

ONLINE PROGRAMS

A program overview for prospective students and future CEOs, CFOs, entrepreneurs and business leaders.

eu | Business
School

www.euruni.edu

EU DNA PRINCIPLES

INNOVATION
RESPECT
TRANSPARENCY
TRUST
LOYALTY
CONFIDENCE

- ✓ *Faculty and staff support our students*
- ✓ *Be different, be the first, be unique*
- ✓ *Install at EU a multicultural environment*
- ✓ *Be open to a global business world*
- ✓ *Sharpen and nurture curious minds*
- ✓ *Become a networker*
- ✓ *Become an entrepreneur/intrapreneur*
- ✓ *Live diversity*
- ✓ *Become a world changer*

ALL THIS IN A **MAD** CULTURE
THE CULTURE THAT **MAKES A D**IFFERENCE

01

06 WELCOME

02

10 ABOUT US

03

16 ACADEMICS

04

20 ONLINE
PROGRAMS

05

28 ONLINE
LEARNING
EXPERIENCE

06

30 CORPORATE
SOLUTIONS

07

32 ADMISSIONS

08

36 NETWORK

INFO

Throughout this publication you will find QR codes corresponding with picture galleries or interviews. Below, find the codes for the website, blog and videos.

Website & Blog
www.euruni.edu



EU Today TV | Events Section
www.euruni.tv







WE
ENCOURAGE
STUDENTS
TO IMPROVE
UPON THEIR
COMMUNICATION,
LEADERSHIP &
ENTREPRENEURIAL
SKILLS

01

WELCOME

The world is increasingly interconnected. The lines of business, media and technology are blurring and becoming inextricably linked in the market. EU Business School's online programs help participants to thrive in the world arena and become active participants in the global business world. In addition to the online campus, EU has main campuses in Barcelona, Geneva, Montreux and Munich. We have been linking people, cultures and business for over 40 years.

Recognized as a top European business school, EU aims to provide a practical business education with a curriculum that emphasizes an international point of view. We encourage our participants to explore entrepreneurship and graduate with an accredited degree.

We look forward to seeing you at EU!





Dear Prospective Students,

Old paradigms are changing.

You might be reading my message to you on a phone, tablet computer or even another digital device – devices that have swiftly and comprehensively ingrained themselves into every aspect of our lives and changed the way that we interact with the world.

These technologies have granted us exciting new possibilities. Of all those possibilities, the incredible potential to deliver world-class education on a global scale is chief among them. In this new landscape, students can learn from expert faculty wherever they might be in the world; expand their horizons far beyond geographical boundaries; and take their education into their own hands, learning how and when they want.

The world is your classroom.

EU Business School's online programs have been expertly crafted by leaders in online education to leverage new technologies and offer best-in-class online business programs at all levels of further study. The chief advantage for you is flexibility; you can study with EU while working, giving you the chance to immediately apply what you learn while continuing your career's upward trajectory.

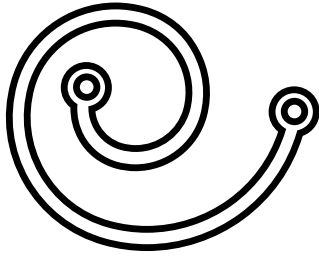
I would like to invite you to consider this brochure, write to us, look through our website www.euruni.edu, and contact our Online Campus (onlinecampus@euruni.edu) with any questions you might have.

I hope that this booklet provides you with all of the information that you require and makes you excited to begin studying online – as excited as the faculty and team at EU are to offer these programs.

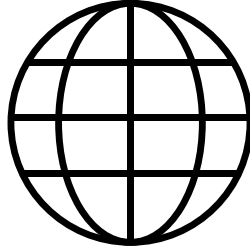
Dr. Dirk Craen | President

A handwritten signature in black ink, appearing to read 'Dirk Craen', written in a fluid, cursive style.

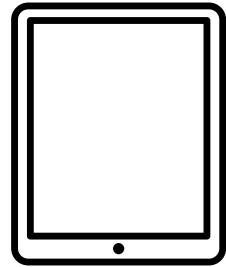
KEY ADVANTAGES



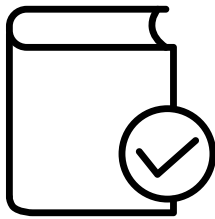
Flexible: learn at your own pace



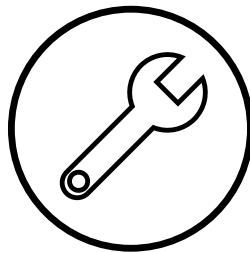
Global: outstanding academics and industry leaders from around the world



Available: all that's required is a web-enabled device



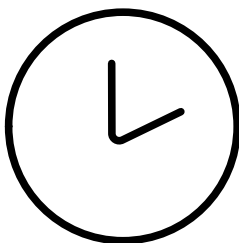
Relevant: knowledge can be applied immediately in the workplace



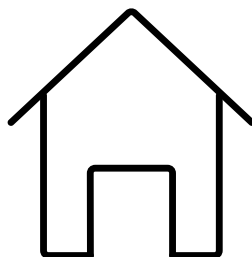
Adjustable: you can continue working while studying



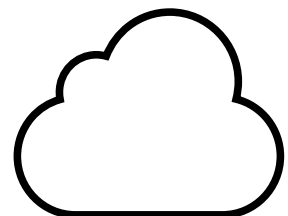
Affordable: competitive prices opening access to online education



Practical: around-the-clock access to online resources



Cost-effective: no traveling or accommodation costs



Cutting-edge: the latest technological innovation in higher education

THE STATE OF ONLINE LEARNING

6,700,000 students around the world are enrolled on online courses

—

30% of all university students are enrolled on at least one online course

—

Business is the most demanded major online

—

70% of all students consider instruction online to be as good as or better than in a traditional classroom setting

—

Online degrees cost as little as 80 times less than traditional degrees

—

eLearning students are 50% more productive

—

77% of American corporations use some form of online learning for their staff development

—

By 2020 over 60% of jobs will require post-secondary education and many workers will keep learning throughout their careers

—

69% of academic leaders believe student demand for online learning is still growing

—

In 2009 Barack Obama pledged \$500 million to online courses and research

02

ABOUT US

EU Business School has a business education model that provides high-quality instruction in a competitive learning environment, throughout a network of international campuses, both offline and online.

We bring the American business education model to Europe by combining in-class theory with hands-on professional skills. Our experiential learning approach to business education is proven to effectively prepare students for leadership positions in business and industry.

EU provides a unique online educational experience.

EU Barcelona campus



The EU Group is a network of professionally-accredited, multicultural, high-ranking business schools established in 1973. In addition to small, dynamic classes offered in English, EU students also enjoy a global environment while getting the best of both North American and European academic curricula.

We offer various programs at the Business Foundation, bachelor's (BBA/BA/BSc), master's (MBA/MSc) and doctoral (DBA) levels, both onsite and online, in majors such as Business Administration; Communication & Public Relations; Leisure & Tourism Management; Business Finance; Business Marketing; Sports Management; International Relations; International Business; Entrepreneurship; and E-Business.

The EU Group has a global network of campuses, and we encourage students to participate in intercampus exchanges within the EU Group in Barcelona, Geneva, Montreux and Munich, and with partner institutions in U.S.A., China, U.K., Thailand, Malaysia, Taiwan, Mexico, Brazil, Kazakhstan, Canada and Russia among others.

WE ARE DIFFERENT WE ARE FLEXIBLE WE ARE GLOBAL

We continuously explore affiliation opportunities with world-class universities. These give students the opportunity to participate in programs with the University of Roehampton in London and the University of Derby and earn U.K. state-recognized degrees on our campuses. Partnerships with Shinawatra University in Bangkok, Pace University in New York, Fisher College in Boston and the University of California, Riverside, among others, offer students the chance to study a further qualification in diverse and enriching environments.

All courses are taught by highly-qualified faculty members with a wealth of practical experience in their fields. Our faculty works with students on an individual basis to create a cooperative and caring learning environment in which human values flourish.

The Career Services Department helps students to build contacts while looking for internships and job opportunities and the Alumni Association provides them with an extensive network of contacts worldwide upon graduation.



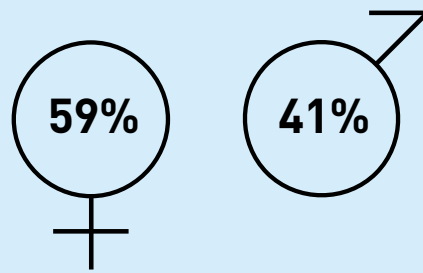
ONLINE STUDENTS' STATS AND FIGURES

Percentages, figures and charts allow institutions to present hard facts and statistics to prospective students in a way which is clear and direct. The EU Group is a global institution with a balanced student body. Our online participants come from diverse backgrounds, hail from around the globe and go on to work in various fields after graduation.

