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## Munich Graduate Programs

[www.eumunich.com](http://www.eumunich.com)





#StartHere







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**Website & Blog**

[www.eumunich.com](http://www.eumunich.com)

**EU Today TV | Events Section**

[www.eumunich.com/tv](http://www.eumunich.com/tv)

The world is  
changing,  
EU is ready.  
Are you?



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Welcome to EU Business School,

The foundation of any good career is a solid knowledge base. We live in an era in which information is instantaneously available. Education is no longer about acquiring information but rather developing key skills and learning how to evolve constantly with the world around us.

After your time with us, you will walk away with more than a degree. You will have learned about yourself and how to communicate with people from a diverse range of backgrounds. You will have continued to grow and develop, professionally and personally, and seize the new opportunities available to you. Don't forget the value of your youth, time and an unwritten future. These are the luxuries established professionals do not have.

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

You will face many challenges as you push boundaries within yourself and in the world around you. You will not be alone - we will accompany you along your path to success. Behind you, you will have a network of over 26,000 alumni and business professionals there to encourage you, inspire you and guide you as you establish yourself in the world of business. So if you're looking for the best chance at a future of endless possibilities:

**Start Here.**

We look forward to seeing you on campus,

**Dr. Dirk Craen**  
**EU Business School**  
**President**





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## Experience EU

Educating future business leaders and entrepreneurs with proven practical methods.



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## Swiss values, an international mindset and a pragmatic approach

The EU Group is a global network of professionally accredited, multicultural, high-ranking business schools with headquarters in Switzerland.

Since 1973, our international business school has provided high-quality instruction in a competitive learning environment. Through our network of campuses, the EU Business School curriculum promotes the managerial skills, business ethics and entrepreneurial initiative vital to pursuing jobs in today's current global market.

Our high-caliber faculty is made up of entrepreneurs, consultants, business leaders and full-time academics. Our faculty works with students on an individual basis to create a cooperative and caring learning environment where human values flourish. All of our courses are taught in English with programs that are student-oriented, flexible and personalized. We use a combination of classroom theory and hands-on ex-

periential learning that draws on both the American business education model and European learning methodologies. EU's pragmatic approach to business education prepares students for careers in today's rapidly evolving and globalized business world.

The EU Munich campus offers various programs at the foundation, bachelor's, master's and MBA levels, with focuses on international business, communication & public relations, international marketing, global banking & finance, leisure & tourism management, entrepreneurship, leadership, e-business and sports management, among others. All these programs culminate in a state-recognized degree and have been approved by the Ministry of Education in Bavaria, Germany.





With our global network, we encourage students to participate in program-related, intercampus exchanges, both continentally and with partner institutions around the world.

The EU Group continuously explores affiliation opportunities with world-class institutions. Our students in Munich can earn state-recognized graduate degrees on campus, thanks to partnerships with the University of Roehampton in London.

For students who want an international, flexible and personalized business education, this brochure is a window into our institution and the graduate programs offered at our Munich campus. We invite you to read through it and contact our admissions staff at [admission.muc@eumunich.com](mailto:admission.muc@eumunich.com) with any questions you might have.

You can also come and visit us on campus where you will meet our dynamic, creative and welcoming team and experience EU Business School firsthand.

## TOP REASONS TO STUDY AT EU

**International:** People from over 100 countries study at EU; 98% speak more than two languages.

**Small Class Sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

**Experiential Business Learning:** Case-study methods and a pragmatic approach are two of our most effective tools.

**Outstanding Faculty:** Our team is composed of academics, entrepreneurs, consultants and business leaders.

**Job-Seeking Visa:** Students are eligible to apply for a job-seeking visa and most find employment within six months.

### EU Group Ranked Among the Best:

Programs within our network are consistently featured in the top tier of global and European rankings.

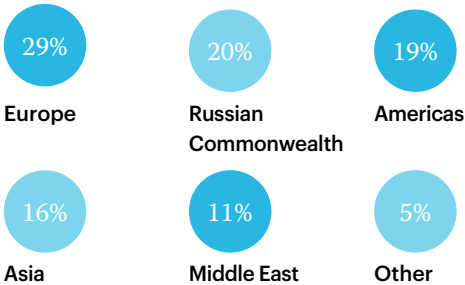
### Building a Business Personality:

We are committed to encouraging students to build up the most valuable brand they can market: themselves.

