize their study load and ensures they feel supported.



#### A STRONG NETWORK

of alumni, students and faculty members has helped most students gain employment or internship placement within six months of graduation.

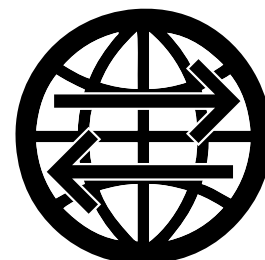
EU provides personalized counseling, assistance and information to all its students. They are advised on their CVs, assisted with interview preparation and exposed to a wide range of networking opportunities through events and seminars.



#### ONLINE LEARNING

programs offer an alternative option in which students can study EU's full-time programs from the comfort of their homes or wherever they are based, through an easy-to-use web interface and a curriculum taught by a renowned faculty experienced in e-learning.

The programs are designed to have both online and offline activities for a truly blended experience. This is the ideal structure for those who wish to continue working while studying.



#### PROGRAM FLEXIBILITY

within the EU network allow students to easily transfer between countries and campuses.

The university has a global partner network and encourages students to participate in exchanges between our four main campuses in Barcelona, Munich, Geneva and Montreux. EU's international partnerships allow students to study in other countries and experience different cultures all over the world.



## JOINT EFFORTS

### B + D = C

When a B-school (business) and a D-school (design) join forces, they make a C-school (creativity). Business and design go hand in hand with everything from branding to office layout to product development, and as such, it is important for students to have a strong idea of how to manage and utilize design in a beneficial way.

EU has joined forces with Pierre Keller, former director of the École Cantonale d'Art de Lausanne, as well as a leader in the arts, publisher, teacher, art consultant and curator for what will eventually become the Swiss Design Institute by Pierre Keller.

This unique program will start off by offering design management majors at both the bachelor's and MBA levels. These programs offer a contemporary approach to design and management through a variety of presentations, practical cases and meetings with key leaders from the design scene who will teach classes as well as exhibit and share their work experiences with students.

As part of this course, students must study environmental sustainability and incorporate environmental design into their projects and planning. The program was designed with contemporary concepts and a holistic approach to design and the environment in mind.

### Students Abroad

Education is all about exposure. Sometimes, students learn more outside the classroom than in it. Consequently, a student's study environment can make all the difference to the completeness of their education. We live in an increasingly international world in which, right out of school, graduates are going to work for companies whose different departments might be spread out all over the world.

As such, it is vital for them to have experience working in and with different cultures. Because of this, European University takes care in forming partnerships with institutions all over the world, which we believe will add to students' education experiences.

#### California companies give students practical experience

With the University of California, Riverside, students are eligible to participate in a joint program where they will be able to earn a postgraduate diploma in either management, hospitality management or sports management. This program is full time and is composed of a combination of lectures, interactive discussion, case studies and industrial visits to Californian companies.

#### Thailand is a starting point to explore South East Asia

The dual degree with Shinawatra International University (SIU) gives EU students the chance to complete the seventh and eighth semesters of the bachelor's program at SIU in Thailand. Shinawatra students are also eligible to complete their bachelor's degree at the EU campus of their choosing.

#### Boston, Massachusetts is a historical and cosmopolitan east coast city

With this program, students may obtain two separate bachelor's degrees in only seven semesters of study. Students first complete five semesters at any European University campus and then two semesters at Nichols College in the U.S.A. In addition to obtaining two degrees in the time that it takes most other students to complete just one, participants of this program get to study in both Europe and on the east coast of the United States, experience both cultures and enjoy career opportunities on two different continents.



Swiss Design Institute  
by Pierre Keller



Pierre Keller teaching  
a design seminar at EU



## Important Connections

Last year, EU became a member of CLADEA (Council of Learning Assistance and Developmental Education Associations), one of the largest and most prestigious business school networks in the world. Today CLADEA has over 182 member institutions – both private and public-owned schools in Latin America, North America, Europe and Oceania. The international organization provides a system of global cooperation and reciprocal interactions for its members on a worldwide scale.

This membership is further proof of EU's ongoing commitment to providing the highest quality, global business education for our students. "In the beginning, we focused on becoming members of European organizations like CEEMAN and the EFMD; we then moved to the United States with the ACBSP, IACBE and AACSB. In Russia we became members of RABE and then we thought it would be important to show our presence in Latin America, so we joined CLADEA," said EU President, Dr. Dirk Craen upon receipt of the acceptance letter.