From female to male ratios to the multitude of locations from where our participants study; here is a breakdown of statistics, charts and graphs that will illustrate our diversity.

VARIED BACKGROUNDS HELP PARTICIPANTS LEARN FROM EACH OTHER AS WELL AS INSTRUCTORS

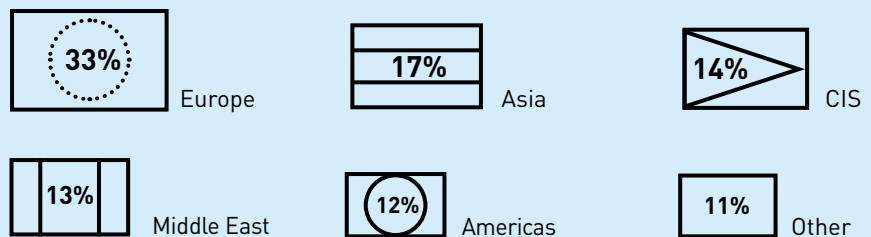
Female to Male Student Ratio



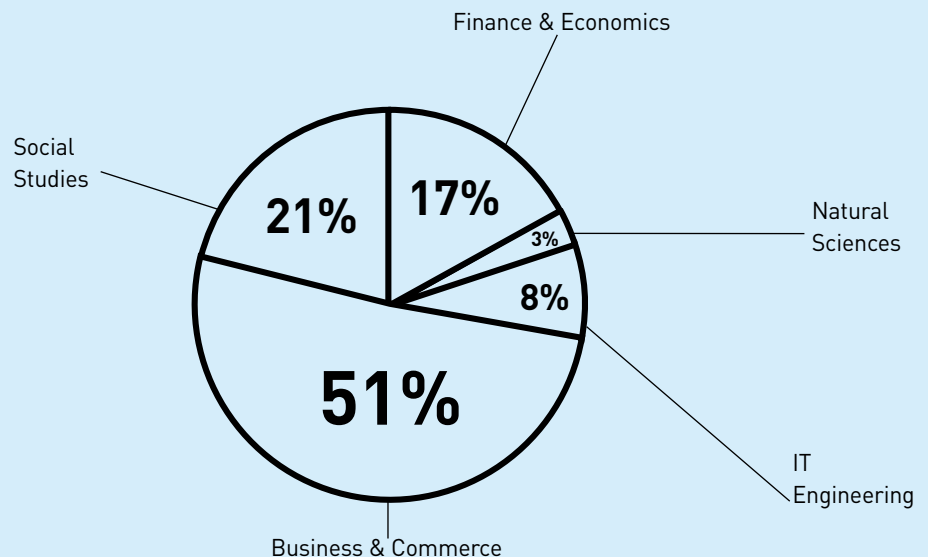
Quick Facts

95% international participants
3.5 average languages spoken
9 average years of work experience

Student Nationalities



Educational Background



Salary After Graduation

Less than 50,000: 19%	100,000 – 150,000: 27%
50,000 – 80,000: 22%	150,000+: 21%
80,000 – 100,000: 11%	



TOP POSITIONS IN INTERNATIONAL RANKINGS

EU has developed innovative business education programs which deliver the highest quality education possible.

These are some of the reasons why EU has been recognized and accredited worldwide while consistently achieving stellar rankings as a top global business school.

ACCREDITATIONS



ACBSP The Accreditation Council for Business Schools and Programs (ACBSP) is a specialized accreditation association for business education that rewards teaching excellence. ACBSP members are selected for their quality of education and alumni success rate as well as a proven dedication to research and innovation. All four campuses have this accreditation.



IACBE The International Assembly for Collegiate Business Education (IACBE) is the leading outcomes-based professional accrediting organization for business programs in student-centered colleges and universities throughout the world. Both the Geneva and Montreux campuses are accredited by IACBE for their excellence in business education.



ACBSP and **IACBE** are both accrediting bodies recognized by the Council for Higher Education Accreditation (CHEA).



IQA International Quality Accreditation (IQA) was specifically designed to address the needs of business schools and other management development institutions operating in the dynamically changing environments of Central and Eastern Europe. Since then, IQA has evolved to encompass a wider market and to address the unique conditions and needs of local and national environments and emerging economies.



EU has been recognized by **EduQua**, the first Swiss quality label geared toward adult further education.

1 

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

TOP 35 

Ranked 33rd in the QS Top MBA Global 200 Business Schools Report

5 

Ranked fifth in the QS Return of Investment Report for salary uplift in Europe

TOP TIER 

Ranked as top tier global and European MBA programs by *CEO Magazine*

ONLINE MEMBERSHIPS

- Online Learning Consortium (OLC)
- The European Distance Education Network (EDEN)

MEMBERSHIPS

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

SWISS QUALITY & AUTHENTICITY

EU has its main head-
quarters in Switzerland,
is a member of the
Swiss Federation of
Private Schools, the
European Foundation for
Management Development,
the Swiss Private School
Register and is certified by
the Swiss Label.



A WORLD-CLASS, VALUE-CENTERED BUSINESS EDUCATION



03

ACADEMICS

Throughout the year, EU invites distinguished speakers to lecture at our campuses. Our guest lecturers are noted for their academic credentials and their talent for teaching. These sessions are integrated into the curriculum and provide an informal way for students to network and learn about different fields directly from experts.

Our speakers represent a wide range of industries and functions, and include distinguished EU alumni; business and government professionals; innovators; and academics. Students have plenty of opportunities to ask questions and benefit from the advice and insight of these leaders.

Online Program Director, Dr. James Mulli, answering questions during a Q&A session in Munich.



FACULTY

The EU online faculty is made up of major international company leaders who use EU's online platform to share their best-in-class knowledge with as large an audience as possible.

Digital teaching enables our stellar faculty to host live lectures and share their knowledge from anywhere in the world.

Our lecturers are pioneers in the field of online teaching and they are heavily involved in making it as accessible, practical and beneficial as possible. They are an asset to EU's progressive vision and ensure that we stay at the forefront of the digital revolution.

DR. JAMES MULLI

Dr. James Mulli is the Program Director for EU's online campus. A native of Nairobi, Kenya, Dr. Mulli spent his childhood in various countries, before studying both a master's degree and a PhD at Saint John's University in New York, specializing in economics and finance. He has since worked in the world of academia in New York; in Munich, where he taught financial accounting and international trade theory at EU; and in Shanghai. Having lived and worked on four different continents, he brings academic expertise and a global mindset to the EU community.

Dr. Mulli is passionate about technology, citing its role and influence in education as one of his focuses: "I have great passion and a great belief that technology will transform education, not as a panacea but as a leveraging tool."

He also believes that the online programs at EU are both challenging and empowering. He sees the online campus as a diverse, intelligent, varied network in which ideas, discussion, connections and a true sense of community thrive.

"AT EU, WE ARE
OPTIMIZING TOOLS
AND TRENDS AS
THEY EMERGE IN
ORDER TO BECOME
THE STANDARD IN
ONLINE LEARNING."
DR. JAMES MULLI

Dr. Angelos Vouldis

Author of numerous academic papers and publications, Dr. Vouldis is now Assistant Sales and Marketing Director for Mercedes-Benz Cyprus.

Dr. Nina Rung

CEO and Founder of The Strategy Academy and Chairman of the Board of Mentorix ApS, Dr. Nina Rung has an MBA from Harvard Business School.

Dr. Neus Raines

Economic expert, postdoctoral fellow and established lecturer, Dr. Neus Raines has extensive experience in the world of education.

Tomás Gutiérrez

The former CFO of Hispania Formula 1 Racing Team, Tomás Gutiérrez is now an entrepreneur and the CEO of M&A at One to One Capital Partners.

Dr. Samir Moussalli

CEO of Academic World Travel and the World Consulting Group, Dr. Moussalli has leadership experience and teaching finesse.

Dr. Ignacio Somalo

European President and Partner at Alice.com, Dr. Somalo has been teaching at prestigious business schools since 2003.

Dr. Andrew Ward

Dr. Andrew Ward has over 20 years of senior management experience with large multinational organizations, along with a PhD in Chemistry.

Hubert Joo

A Business and Financial Analyst with an impressive portfolio of international clients, Dr. Joo brings his international perspective to his classes.

ACADEMIC ACTIVITIES

EU is one of the first business schools to satisfy the needs of the students on the one hand and the international business community on the other.