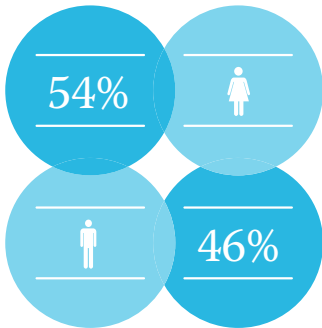
# Our numbers talk

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

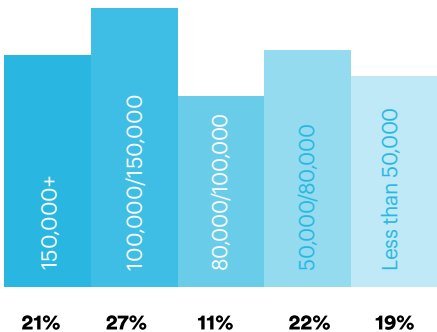
## STUDENTS BY REGION



## FEMALE TO MALE RATIO



## SALARY AFTER GRADUATION (IN EUROS)



20%

of our students use the knowledge gained in the classroom to create their own businesses

6<sup>months</sup>

**AVERAGE TIME WITHIN WHICH STUDENTS FIND THEIR FIRST JOB AFTER GRADUATION**

95%

**INTERNATIONAL STUDENTS**

3.5

**AVERAGE LANGUAGES SPOKEN**

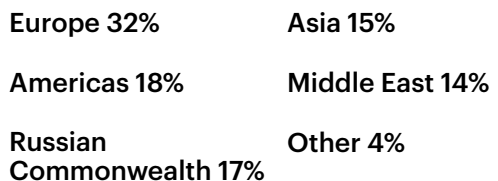
21-46

**GRADUATE STUDENT AGE RANGE**

37%

of students take advantage of our transfer opportunities to explore living and studying in different cities

## WORK PLACEMENT BY REGION



We are different.  
We are innovative.  
We are flexible.  
We are global.



# Official qualifications

Upon successful completion of one of the following graduate programs, students will earn a state-recognized degree.

## **MSc in International Management MBA**

**Both programs include a certificate of advanced studies in one of 11 majors:**

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Leadership
- E-Business
- Sports Management
- Human Resources Management
- Design Management



These programs are approved by the Bavarian State Ministry of Education, Science and the Arts.



- EU's main campuses
- Exchange opportunities

## **EU GROUP: PROFESSIONAL PROGRAMMATIC ACCREDITATIONS**



## **MEMBERSHIPS**



## **EU GROUP RANKINGS:**

1

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



### **A EUROPEAN IDENTITY A GLOBAL NETWORK**

EU Business School develops partnerships with universities and educational institutions around the world to provide the best education for our students. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, students are able to add a truly global perspective to their education.

### **TOP TIER**

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

### 5

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

### 6

Sixth-best business school for female students according to Capital magazine

### TOP 20

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

## Your life at EU

You'll get a hands-on approach to education at EU. Here, you will have the opportunity to meet dignitaries, travel to incredible countries, attend prestigious events and completely immerse yourself in a different culture. You'll also get an inside look at the world's most important companies and meet the visionaries behind them.

Brian Cookson OBE, president of the Union Cycliste Internationale, addresses our students at commencement



Students meet with potential employers at the annual EU Careers Fair



Students take part in tours of Munich and team-building events during orientation week





Students get a behind-the-scenes look at automobile manufacturing at BMW Welt.



Students and alumni make connections at Oktoberfest

EU Business School hosts the book launch of former Swiss President, Adolf Ogi, at the United Nations in Geneva









# A cultural, educational and business hub at the heart of Europe

As the major economic power in Germany, this city prides itself on innovative industry and an excellent quality of life. With the strongest growth and employment rates in the country, it is the perfect location for your world-class business education.

In Munich, you will find a kaleidoscope of contrasts - from Rococo opera halls to cutting-edge skyscrapers and from Western European heritage to American modernity. Along with the beautiful, old buildings, narrow streets with charming cafés and lively open-air beer gardens, you will find state-of-the-art architecture and a vibrant nightlife.

Coined as the center of “laptops and lederhosen”, business is also vital to the city’s identity. Through initiatives that help local startup companies with logistics and a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.

While your courses will require a great deal of dedication, you should explore this wonderful city every chance you get. We encourage you to take advantage of the numerous resources available to you in the city and on our social media pages to familiarize yourself with Munich. We’re sure you will feel at home in no time. Your EU Munich experience will immerse you in this forward-thinking, progressive city, renowned for its business vision.

## 2025

the year Munich plans to supply the city with 100% clean electricity

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## €1

admission on Sundays for many museums

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## #4

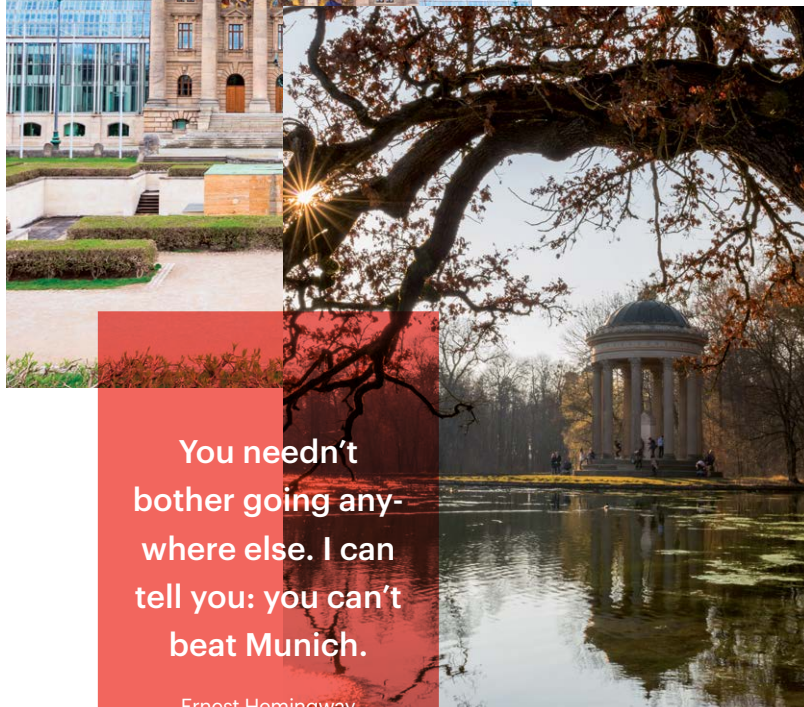
on Mercer’s 2016 Quality of Living Rankings