## EU Memberships

- Association to Advance Collegiate Schools of Business (AACSB)
- European Foundation for Management Development (EFMD)
- Accreditation Council for Business Schools & Programs (ACBSP)
- Central & East European Management Development Associations (CEEMAN)
- Council of Learning Assist. & Developmental Education Assocs (CLADEA)
- Society for Advancement of Management (SAM)
- European Council of International Schools (ECIS)
- Hispanic Association of Colleges & Universities (HACU)
- Mediterranean Association of International Schools (MAIS)
- Fédération Suisse des Écoles Privées (FSEP)
- Association Vaudoise des Écoles Privées (AVDEP)
- Association Genevoise des Écoles Privées (AGEP)
- Global Education in Switzerland (GES)
- The Academy of Business in Society (EABIS)
- Peter Drucker Society Europe
- International Assembly for Collegiate Business Education (IACBE)
- Russian Association of Business Education (RABE)
- International Association of University Presidents (IAUP)

## Industrial Visits

Industrial visits have long been a staple of all EU programs. We believe in giving our students a bird's-eye view of the reality of business and brands while offering them an opportunity to network with some of the country's top professionals. Many of the industrial visits in Barcelona, Munich, Geneva and Montreux are organized in conjunction with our academic and corporate partners. These companies then look at EU students favorably when they seek internships or job opportunities.

The companies that we include in our circle of industrial visits function in a wide range of fields and include international governmental and non-governmental organizations; trade shows; multinational corporations; family companies; and local businesses, giving students a full spectrum of possibilities and experience. Well-known companies include: UEFA, Baselworld, BMW, the United Nations, the Barcelona Stock Exchange, Natura Bissé, SEAT, Accenture, Freixenet, Estrella Damm and Mango among others.



Sixth best business school for female students according to *Capital*



Women at Global 200 Business Schools:  
EU ranks at number 8



Listed as a top 20 business school by *China Economic Review*



Ranked as a top 35 business school in Europe by QS Top MBA (2013-14): Eu ranks at number 34





01 BASELWORLD  
02 ALLIANZ ARENA

03 UEFA  
04 TRIDEL

05 UNITED  
NATIONS



06



07



06 MANGO  
07 HENNIEZ





- 08 CASA BACARDI
- 09 BCN ACTIVA
- 10 NATURA BISSÉ
- 11 SELLBYTEL
- 12 CICR
- 13 FREIXENET





14 W HOTEL  
15 BCN STOCK EXCHANGE



# EU STUDY TOUR

*Our students visit South Korea and China*



**L**ong-time European University Switzerland faculty member, Dr. Johnny Kim brought cross-cultural communication to life this spring in his fourth annual EU Study Tour. This year, the group set their sights east, touring both South Korea and China for 10 days during their Easter break.

Students hit the ground running from the very first day which began with a guided tour, traditional Korean lunch and evening cruise along the Han River in Seoul. The following days in the capital city included more traditional meals, a discovery of the high-end quarter, Gangnam (which also included dance lessons on the popular move “Gangnam style”), a visit to the Changdeok Palace and Secret Garden and even a trip to Seoul City Hall.

The second half of the venture took students across the border to Beijing, where students jumped into tours of The Temple of Heaven in Tiantan Park, the Forbidden City and The Summer Palace. The following days gave students firsthand experience negotiating at the Silk Market, a view of the Ci Fangzi (Chinese Porcelain House) and even a climb on the Great Wall.

It is still a mystery, after four years, how Dr. Kim is able to create such a memorable adventure for the students in addition to teaching a full-time course-load. It is certain, however, that the experience and knowledge he is able to impart on students who take part in the trips will last a life time.

EU Geneva BBA student Birzhan Omirbayev put it best: “It is very important to experience another culture...and take something new from it. Rather than hear about it 1,000 times – it is [more impactful] to see it once.”





## LEARNING FROM LEADERS

Though not uncommon, it is difficult to find inspiration in a textbook. In general, our greatest inspirations come from people. Lecturers, parents, celebrities, business leaders and experts continuously motivate and stimulate students to think outside the box and break out of their comfort zones.

As part of our ongoing EU Lecture Series, we regularly invite top executives, entrepreneurs, political leaders, marketers and notable alumni to lecture, hold seminars and address students. Guest speakers encourage students' curiosity and deliver detailed information and an experienced point of view. They cover diverse sectors including market trends, banking, negotiation, sustainability, corporate social responsibility, entrepreneurship, charitable contributions and giving back to society.

In addition to imparting their extensive knowledge to EU students, guest lecturers who come to European University are keen to help students find internships and jobs through their extensive network of contacts.