EU enjoys a solid reputation among recruiters. The caliber of its students and the efficiency of EU's independent, dedicated Career Services Department (CSD) provide a distinct competitive edge for job interviews. Studying online with EU does not mean that students are removed from this process: the full suite of CSD offerings extends to online students too.

CAREER WORKSHOPS AND COUNSELING

Our students are encouraged to regularly take stock of their individual career expectations and work toward achieving them. To help them with this process, we organize coaching and development workshops that cover various topics integral to career development, like:

-Job Search and Selection

A hands-on approach to applying, interviewing and negotiating for the job you really want.

-Personal Branding

A how-to for creating, building and curating your personal brand online.

-CVs and Cover Letters

An introduction to creating the ideal CV and cover letter, personalizing them to reflect you and customizing them for each application.

-Networking On and Offline

A guide to different networking techniques, best practices and topical trends like the "Elevator Pitch" and the "Six Rules to Success".

-Optimizing LinkedIn

A step-by-step explanation on how to create and improve presence on this professional networking site.



-Finding a Mentor

A look at the importance of having a mentor, and how to find the right one to help you succeed.

CORPORATE OUTREACH

The CSD is constantly developing links and relationships to connect companies and candidates globally. In addition to those recurring activities and initiatives, international companies are invited to interview EU candidates and attempt to find the profiles that they require within the EU current student and alumni groups.

These same opportunities are also available to online students, who receive regular updates and information about appropriate opportunities.

Internships

EU actively seeks to identify, offer and fill suitable internship positions with companies that are looking for students

around the world. Online students are also supported in this capacity wherever they might be studying from. Through these opportunities, they gain career-specific work experience, knowledge of the field and a network of industry contacts.

Industrial Visits

During the on-campus study weeks, online students are given the opportunity to take part in industrial visits to a variety of national and international companies. Here, they relate theoretical concepts learned online to real-life business situations. Assignments relevant to the visit are given in class and students subsequently present reports.

LEARNING FROM LEADERS

Distinguished speakers who give lectures both online and on-campus include business leaders, ambassadors and political figures. During these special sessions, experts interact with EU students and discuss today's current issues. They cover diverse sectors including banking, negotiation, international arbitration and market research. These sessions encourage students' curiosity and deliver detailed information from an experienced point of view. In addition to imparting their extensive knowledge to EU students, guest lecturers are often keen to help students find internships and jobs through their extensive network of contacts. This allows for numerous opportunities for EU students to learn how to communicate and present their skills to those who can help them on future career paths.

A key advantage of online study lies in the vast number of speakers available internationally. Without the barrier of geographical proximity to a campus, online speakers are drawn from around the globe to provide a truly international experience to online students.



Former President of
Switzerland
Adolf Ogi



Doha Bank Group
R. Seetharaman,
CEO



United Nations Geneva
Michael Møller,
Acting Head



Adecco
Patrick De Maeseneire,
CEO



Nestlé China
Roland Decorvet,
Former CEO



Swiss International Airlines
André Dosé,
Former CEO



3M Asia Pacific
Koen P. Wilms,
Vice-President



Lausanne Palace & Spa and
Leading Hotels of the World
Jean-Jacques Gauer,
Director & Chairman



Private Bank
Edmond De Rothschild
Bernard Fierens,
Director



Blancpain Watchmakers
Marc Hayek,
CEO



Swatch Group
Nayla Hayek,
Chairwoman



Marriott Hotel Group
Michel Miserez,
Area Vice-President
Western Europe



Hinduja Group
Srichand Hinduja,
CEO & President



The Academy of Business in
Society (ABIS)
Gilbert Lenssen,
President



Former Prime
Minister of Belgium
& Secretary-General of
International IDEA
Yves Leterme



LVMH
Jean-Claude Biver,
President of the Watch Division
& Chairman of Hublot Watches



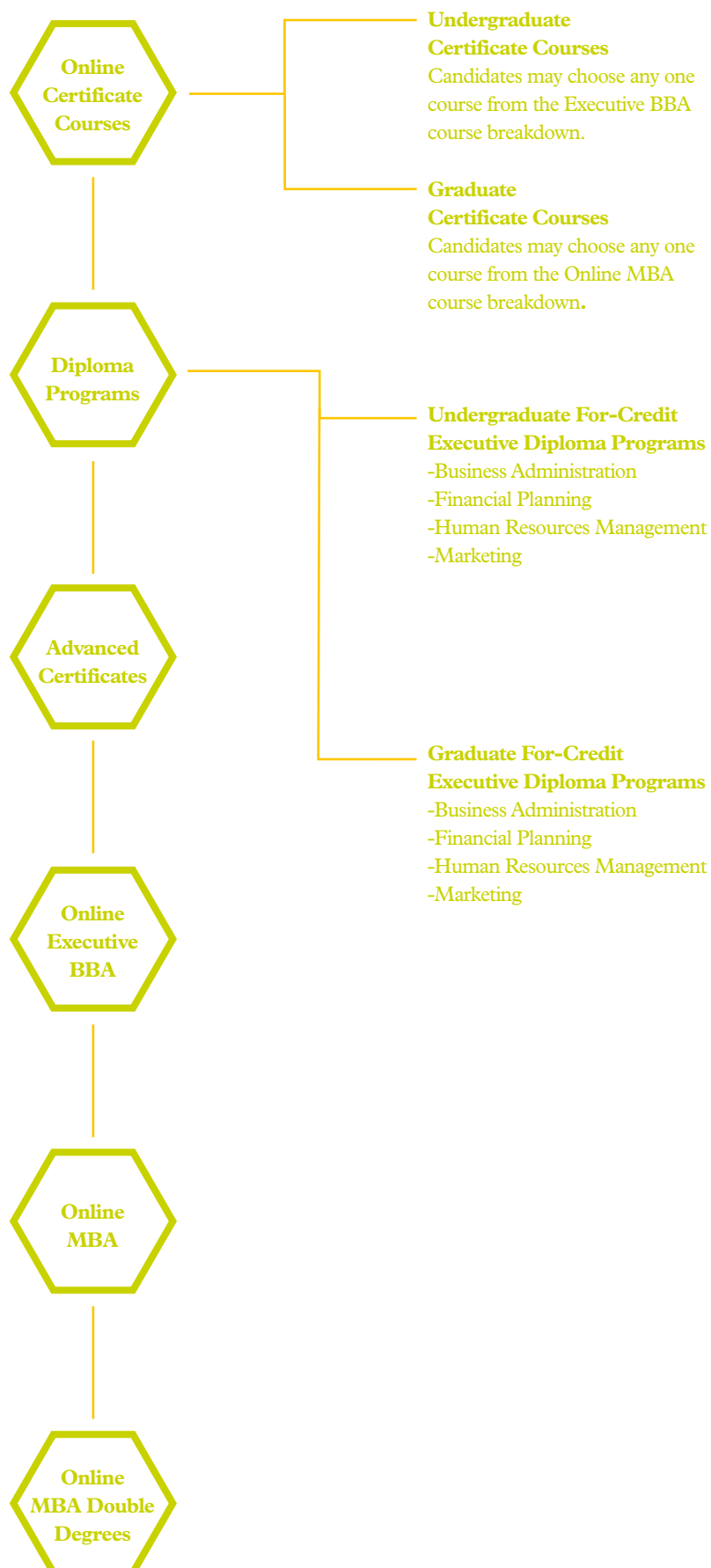
04

ONLINE PROGRAMS

A modern online business education presents students with vast amounts of freedom, and enables them to pursue the qualifications they desire at their own pace and in accordance with their personal schedules and work commitments.

In a time when 30% of all university students are enrolled on at least one online course, online study is being widely recognized as a rewarding and viable method of further education. Studying with EU, you will be at the forefront of online study, developing the skills that will enable you to perform and lead effectively in all areas of an enterprise.

PATHWAYS



EU Business School opened its online campus in 2012, to anticipate upward corporate mobility trends and the busy schedules of active business professionals.

EU's online offerings capitalize on modern technology to provide quality blended programs that award students a qualification that can propel their careers.

Offering you unparalleled flexibility is key to our online programs. That is why we have developed a system that gives a variety of options to students, whether or not they have a degree.

WITHOUT DEGREE

For students without degrees, our Executive Certificate Courses offer a solid introduction to key issues in a specific area of contemporary business with one course from our Executive BBA offering.

To further their learning, undergraduate candidates can go on to complete an Executive Diploma Program with six and seven courses. Finally, the completion of 16 courses is rewarded with an Executive BBA degree.

WITH DEGREE

Graduate students can begin the next stage of their studies with our Executive Certificate Courses. Choosing from any one course from our MBA offering, students can return to study and pursue the area of business that is relevant to their needs.