Frauenkirche; the  
Munich cathedral



Bavarian State  
Chancellery



You needn't  
bother going any-  
where else. I can  
tell you: you can't  
beat Munich.

Ernest Hemingway

Apollo's Temple in  
the English Garden

#### 90 minute flight to:

1. London
2. Paris
3. Rome
4. Berlin
5. Amsterdam
6. Geneva

#### Explore:

- Munich Residenz
- Frauenkirche
- Viktualienmarkt
- English Garden
- Nymphenburg Palace
- Deutsches Museum
- Pinakothek Art Galleries
- St. Peter's Tower
- Olympiapark
- Urban art at Tumblingerstrasse

#### From €10

The Bavaria Ticket, good for one day of travel anywhere in the state; even Salzburg.



# A city for all seasons

Filled with activities and festivals year round, Munich is a lively and culturally diverse metropolis that honors the old and celebrates the new.



1. Allianz Arena, home of FC Bayern Munich
2. Surfing the Isar River
3. Christmas Market
4. Tollwood Music Festival







Munich brings together the best things in life: good food, good music and good fun. From its world-famous Oktoberfest and Christmas markets, to music festivals, alpine skiing, FC Bayern and summer beer gardens, you'll never run out of new things to experience - you can even go river surfing on the Isar! When it comes to celebrating life and culture, in Munich there is so much to see and take part in that you'll never get bored.

#### Like a local:

Did you know that in Bavaria you can bring your own food to any beer garden? It's been a practice since the 19<sup>th</sup> century, but remember you must buy your drinks from the establishment and eat at the long wooden tables outside.



Some hearty, traditional Bavarian food

## 2007

the first year of the EU Oktoberfest alumni event

## 20kg

the average weight carried by an Oktoberfest server per trip

## 7.7M

liters of beer are served at Oktoberfest each year



## A campus surrounded by parks and green spaces

Centrally located in Theresienhöhe, between the site of Oktoberfest and Bavaria Park, EU Munich places you at the strategic center of the city.

**11**hectares

of green and public  
space to enjoy

**80km**

of biking trails in  
the English Garden

**10min**

from Marienplatz with  
public transit

The EU Munich campus is centrally located across the street from the historic and lively Theresienwiese fairground, home to the world's largest fair, Oktoberfest. The area underwent a huge change in 1998. Many of the buildings built before 1920 were extensively modernized, and several recreational spaces were designed in accordance with the city's urban plan for a greener and more compact environment.

Impressively, of Theresienhöhe's 47 hectares, 25 are public acreage and 11 are green spaces. As one of the greenest cities in Europe, the city's population of almost 1.4 million people enjoy a high quality of life, making it no wonder that Munich regularly tops opinion polls of the best places to live in Germany.

The campus building houses state-of-the-art learning facilities with floor to ceiling windows that take advantage of the natural light. Wi-Fi access is available across campus and every classroom has a SMARTBoard and high-tech sound system.

A comfortable walk from the city's historic center, the EU Munich campus is in close proximity to the world's business leaders.