### JEAN-CLAUDE BIVER TALKS PEOPLE, PURPOSE & PASSION

The key point of Jean-Claude Biver's talk at EU referred to an unexpected topic: love. The former CEO and current chairman of the luxury watch company Hublot has been working with the same team since the late 1970s. Their latest addition is the marketing manager, who has "only" been with them since 1993. Together with his team, Biver has led three luxury watch companies to success over the past forty years; sometimes doubling or even tripling profit margins. Biver believes that the love he receives from his family, friends and employees, in addition to his own love of watches, is the secret of his accomplishments. He says that people who are in love with their work don't need weekends, holidays or free time. All that exists is the object of their desire. He believes that if you love something and always try to be unique, different and the first in the market, then success is guaranteed.



### SEETHARAMAN ON SUCCESS

EU MBA students in Switzerland welcomed Dr. R. Seetharaman, CEO of Doha Bank. His two-hour presentation was on Investment Management and the basic principles of the practice. He also spoke on the Munich and Barcelona campuses. Dr. Seetharaman has nearly three decades of experience in banking, information technology and consultancy. In 2012, he was awarded an EU Honoris Causa Degree and in 2011 and 2008 was voted Best CEO in the Middle East by Banker Middle East Industry.



## EU PROFESSOR MARC GUERRERO EXPLAINS THE LONG CATALONIA VS. SPAIN CONFLICT

Executive Board Member of the *Convergència Democràtica de Catalunya* and EU International Relations Professor Marc Guerrero gave an enticing political lecture called *Catalonia vs. Spain: A Global Perspective*; hosted by EU Barcelona and cosponsored by the Admirals Business Club.

The issue of Catalonia vs. Spain has been debated for decades, but lately the topic has been garnering significant international attention.

In his most recent book, *L'engany del federalisme espanyol* (The Deception of Spanish Federalism), Professor Guerrero presents federalism as a solution to both the current economic crisis and the Catalan independence debate. He is sought for his expert opinion on the topic by publications like *USA Today*, *Russia Today TV*, *NPR* and *Euronews*.

Acutely suffering the consequences of the economic crisis, Catalonia is currently Spain's most indebted region. Many Catalans believe that they are not receiving the value in services for the millions that they give to the central government every year.



### HEAD OF MARKETING AT BMW JOHANNES SEIBERT

EU Munich welcomed guest lecturer, Johannes Seibert, Head of Marketing for the BMW Group, Germany. Having worked both in established and emerging markets in Europe, Asia, North and South America, Mr. Seibert presented on management and cross-cultural marketing.

### SUSTAINABLE STRATEGIES

Earth Focus Foundation brought sustainability to EU Switzerland through dialogue, discussion and representatives from S2 Sustainability Strategies and the sustainable management consultancy firm: BSD Consulting.



### MOTO GP: READY, SET, GO!

EU Barcelona hosted Pau Serracanta, Managing Director of Dorna, a company responsible for organizing and promoting the Moto GP worldwide. Mr. Serracanta relayed the joys and challenges behind

the logistical effort necessary to make a race happen. Attendees learned about the complexities of monetizing a professional race as well as the many steps leading up to the big event.



### EU LONDON AT LSE LECTURE

EU London students attended a lecture at the London School of Economics on "Liberty and Security in the World Today: why we are all neo-democrats and what we should do about it." Human Rights Law professors Connor Gearty and Devika Howell led the discussions, on why liberty and security should be available to all.



### IMPLICATIONS OF CAPITALISM IN THE 21<sup>ST</sup> CENTURY

Green Cross International CEO, Adam Koniuszewski discussed "Capitalism in the 21<sup>st</sup> Century" at EU Geneva. He highlighted strong and weak examples of sustainability in the corporate world. He also noted the importance of implementing sustainable methods when utilizing the earth's resources and that businesses doing so are seeing the returns.



**European University Barcelona**

Ganduxer 70  
08021 Barcelona, Spain  
T +34 93 201 81 71  
F +34 93 201 79 35  
info.bcn@euruni.edu

**European University Geneva**

Quai du Seujet 18  
1201 Geneva, Switzerland  
T +41 22 779 26 71  
F +41 22 779 26 73  
info.gva@euruni.edu

**European University Montreux**

Le Forum-Grand-Rue 3  
1820 Montreux 2, Switzerland  
T +41 21 964 84 64  
F +41 21 964 84 68  
info.mtx@euruni.edu

**EU Executive Center**

Château Maison Blanche  
1853 Yverne, Switzerland  
T +41 24 466 68 69  
F +41 24 466 68 71  
info@chateau-yverne.ch

**EBCM Munich****Branch of European University**

Theresienhöhe 28  
80339 Munich, Germany  
T +49 89 5502 9595  
F +49 89 5502 9504  
info.muc@euruni.edu

**EU Online Campus**

onlinecampus@euruni.edu

**Programs in:**

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