Next, students have two paths to their MBA degree; Executive Diploma Programs or Advanced Certificates. The advanced certificates offer specializations in subjects such as International Business, E-Business, Leadership and Global Banking & Finance. The Executive Diploma Programs last three terms and students can pursue Accounting, Finance, HR Management and Marketing Diploma programs.

CUMULATIVE STUDY

Our emphasis on cumulative study means that you are rewarded for all of your work, and our curricula builds the skills you need in a logical path.

Rather than the promise of a distant reward, EU's blended online programs motivate you with incremental achievements that give you a tangible return on investment.

ONLINE EXECUTIVE BBA

The Online Executive BBA is a one-year, two-semester intensive program designed for working professionals in middle or senior management positions with at least five years of work experience. Its objective is to equip professionals with theoretical and conceptual knowledge, strengthening their extensive work experience and preparing them for an MBA program.

Mirroring EU's onsite Executive BBA, the online counterpart offers students the opportunity for conferences, exams, industrial visits and tutorials as well as the

chance to spend one week at one of EU's main campuses per semester.

Upon completion of the program, students of the Online Executive BBA earn a full and equal Executive Bachelor of Business Administration degree from EU.

FAST TRACK:

Students who complete the Online Executive BBA program may enroll in any MBA program with a 20% scholarship. Students aiming for this option can therefore complete two degrees in two years.

Start dates: October and February

Duration: 12 months (including dissertation)

Credits: 67CH | 90ECTS

Locations: Online + 3 on-campus weeks

Admission Period: Year round

COURSE BREAKDOWN

FIRST SEMESTER	22CH 30ECTS	CH ECTS	SECOND SEMESTER	22CH 30ECTS	CH ECTS
EBBA 101	Business Management	3 4	EBBA 201	Strategic Management	3 4
EBBA 102	Quantitative Business Methods	3 4	EBBA 202	Financial Accounting	3 4
EBBA 103	Business Finance	3 4	EBBA 203	Production & Operations Mgmt.	3 4
EBBA 104	Communication Skills	3 4	EBBA 204	Human Resources Management	3 4
EBBA 105	Marketing Management	3 4	EBBA 205	Customer Relationship Management	3 4
EBBA 106	Management Information Systems	2 3	EBBA 206	Managerial Economics	3 4
EBBA 107	Ethics in Business	2 3	EBBA 207	Corporate Finance & Cases in Finance	2 3
EBBA 108	Case Study Analysis	2 3	EBBA 208	Cases in Marketing	2 3
			Final Case: Marketing		4 5
			Final Case: Finance		4 5
			Dissertation		15 20

COMPLETE TWO DEGREES IN TWO YEARS!

Take an Online Executive BBA followed by an Online MBA and graduate with an array of business and management skills and the knowledge to use them in the business world.

Advantages of following the Executive BBA and Online MBA progression path include:

A guaranteed place on the MBA course; no second application

Just one dissertation at the end of the MBA; no BBA thesis

Advantageous joint tuition; a 20% scholarship for the MBA program

ONLINE MBA

Today's world is growing in complexity and becoming more and more interconnected; as such, an MBA has never been more vital to a business career. The EU Online MBA combines all of this knowledge into a one-year full- or two-year part-time program.

The EU Online MBA is an essential tool to help participants excel in their futures. The program incorporates both a core business foundation, which enables graduates to perform and lead effectively in all areas of an enterprise, and a specialization component within their chosen major, which allows them to hone their skills and develop a more specific area of expertise.

The online program has an easy-to-use web platform where acclaimed academics give students a truly blended learning experience.

COURSE BREAKDOWN

FIRST TERM 15 CH 20 ECTS		CH ECTS
MCO 101	Management Skills	3 4
MCO 102	Organizational Behavior	3 4
MCO 103	Managerial Accounting	3 4
MCO 104	Marketing	3 4
MCO 105	Quantitative Business Methods	3 4
MCO 106	Negotiation (seminar)	
MCO 107	Business Law (seminar)	
Industrial Visits and Guest Lectures		
SECOND TERM 15 CH 20 ECTS		CH ECTS
MCO 201	Finance	3 4
MCO 202	Human Resources Management	3 4
MCO 203	Global Economics	3 4
MCO 204	Strategic Management	3 4
MCO 205	Management Information Systems	3 4
MCO 206	Communication Skills (seminar)	
MCO 207	Job Career Planning (seminar)	
Industrial Visits and Guest Lectures		
THIRD TERM 15 CH 20 ECTS		CH ECTS
Major-specific courses		15 20
Management Research Methods Module		7 10
Dissertation		14 20

Start dates: October, January and March

Duration: 12 months (including dissertation)

Credits: 67CH | 90ECTS

Locations: Online + 3 on-campus weeks

Admission Period: Year round

WITH AN EU MBA YOU GAIN: LEADERSHIP SKILLS, PROFESSIONAL DEVELOPMENT AND A GLOBAL NETWORK

FULL-TIME

A one-year program divided into three 10-week terms that will open your mind to the latest business skills, tools and thinking. This is the ideal pathway if you want to earn your MBA as quickly as possible. The first two terms cover the core courses that lay the foundations of business, while the third term offers a specialization in one of EU's 12 graduate majors. Students then complete a dissertation.

PART-TIME

Part-time study on campus: a flexible two-year program divided into six 10-week terms. This program has the same curriculum as our full-time MBA program, but with just two to three courses per term, followed by a dissertation. This is an innovative program that invites you to use current business issues to enrich your learning and apply new skills and knowledge in order to enhance your career.

BLENDED

To offer maximum flexibility and allow participants to study in the way that works best for them, EU makes it possible for students to pursue blended study. This method gives students the chance to leverage the benefits of a full term of study in one of EU's campus cities. Using this structure, students have the option to study any term on an EU campus of their choosing. The remaining terms are completed online.



RESIDENTIAL WEEKS

As part of the Online MBA course, students are invited to complete three residential weeks at main EU campuses; they visit Geneva in December, Munich in March and Barcelona in June.

These residential weeks enable EU Online MBA students to pursue a number of activities that both compliment and compound their online knowledge and complete the blended EU experience:

Exams

On-campus exams are completed in fulfillment of the course requirements. If a student is unable to attend the on-campus week, they can complete the exams online.

Guest Lectures

EU invites key senior-level guests from various areas of business to share their experiences, offer key insights into business topics and give advice. These lectures provide online students with captivating case studies that complement the knowledge they have acquired during their programs.

Industrial Visits

In order to build upon knowledge that is developed online, students attend a number of industrial visits during their residential weeks. These visits give students the chance to see the business principles that they have learned put into practice, and also to discover the inner workings of some of the world's foremost enterprises.

Networking Events

Residential weeks don't only provide students with the chance to meet faculty members, but also a wonderful opportunity to network and develop their relationships with classmates. The exchange of knowledge and information can be very beneficial to students, who enjoy one another's company in some of Europe's most beautiful cities.

DOUBLE DEGREES

EU's partnership with the University of Roehampton (UoR) in London, U.K., gives students the chance to earn a U.K. state-recognized degree in addition to their EU qualification.

The University of Roehampton adheres to the standards set by the U.K. government's Quality Assurance Agency for Higher Education (QAA). It is recognized by the National Recognition Information Centre (NARIC). In 2014, the university was named

the most research-intensive, modern university in the U.K. Students are given the opportunity to complete an MSc in International Management or an MBA, both of which are awarded by the University of Roehampton.

The additional qualification comprises part of the original EU program, starting in October, January and March, and lasting 12 months in total, including the required dissertation.