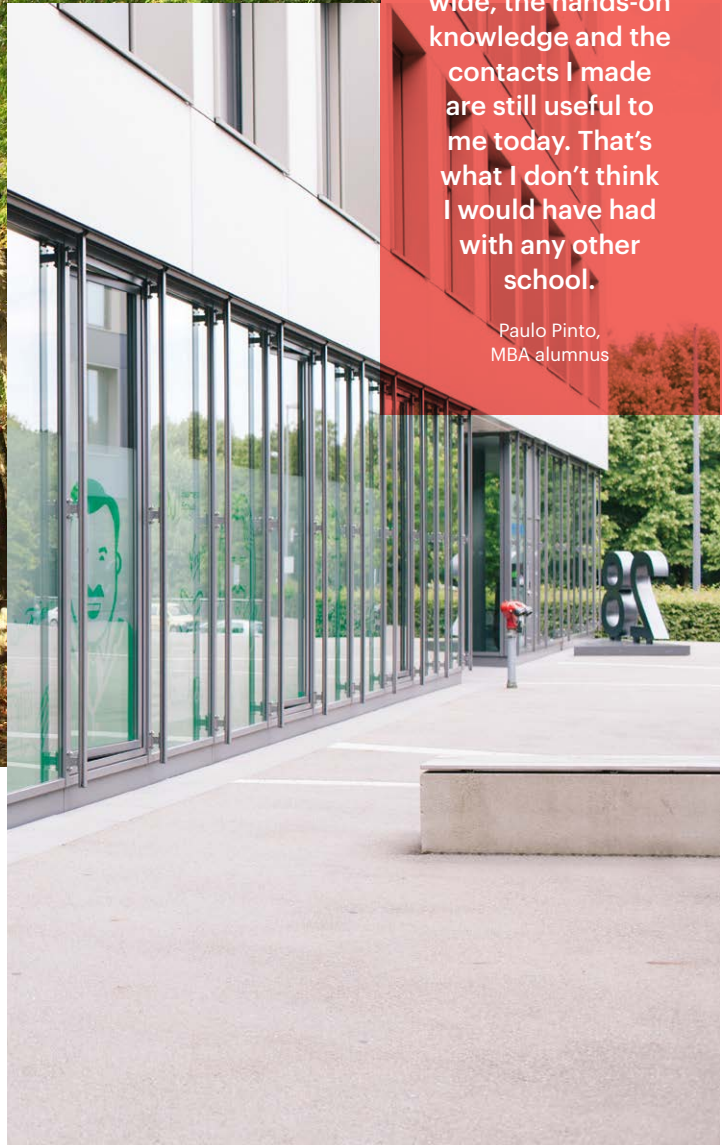




Students regularly attend industrial visits to the headquarters of global enterprises like BMW, Siemens, Paulaner, Coca-Cola, MAN Trucks, Audi and Porsche. These visits offer students an opportunity to gain unique insight into the way that successful businesses operate. Senior-level employees regularly visit the EU Munich campus to share their knowledge and provide case studies to the eager students.

We had contact with managers from the biggest companies world-wide, the hands-on knowledge and the contacts I made are still useful to me today. That's what I don't think I would have had with any other school.

Paulo Pinto,  
MBA alumnus





**Peter Brabeck-  
Letmathe**  
Former CEO &  
Chairman, Nestlé



**eu | Business  
School**

**start**

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# Programs

## **MSc in International Management MBA**

### **Both programs in one of 11 majors:**

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Leadership
- E-Business
- Sports Management
- Human Resources Management
- Design Management



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## About our graduate programs

Today's employers are on the lookout for MSc and MBA graduates who have international exposure and can succeed in the global business world.

The EU Munich MSc and MBA programs are tailored to accommodate each student's needs. We offer a variety of specializations, ranging from the traditional, to the most up-to-date areas of the international business world. The MSc program is designed for aspiring professionals with less than two years of work experience, while the MBA is for working professionals, and those who have previously held managerial roles. All classes are taught in English and take place in the afternoon or evening from Monday to Friday. The programs last one year, full time (three terms of 10 weeks each) or two years, part time (six

terms of 10 weeks each), with intakes in October, January and March.

Within the MSc and MBA paths, students can choose from 11 business majors. In these programs, students explore, examine and analyze various topics to develop their own business personalities. The first two terms cover the essential skills for understanding graduate level business concepts and the last term focuses on the student's major. Upon completion of a Management Research Methods Module and a dissertation, students earn an EU Certificate of Advanced





Geneva

Studies and a state-recognized degree from the University of Roehampton in London, while studying on our Munich campus.

You can add to your international experience by studying a term abroad at one of our other campuses in Switzerland or Spain. Potential employers consider candidates who have lived in other countries and immersed themselves in different cultures to be adaptable, independent and better problem-solvers.

### **Geneva, Switzerland**

A hub for the world's leading international organizations, such as the United Nations, the World Trade Organization, the World Health Organization and the Red Cross, it's no wonder that Geneva is a financial center of the world. Good food, a high quality of life and easy access to other metropolises around Europe make Geneva a high-functioning cosmopolitan city.

### **Montreux, Switzerland**

The Swiss city of Montreux sits on the northeast corner of Lake Geneva. Its old-world charm is furthered by the land surrounding it, of which 50% is heavily forested. Complemented by a dynamic population of multilinguals and known worldwide for its annual Jazz Festival, this charming city has



Montreux

been home to legendary artists including David Bowie, Freddie Mercury, Igor Stravinsky and Vladimir Nabokov.

### **Barcelona, Spain**

As a major economic power in Spain, Barcelona prides itself on its collection of innovative entrepreneurs and growing business industries. With a very reasonable cost of living and endless opportunities to play sports and socialize, the city has made a name for itself as the cosmopolitan capital of the Mediterranean coast. The home of FC Barcelona, close to 1,000 startups and acclaimed artists such as Salvador Dalí and Antoni Gaudí, Barcelona has rapidly become a center for young, creative talent, with hundreds of enterprises and entrepreneurs embarking on business ventures here.

# About the MSc in International Management

The MSc is available as a one-year, full-time or two-year, part-time program (90 ECTS). It is designed for aspiring professionals with less than two years of work experience. Students completing the program earn a state-recognized MSc in International Management from the University of Roehampton and a Certificate of Advanced Studies from EU in one of 11 majors.



The knowledge and skills gained during the MSc program will provide a solid foundation for careers in all sectors. You will learn the crucial elements of business and management while developing the acumen required to conduct business matters on an international scale, negotiating time zones, cultures and languages.

The full-time option lasts three terms, includes core and specialization courses, case studies and seminars. The program culminates with a Management Research Methods Module and dissertation. You can expect to spend 30 to 40 hours per week on MSc-related work.

**Within the MSc degree path, you also complete an EU Certificate of Advanced Studies in one of these 11 majors:**

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Leadership
- E-Business
- Sports Management
- Human Resources Management
- Design Management



## About the MBA

The MBA is designed for business professionals with over two years of professional work experience. You can choose from one-year, full-time or two-year, part-time options (90 ECTS), each with 11 majors. Graduates earn a state-recognized MBA from the University of Roehampton and an EU Certificate of Advanced Studies.



Internationally renowned, our MBA is featured in the top tier of the European MBA listings according to CEO Magazine and our full-time MBA has been placed fifth-highest for salary uplift in Europe in the QS Return on Investment Report 2015.

This program is for professionals who want to change their career path, move into managerial positions or expand their existing skill set. The MBA takes an in-depth look at subjects, from marketing to economics and covers topics integral to the modern business world.

The full-time option lasts three terms, includes core and specialization courses, case-studies and seminars. The program culminates with a Management Research Methods Module and dissertation. You can expect to spend 30 to 40 hours per week on MBA-related work.

**Within the MBA degree path, you also complete an EU Certificate of Advanced Studies in one of these 11 majors:**

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Leadership
- E-Business
- Sports Management
- Human Resources Management
- Design Management





## TOP REASONS TO STUDY AN MBA

**Build Your Network:** Meet recruiters, entrepreneurs, managers, CEOs and even your next business partner, while developing your skill set with other success-minded professionals.

**Become a Leader:** Improve your chances of obtaining a high-level management position along with new career opportunities.

**Change industries:** Looking to move into another industry? An MBA can help bridge the gap. Do what you are passionate about.

**Credibility:** Enjoy the worldwide recognition a graduate degree provides and become an expert in your field.

**Higher Salary:** MBA and master's graduates can expect a significant increase in income.

## International Business

### Students completing this major pursue careers in:

- Non-profit organizations
- Multinational corporations
- Trade services
- Government agencies

Today's successful professionals must come with a varied skill set, adaptable to the diverse and international nature of the global market. This major equips you with the tools to navigate a world with rapidly dissipating borders. In this program, you will develop a broad understanding of the global economic playing field through extensive case-study research accompanied by a diverse range of topics that relate to international business, including: finance, law, media, communications and management.

A sample of the International Business program courses:

- Business Policy & Strategy
- International Finance
- Technology & Change Management

**Students completing this major pursue careers as:**

- The skills required for communication and public relations have been drastically redefined by changes in social and digital media. Professionals in the field are required to coordinate increasingly complex public relations campaigns now that the consumer and brand are so interconnected. This program will provide students with the know-how to stay ahead of current trends and to apply the latest technologies and communication strategies.

- Public Relations
- Organizational Communication
- Practical Applications in PR

**Students completing this major pursue careers in:**

- The marketing of products and services is an important aspect of any business. Effective delivery of a company's offerings is key to success in today's constantly evolving and diverse business world. This program provides the framework for understanding markets, competitors, product portfolios and consumer behavior from an international perspective. You'll learn about the latest developments in e-marketing strategies, advertising and media; preparing you for a career in international marketing.

- \_\_\_\_\_ Sales Management
- \_\_\_\_\_ E-Marketing Strategies
- \_\_\_\_\_ Advertising & Media



## Global Banking & Finance

**Students completing this major pursue careers in:**

- Investment banking
- Financial management and planning
- Strategic acquisitions
- Credit strategy management

This major covers a diverse range of areas in the finance industry, from the financial organization, operation and challenges of the economy at large to issues of financial management in firms and financial institutions. This program equips you with the analytical foundation and the tools necessary to deal with important practical issues in a finance-centered career. It is the perfect preparation for management positions in the fields of corporate finance, investment management and other diverse areas in banking and finance.

A sample of the Global Banking & Finance program courses:

- \_\_\_\_\_ Financial Investments
- \_\_\_\_\_ Financial Planning
- \_\_\_\_\_ Short-Term Financial Management

## Leisure & Tourism Management

**Students completing this major pursue careers as:**

- Hotel chain executives
- Tourism bureau directors
- Resort managers
- Event and conference executives

Tourism is the fastest growing industry in today's business world and companies continue to require academically qualified managers to afford them an insight into the industry. This specialization explores the theories, practices and business models that make up the tourism and leisure field. Focusing on the development of executive skills and strategic aptitudes, this program will deliver the key competencies required in the industry while developing your understanding of international and intercultural management needs.