OPTION A

FOR STUDENTS WITHOUT WORK EXPERIENCE

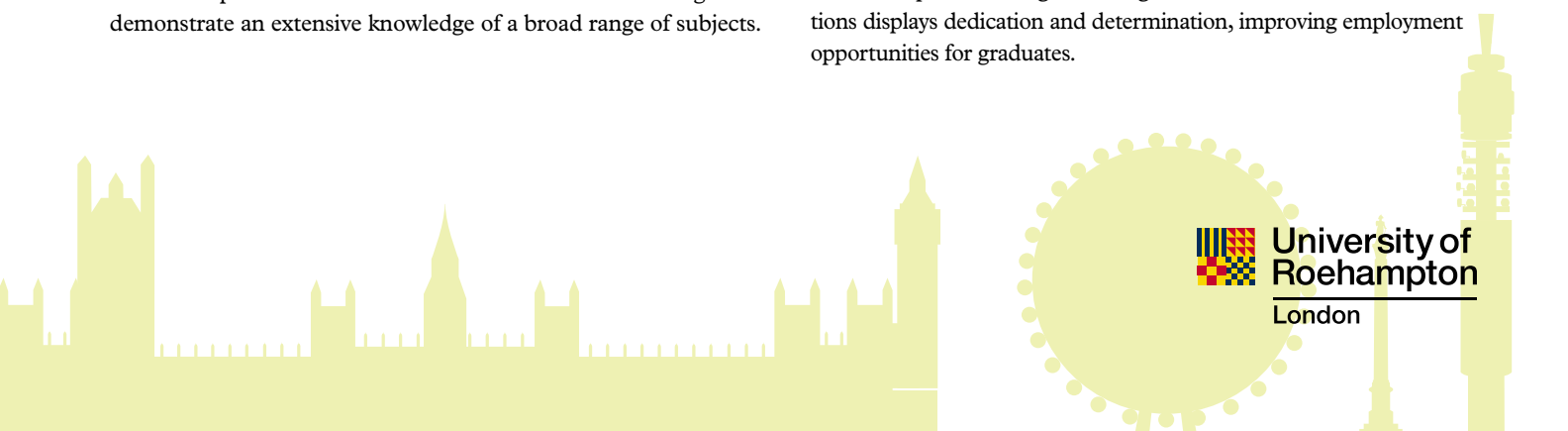
Students who do not have two years of work experience can, in addition to their EU MBA degree, earn a state-accredited MSc in International Management awarded by the University of Roehampton. Candidates with two different master's degrees demonstrate an extensive knowledge of a broad range of subjects.



OPTION B

FOR STUDENTS WITH AT LEAST TWO YEARS' WORK EXPERIENCE

In addition to their EU MBA degree, students who have spent two years or more in the working world also have the chance to earn an additional MBA, a state-accredited degree awarded by the University of Roehampton. Earning MBA degrees from two academic institutions displays dedication and determination, improving employment opportunities for graduates.



ONLINE COURSES, DIPLOMA PROGRAMS & ADVANCED CERTIFICATES

EU offers various tailor-made corporate training options that are ideal for working professionals at various stages of their careers who have diverse levels of expertise.

They give employees the chance to specialize in an area they may not have studied before, broaden their business knowledge or learn more about their chosen field.

The courses vary in length; a semester comprises 13 weeks and a term 10 weeks, and tuition fees and tailor-made options vary depending on individual requirements.

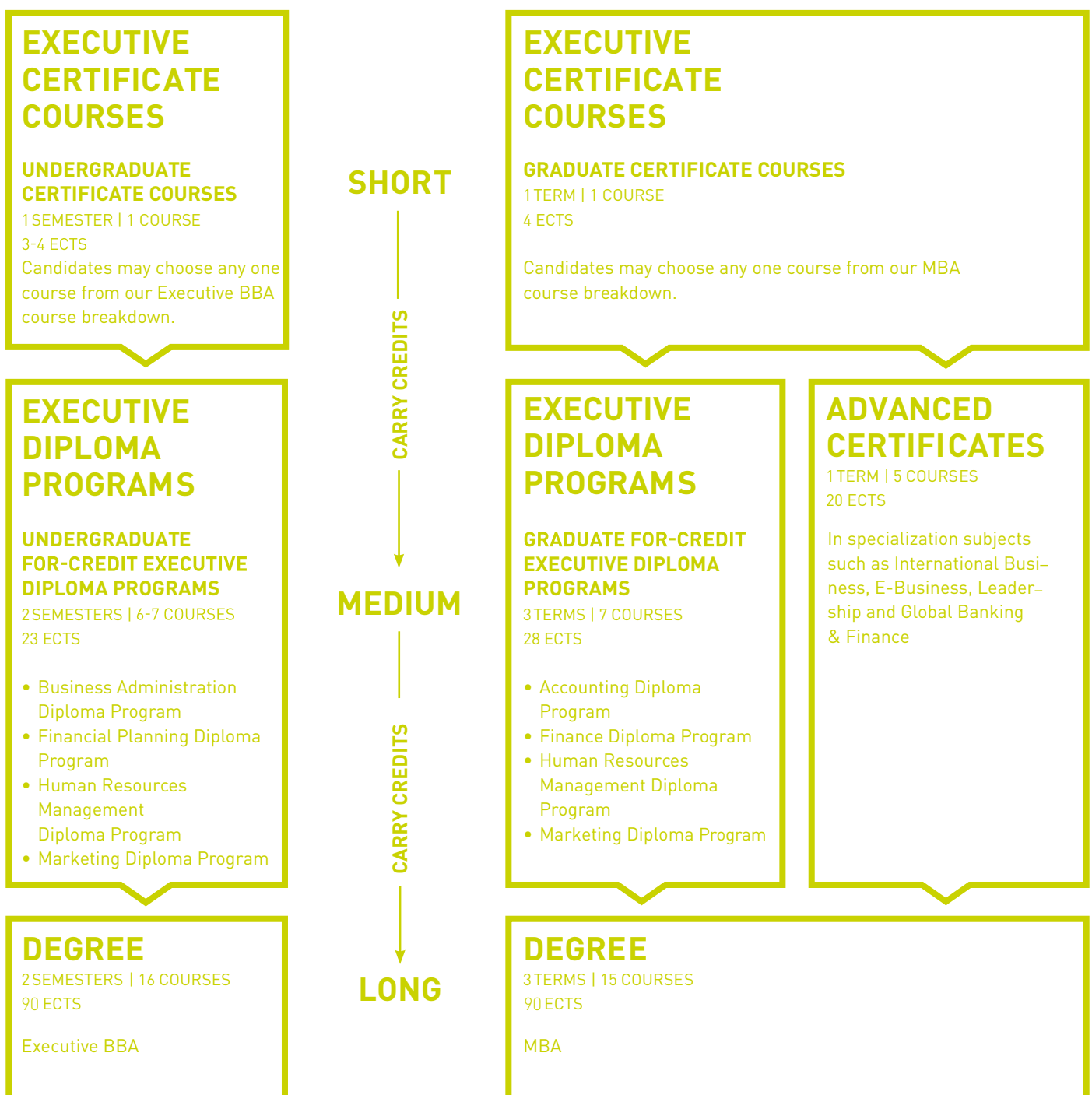
Diverse programs are on offer, ensuring there is something suitable for every level of expertise. Some are individual courses

from our complete degree programs; while others are subject-specific certificate or diploma programs.

These enable participants to specialize in a certain area of the business world that interests them, ranging from financial planning and human resources to marketing and leadership.