A sample of the Leisure & Tourism Management program courses:

- \_\_\_\_\_ Strategic Tourism Marketing
- \_\_\_\_\_ Environments of Tourism
- \_\_\_\_\_ E-Business in Tourism





## Entrepreneurship

### **Students completing this major pursue careers in:**

- Information technology
- B2B/B2C sales
- Venture capital
- Consultancy

Growing businesses need to adapt to environmental and technological changes. This major prepares you for the challenges of establishing and growing a business in today's dynamic climate. We'll help you build the framework for your new venture and provide you with the skills necessary to become an entrepreneurial leader. By graduation, you will develop key capabilities for success in the areas of new product and service development as well as, small and family business management.

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A sample of the Entrepreneurship program courses:

- \_\_\_\_\_ New Product Development
  - \_\_\_\_\_ Innovation & Leadership
  - \_\_\_\_\_ Technology & Change Management
- 

## Leadership

### **Students completing this major pursue careers in:**

- Corporate management
- Consultancy
- Motivational speaking
- Team building

Good leadership means good business. Professional communication, team building and conflict resolution are the key skills developed in this comprehensive program. Whether you want to be a startup entrepreneur or a change-agent in an existing organization, this major will help you to define your leadership style. You'll learn to set clear goals and objectives while effectively managing a team. This program promotes leadership values that benefit both companies and their employees.

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A sample of the Leadership program courses:

- \_\_\_\_\_ Business Ethics
  - \_\_\_\_\_ Business Policy & Strategy
  - \_\_\_\_\_ Coaching & Mentoring
-



## E-Business

**Students completing this major pursue careers in:**

- Entrepreneurship
- Marketing and sales interface
- Consultancy
- Executive management

The success of a business today depends on its online presence. Accordingly, e-business is one of the fastest growing and most in-demand modern industries. The e-business program prepares you to thrive in an online business context, examining a broad range of topics from online architecture to usability, while covering many of the relevant issues that managers face in internet-based environments. You will be well-equipped to start your own online business, join an existing company or invent new ways of doing business online.

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A sample of the E-Business program courses:

- \_\_\_\_\_ E-Marketing Strategies
  - \_\_\_\_\_ Crafting the E-Business Model
  - \_\_\_\_\_ The E-Consumer
- 

## Sports Management

**Students completing this major pursue careers in:**

- Recruiting
- Marketing and promotions management
- Sports media and public relations
- Corporate sponsorship

The sports market is a multibillion dollar industry, experiencing rapid expansion in regions such as China, Russia, Brazil and the Middle East. The industry offers diverse and dynamic opportunities to graduates, ranging from professional sports to managing events and corporate sponsorship. Professionals who want to work in this field require an increasingly specialized skill set. This program prepares you to meet these challenges through courses in sports marketing and management, financial management as applied to sport and sponsorship.

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A sample of the Sports Management program courses:

- \_\_\_\_\_ Sports Sponsorship
  - \_\_\_\_\_ Sports Marketing Management
  - \_\_\_\_\_ Crafting Unique Sports Events
-



## Human Resources Management

**Students completing this major pursue careers in:**

- Recruitment
- Personnel management
- Compensation management
- Labor relations

People are the most valuable asset of any company and now, more than ever, organizations are committed to the happiness and retention of great employees. The human resources management major focuses on managing people from a social, cultural and political point of view while developing management skills. You will learn effective talent scouting and management, in addition to the trends and techniques necessary to build a top-notch team of business professionals.

A sample of the Human Resources Management program courses:

- \_\_\_\_\_ International HRM
- \_\_\_\_\_ HR Development & Training
- \_\_\_\_\_ People Management

## Design Management

**Students completing this major pursue careers in:**

- Brand strategy
- Advertising
- Packing design development
- Marketing management

Companies now have more options than ever to promote their products and brands. Practical knowledge of design, current trends and how they affect corporate practices is quickly becoming a key component of running a successful organization. Through this program, you will gain a general understanding of design history and esthetics while learning how to best apply them to business and productive management practices.

A sample of the Design Management program courses:

- \_\_\_\_\_ Luxury & Design
- \_\_\_\_\_ Architecture & Hotel Design
- \_\_\_\_\_ Photography & Management





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## Beyond the Classroom

EU offers educational and professional opportunities to enhance your experience during your studies and beyond.



## Career development is a journey, our one-on-one assistance will help you reach your career goals

When you use our career services you receive guidance at each stage of your professional journey, whether it's deciding what your next step is, changing your career or preparing for an interview.

EU Business School enjoys a solid reputation among recruiters and local companies. The caliber of our students and the efficiency of EU's independent, dedicated EU Career Services Department (CSD) provides a distinct competitive edge in job interviews. The way you present and sell yourself is equally as important as your knowledge and experience, which must be presented effectively in your CV and during your job interview in order to be recognized.

The CSD serves students, alumni and organizations by addressing individual development and employment needs. The CSD regularly holds career workshops and will be able to provide you with assistance in formulating, exploring and implementing your career options.

### EU Career Fairs

The CSD organizes regular career fairs, which are exciting, dynamic and laden with opportunity, the most prominent being the annual EU Careers Fair in Barcelona. Here, companies are ready to uncover some of the best talent available, providing for a number of enriching professional opportunities. On a personal level, you are able to interact with 12 to 15 of the foremost international companies, while also enjoying the chance to discuss your CV, job prospects and skills, in short interviews with recruitment experts. Students across all campuses are invited to participate in our career fairs.