WITHOUT DEGREE

WITH DEGREE



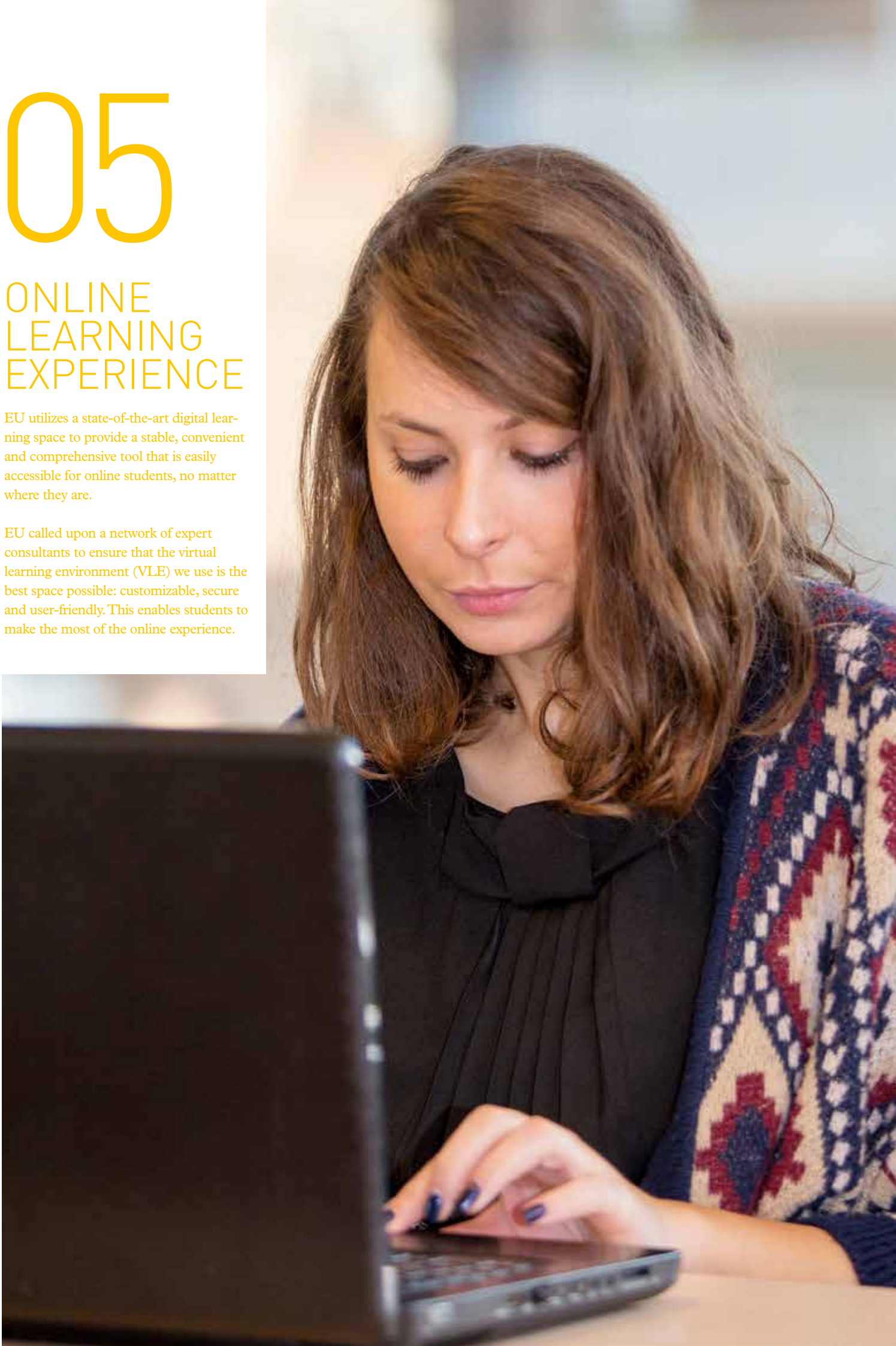


05

ONLINE LEARNING EXPERIENCE

EU utilizes a state-of-the-art digital learning space to provide a stable, convenient and comprehensive tool that is easily accessible for online students, no matter where they are.

EU called upon a network of expert consultants to ensure that the virtual learning environment (VLE) we use is the best space possible: customizable, secure and user-friendly. This enables students to make the most of the online experience.



ONLINE LEARNING ENVIRONMENT

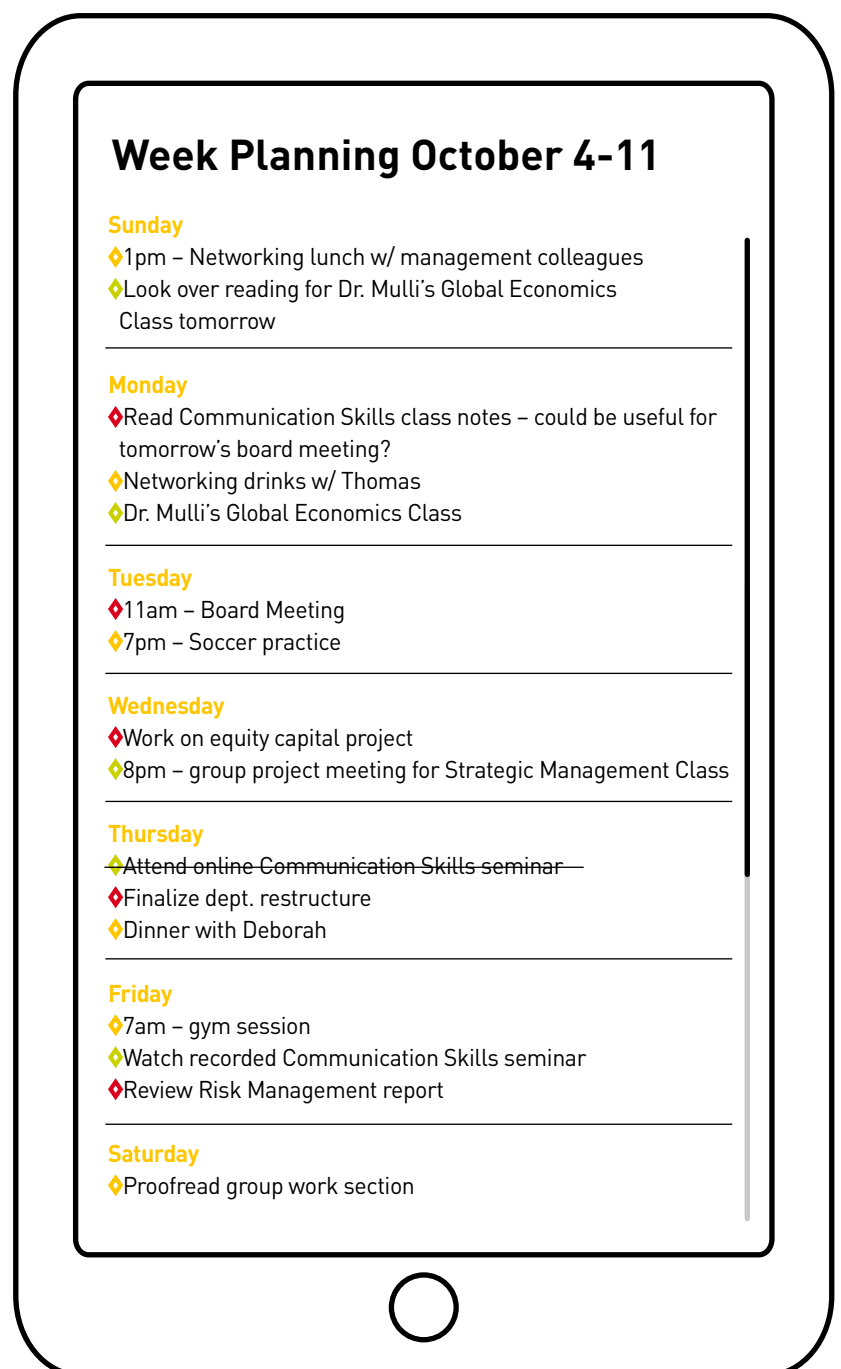
The VLE used by EU offers an easy-to-navigate interface that ensures content and classes are easily accessible and available from anywhere, on any device, whenever you like. Data security and user privacy are paramount, and leading security controls are used to ensure that your details and work are secure from misuse or data loss. Learning spaces are customizable: students can create their own homepage, add or remove widgets, rearrange icons and integrate other apps, so they can study the way they find most effective.

One of the key reasons that students choose online study is to enjoy the flexibility that it offers them. The advantage of studying at their own pace and at times that suit their own personal schedules means that students are capable of maintaining a regular working schedule in addition to other personal commitments. Of course, balancing demanding studies with work is no small task. As a result, students apply and further develop their time-management skills throughout the program.

A WEEK IN THE LIFE OF AN ONLINE STUDENT

An example week in the life of an EU online student gives an idea of what prospective students can expect, and shows how students can effectively and efficiently combine work and study.

WITH EU'S
VARIED ONLINE
OFFERINGS,
STUDENTS
CAN COMBINE
WORKING,
LEARNING AND
AN ACTIVE
SOCIAL LIFE



06

CORPORATE SOLUTIONS

Training, whether in or out of the office, is an investment that increases a company's competitive edge; brings in new knowledge and skills; contributes to higher employee satisfaction; and consequently lowers staff turnover.

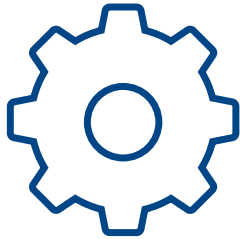
We can help companies shape outstanding performers and reach employee potential. EU Business School offers successful, tailor-made training programs for employees, including various online courses ideally suited to full-time professionals who want to bring new insight into their companies.

For more information on the programs that EU Business School offers, please refer to page 20 of the Programs section.

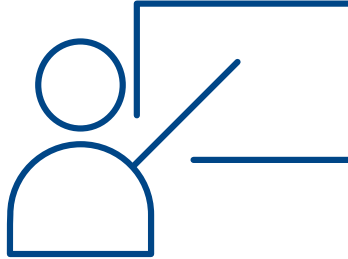


BUSINESS RESULTS AND BENEFITS

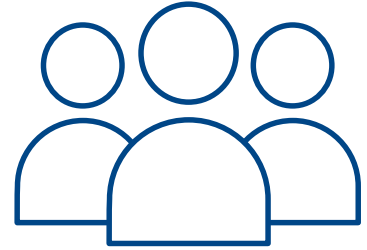
Investing in employee development and in-company training enables businesses to:



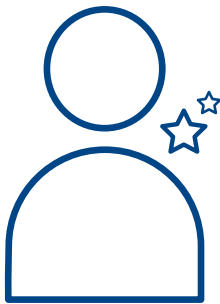
facilitate the incorporation of new technologies



teach employees about innovative strategies



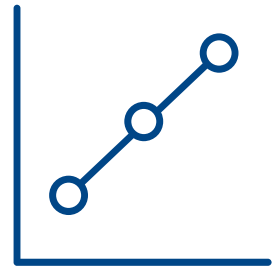
develop worker potential to benefit the company



revitalize your staff's performance



improve job satisfaction, motivation and morale



increase sales and internal efficiency

WHY CHOOSE OUR COURSES

MAXIMUM FLEXIBILITY

EU's corporate executive courses can be in-house, on-campus or online, using a 24-hour web portal, with open access to all study materials, lectures and discussion forums.