### EU Career Services

#### Department Workshops:

- The Importance of Personal Branding and Social Presence
- The Hidden Job Market: Cold Calling, Networking and Researching Employers
- Perfect Your Professional Image
- The Art of Networking
- Successful Job Interviews
- How to Write a Successful Job Application (CV and cover letter tips)
- The Power of LinkedIn
- EU Career Services: What We Offer and How We Can Help

### Past internships attained in Munich:

- British Consulate Munich
- British Embassy Berlin
- Internations
- Flixbus
- Caremondo
- Ipsos
- Triumph
- Holydog
- Hilton Hotels
- Globalsports
- Vertic
- Cosmocover
- PowerBar



## Our career services counselor can help you:

01

### **Edit your cover letter**

Stats show that with just ONE mistake, your CV or cover letter will be thrown out.

02

### **Optimize your CV**

Have several CVs that you can tailor to the position you are applying for.

03

### **Find exclusive internship offers**

You can access exclusive offers on our free Jobteaser platform through your personal dashboard, which also serves as your profile for employers on the site.

04

### **Prepare for your interview**

For Skype or phone interviews, you should behave, dress and speak exactly like you would during a face-to-face interview.

05

### **Choose the right outfit**

Office-appropriate attire has changed over the years, our team will help you make the best choice.

06

### **Build your professional online identity**

A study by Adweek magazine showed that 92% of companies use social media for recruiting.



We tell all of our students that your career begins on your first day at EU. Combine your passion with business.

Norma Tecuatl  
Career Services Counselor  
Munich campus



## Prajakta Prabhune

India

Skype meeting  
with EU's Career  
Services Department

Career services  
helped me prepare  
my CV and cover  
letter in a German  
format in a  
professional way.  
And it didn't stop  
there, I also got  
guidance on how  
to network and  
look for further  
opportunities  
within my  
workplace.

Prajakta Prabhune

Master of Business  
Administration  
with a major in  
Global Banking  
& Finance

Career services  
counseling

Internship  
in regulatory  
affairs at  
Allianz





## Networking

Throughout your career, networking will be the most effective method of progression. A substantial percentage of our graduates receive their first job offer through a personal contact they made.

At EU Business School, we know that networking plays a significant role in today's job search process. Our on-campus conferences, partnerships and alumni events are designed to give our students and graduates an abundance of opportunities. At these events, they interact with other professionals, build strong business relationships and create meaningful and lasting contacts.

### Partnerships

Partnerships also help develop strong networking ties that create opportunity for both our students and businesses looking for new talent. In a world of shifting economic, marketing and educational needs, collaborations between educators and employers are becoming increasingly important. At EU, we encourage new relationships with organizations that share the values we impart to our students.

### Networking events

EU hosts a number of networking events around the world to bring students, alumni and local business people together and foster new relationships. From the youth conference held annually at the headquarters of the United Nations in New York, to entrepreneurial competitions held in Luxembourg, EU connects to a number of events around the world that will get you out there meeting current and future business leaders.

### EU Munich is proud to partner with:

**The Professional Women's Network (PWN)** hosts 600 events per year in 25 cities. EU Munich has partnered with PWN for their Global Entrepreneurship Program; a seven-month, online program with on-site conferences.

**TEDxMunich** is where you can hear from inspiring German and international speakers from various fields. We even have a couple of student volunteer placements to further your experience.

**The Toastmasters' Munich chapter of 'The Effective Communicators Club'** has members from over 20 nationalities. Biweekly meetings help members improve their corporate presentations and public speaking skills while networking with other professionals.

### EU students attend events including:

- Change the World Model United Nations in New York
- Morpheus Cup
- Entrepreneurship School
- Swiss Economic Forum
- Chamber of Commerce Workshops
- High Performance Leadership Program
- Online students on-campus networking events
- Executive Work Breakfast
- Alumni Afterwork Cocktail
- Afterwork Networking Event
- Guest speaker events



# A connection to real businesses and businesspeople is part of the EU experience

You'll interact with industry experts and leading international businesses right on our doorstep.

Guest speakers often visit the EU Munich campus to share their expertise, from Grammy winners to successful entrepreneurs. You are also connected to Munich's local and international business world through industrial visits to companies such as BMW and Germany's largest daily newspaper, Süddeutsche Zeitung. These industrial visits give you behind-the-scenes access and a privileged look at the organizations. Both opportunities allow you to interact firsthand with industry leaders. Guest speakers have even been known to help students find employment through their extensive network of contacts, providing additional opportunities for keen students.



We  
bring  
business  
to life.

## LEARNING FROM LEADERS:



**Dr. Raghavan Seetharaman**  
**CEO of Doha Bank Group**

helped students gain a comprehensive idea of market dynamics, he has also given lectures on global governance and sustainability.



**Yves Leterme**  
**Former Prime Minister of Belgium and Secretary-General of the International Institute for Democracy and Electoral Assistance**  
told students to be the positive business presence of the future.