ADAPTED TO ALL LEVELS

We cater to staff at all levels, from new recruits to the most experienced employees. Skills and knowledge gained can be immediately applied in the boardroom.

HIGHLY-QUALIFIED LECTURERS

Our academic experts and working professionals have proven business success and knowledge in all facets of business.

COST-EFFECTIVE, EFFICIENT, INTERACTIVE

Our interactive teaching methods and practical approach to business knowledge use the experiential learning philosophy.

EU IS THE RIGHT CHOICE FOR THOSE WHO WANT TO PURSUE A CAREER IN BUSINESS



07

ADMISSIONS

Our admissions process is straightforward and our Admissions Department is always available and willing to lend a helping hand. We understand that choosing a business school is one of the most challenging decisions that you will face in your life. You are invited to learn as much as possible about EU: visit its campuses, meet current students, attend classes and see how EU aligns with your educational and professional goals.

ADMISSION REQUIREMENTS

All applicants should submit the following documents in order to complete the application process:

ONLINE EXECUTIVE BBA

1. Completed application form
2. Copy of high school certificate and transcripts or G.E.D. equivalent
3. Proof of English fluency: TOEFL score 233 (computer-based), 577 (paper-based), 89 (internet-based); IELTS 6.5; CAE C; PTE 59; English native; a passing score in the EU English exam or equivalent*
4. 2 letters of recommendation
5. 1 written or video essay
6. 1 digital photo
7. 1 copy of CV/résumé
8. 1 copy of passport
9. Bank letter certifying the applicant's financial solvency
10. €200 non-refundable application fee. Please attach a check, money order or receipt for a bank transfer payable to EU Business School. Please contact the EU online campus for the exact bank account number to which the fee should be sent.

To be admitted into the EBBA program, students must:

Be 25 years of age or older

—

Have 15 years of formal studies

—

Have at least 5 years of successful managerial experience

—

Complete a Skype interview with the program director

*Students not meeting these criteria will be considered on a merit basis.

For more information please contact our Admissions Department at onlinecampus@euruni.edu

ONLINE MBA

1. Completed application form
2. 1 copy of bachelor's degree from an accredited college or university and transcripts
3. Proof of English fluency: TOEFL score 233 (computer-based), 577 (paper-based), 89 (internet-based); IELTS 6.5; CAE C; PTE 59; English native; a passing score in the EU English exam or equivalent*
4. 2 letters of recommendation
5. 1 written or video essay
6. 1 digital photo
7. 1 copy of CV/résumé
8. 1 copy of passport
9. Bank letter certifying the applicant's financial solvency
10. €200 non-refundable application fee. Please attach a check, money order or receipt for a bank transfer payable to EU Business School. Please contact the EU online campus for the exact bank account number to which the fee should be sent.

Applicants must also meet two of the following:

A minimum grade point average (GPA) of 3.0 on a 4.0 scale

—

A satisfactory score on the GMAT or GRE

—

2+ years of professional work experience (may include military service)

—

A Skype interview with the program director

*Students not meeting these criteria will be considered on a merit basis.

For more information please contact our Admissions Department at onlinecampus@euruni.edu

A WORLD-CLASS, VALUE-CENTERED EXPERIENCE

COMPLEMENTARY COURSES

Undergraduate level

All applicants should submit the following documents in order to complete the application process:

1. Proof of English fluency: TOEFL score 233 (computer-based), 577 (paper-based), 89 (internet-based); IELTS 6.5; CAE C; PTE 59; English native; a passing score in the EU English exam or equivalent*
2. 1 copy of CV/résumé
3. 1 copy of passport
4. Application form

To be admitted into undergraduate complementary courses, students must meet the following requirements:

A level of English as indicated above

—
2+ years of professional work experience (may include military service)

Graduate level

All applicants should submit the following documents in order to complete the application process:

1. Proof of English fluency: TOEFL score 233 (computer-based), 577 (paper-based), 89 (internet-based); IELTS 6.5; CAE C; PTE 59; English native; a passing score in the EU English exam or equivalent*
2. 1 CV/résumé
3. 1 copy of passport
4. Application form
5. Bachelor diploma & transcripts

To be admitted into graduate level complementary courses, students must meet the following requirements:

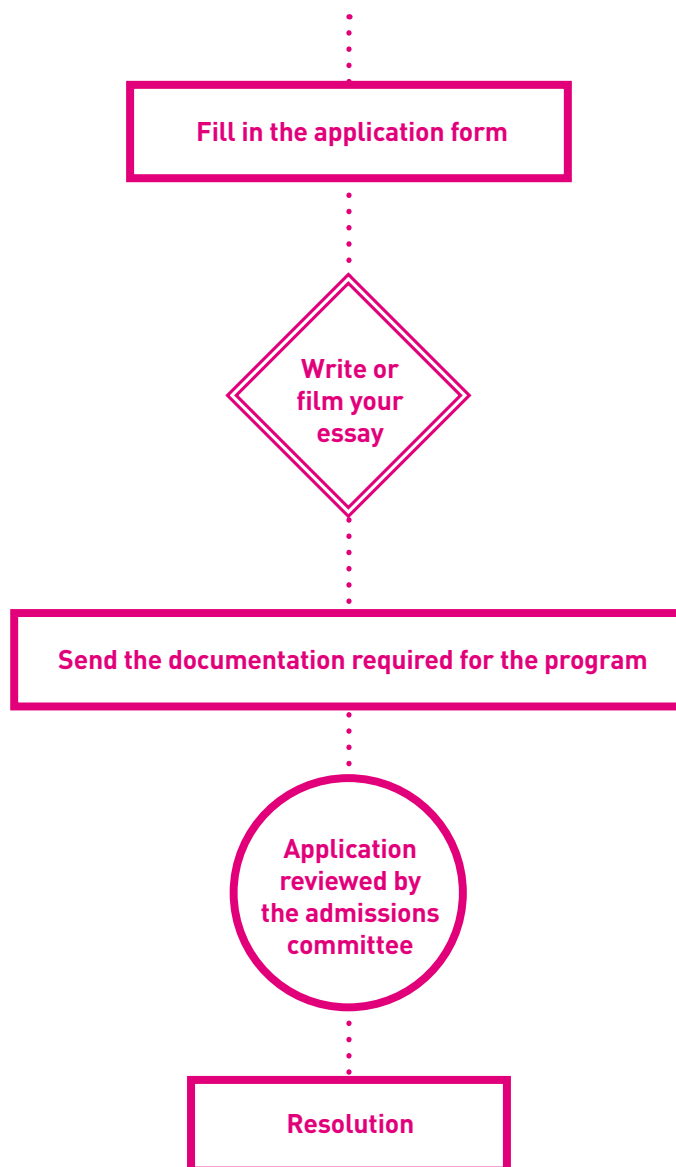
A level of English as indicated above

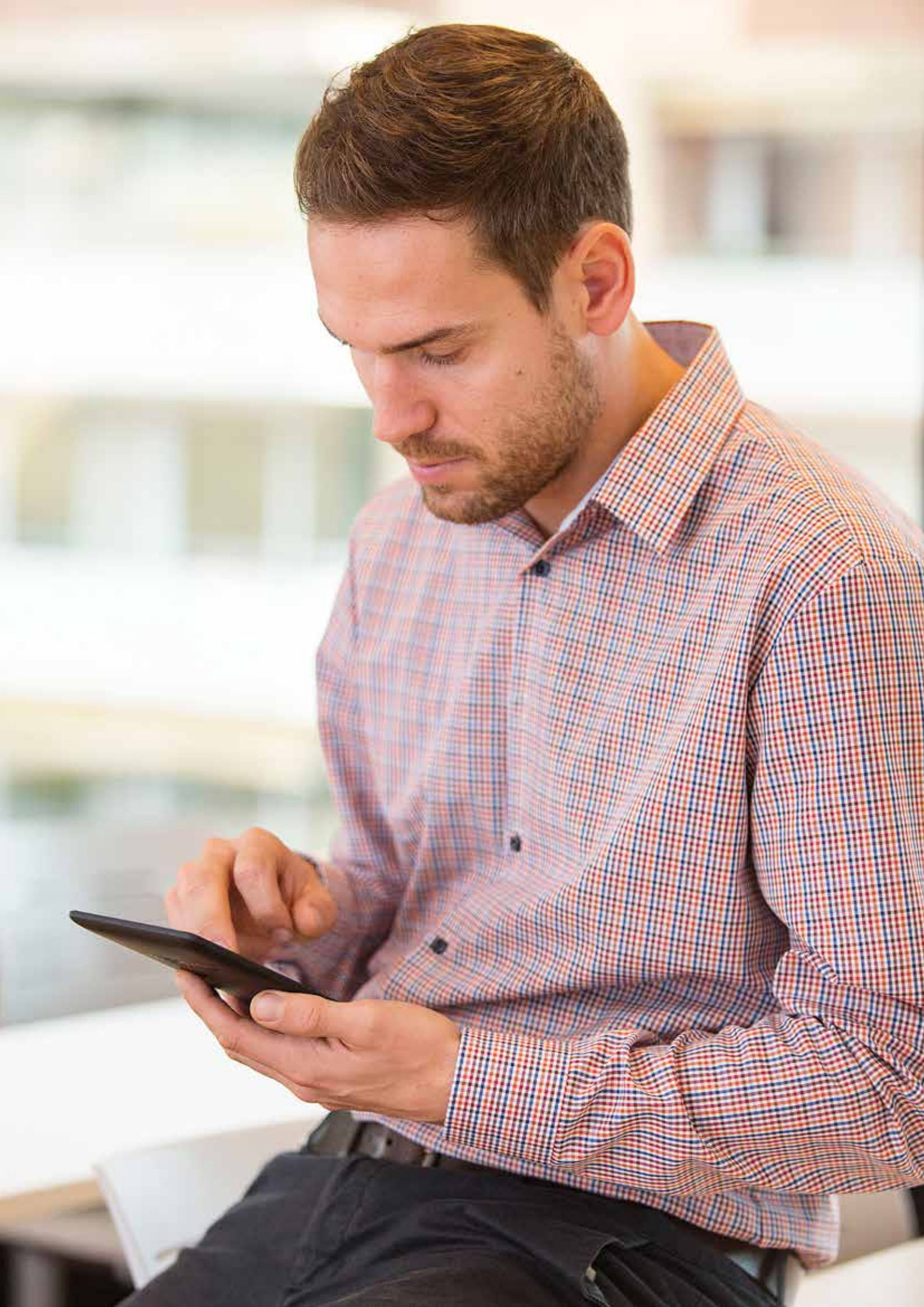
—
2+ years of professional work experience (may include military service)

—
Bachelor's degree

*Students not meeting these criteria will be considered on a merit basis.

Admissions Process







08

NETWORK

One of the most important tools that any business person can have in their arsenal is their network of contacts. This group of people could be vital to you getting a job, finding investors for your company or even helping you get settled in a new city. The EU community is vast, international and always willing to help. Most of our alumni are active members of the business community and all are willing to help younger graduates get started.

ALUMNI INTERACTION

EU's 25,000+ alumni already span the globe, holding top positions in multinational corporations, growing SMEs and innovative start-ups. Our Alumni Association brings them together by facilitating communications, promoting information exchanges and encouraging international business relations. This international network unites like-minded professionals who share similar business values and visions that stem from the same root: an exceptional global business education.

The EU Alumni Association hosts many events throughout the year to keep our alumni in touch with one another and with us. Through gatherings like informal networkers, specialized workshops or cocktail parties, EU alumni benefit from continuous relationships with their former peers and fellow EU graduates.

On our dedicated alumni website alumni.euruni.edu, you can find information on upcoming alumni events around the world; member contact details and profiles; and all the latest network news.

SOCIAL MEDIA NETWORKS

Current students can connect with one another, learn about upcoming events and stay informed on the latest EU news through our various social media channels. Our Facebook, Instagram and Twitter accounts are updated regularly, with inspirational messages, informative video clips, important updates and photos of student activities.

Graduates who join our over 3,000-strong EU alumni group on LinkedIn benefit from the latest news, career opportunities, interesting articles and active debates.

EU ADVANTAGE: NETWORKING

The EU Experience

Since its creation, students from all over the world have been welcomed to EU. On EU campuses, east meets west and north meets south. Despite all cultural and social differences, there is always one common denominator that bridges the gap. Students all learn to speak the same international language: **Business.**

ALUMNI.EURUNI.EDU

MYRNA SANCHEZ OTTO (U.S.A./Switzerland)

[Online MBA, 2015](#)

“One of the best things in the online program has been collaborative learning. You are exposed to so many different options! People come from a variety of backgrounds, not only culture-wise, but industry, age and life experience. The collaboration makes a strong program; there's so much to learn from other students!”

MARTIN SCHÜLER (Germany)

Director, ORGAFLUOR, S.L.

[Online MBA, 2013](#)

[Also has a PhD in Organic Chemistry](#)

“Scientists have long grown into top managerial positions; not least because sound scientific knowledge is instrumental in developing innovative frame-breaking strategies that are vital to an enterprise's competitiveness. Almost half of the Board at BASF, the world's largest chemical company by revenue to date, consists of people with scientific backgrounds. This relatively high representation among BASF's top managers serves as proof that scientists represent a key element for a company's long-term success.”

DR. MICHAEL MIHUT (Canada)

Portfolio Management, World Health Organization

[Online MBA, 2014](#)

[Also has a degree in medicine](#)

“As vital as it is for scientific research to be innovative and create new solutions, it is also important to be efficient, making good use of resources and opportunities. That's where business management plays an essential role. This is true regardless of the environment; whether it's academia, private companies or nonprofits.”

KRISTINA TURCHANINA (Kazakhstan)

[Online MBA, 2015](#)

“While studying my Online MBA at EU Business School I have learned not only about the subjects that I was studying, but I have also strengthened my time management, multitasking and prioritizing skills.

“I would say that the Moodle platform is very user friendly and I had no difficulties when I started learning. In fact, I would even say that I prefer online lectures to those that take place in the classroom because they are recorded and I can watch them from anywhere as long as I have Wi-Fi access. I can even sip a cup of tea while listening!

“Despite being an entirely online course, I very much appreciated the opportunity to meet classmates in person and get to know one another. I would recommend the Online MBA course to anybody that is ambitious, wants to be competitive in the job market and wants to control the way they study.”



EU ONLINE

For a look at the exciting ways EU is growing and the new opportunities we have to offer, have a look at our TV station **www.euruni.tv**. There, you can find a library of videos that bring you current information on new EU programs and footage from the latest EU events and industrial visits.

Meanwhile, on the EU blog **www.euruni.edu/blog** we invite you to not only stay informed about global and local news, hot new reads and worthy causes, but to actually participate. We invite students to write op-ed pieces and often we will select snippets from the best theses and student papers to publish online... with your name in the byline of course.

EU PUBLICATIONS

Throughout the year, we publish a magazine that celebrates the achievements of EU students, alumni and faculty, as well as exploring global issues that affect us all. The articles you can find in these publications cover topics that range from informative pieces about how to ace a job interview written by body language specialists to current trends in the global economy

A WONDERFUL TOOL FOR KEEPING THE EU EXPERIENCE ALIVE AND FLOURISHING

penned by knowledgeable lecturers and thought leaders. Our aim is to continue expanding the focus of these publications to include pieces that go even further in depth on subjects such as sustainability, globalization, travel, technology and of course, student life here at EU.

You can find updates on when our next publications will be available online at **www.euruni.edu** or on any of our social media networks.

LIKE US ON



FACEBOOK

JOIN US ON



LINKEDIN

FOLLOW US ON



TWITTER

VISIT US ON OUR



WEBSITE

WATCH US ON



YOUTUBE



**Business
School**

**THE BUSINESS
SCHOOL 3.0**



PROGRAMS OFFERED AT:

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

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

EU 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

OTHER EU CAMPUSES:

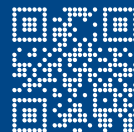
EU Administrative Office
Rue du Bassin 14
2000 Neuchâtel
T +41 32 724 22 26
F +41 32 724 22 28
info.ne@euruni.edu

EU Munich
Theresienhöhe 28
80339 Munich, Germany
T +49 89 5502 9595
F +49 89 5502 9504
info.muc@eumunich.com

EU Online
onlinecampus@euruni.edu

Programs in:

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

Partnered with:**Follow us on:**

Printed on 100%
recycled paper