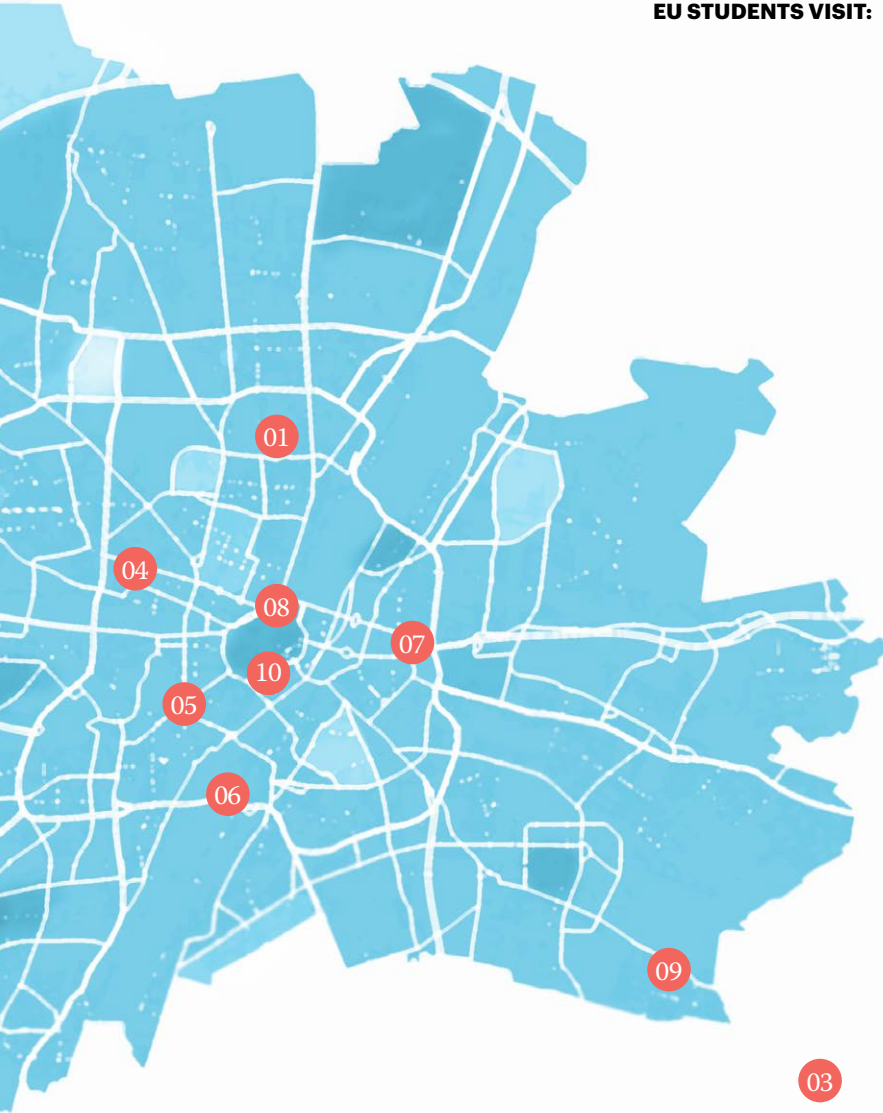


**Jean-Claude Biver**  
**President of the LVMH Watch Division and Chairman of Hublot Watches** spoke about innovative thinking and living in paradise everyday by doing what you truly love.



**Alexandre Zeller**  
**Chairman of the Board of Directors at SIX Group (the Swiss stock exchange)** inspired students about their future in business.

## EU STUDENTS VISIT:



01



02



03

LANTENHAMMER

04



05



06



07

Süddeutsche Zeitung

08

BAYERISCHE  
STAATSOOPER

09



10

KUNSTHALLE  
MÜNCHEN

**Jens Bay**  
**Industry Manager in**  
**Media & Entertainment**  
**at Google Munich** shared  
his insights on market-  
ing, life at Google and  
working with a Grammy  
award-winning team. He  
asked: "what keeps you up  
at night?"



**Simone Dappert**  
**Human Resources**  
**Expert and Partner &**  
**Founder of Konsultwerk**  
broke down the  
essentials of applying  
for a job in today's highly  
competitive market; it's  
more than just what's on  
your CV.



**Manuel Madunic**  
**Managing Director of**  
**KIM Sports Manage-**  
**ment** used the American  
football team, the Oregon  
State Beavers and Liver-  
pool FC as examples for  
his discussion on sports  
management.



**Kai Boschmann**  
**Chief Marketing & Com-**  
**munications Officer at**  
**International SOS** spoke  
to students about how to  
be an effective market-  
er in today's business  
sphere.







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## At Home in Munich

Our admissions process is quick and straightforward. You can consult with our admissions department to help guide you through the process.



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## How to apply

Applicants are evaluated on the strength of their applications as a whole. Consideration is given to the students' qualities and abilities: leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences.

### Step 1: Choose your program

#### **MSc in International Management MBA**

##### **Both programs with a major in:**

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Leadership
- E-Business
- Sports Management
- Human Resources Management
- Design Management

---

### Step 2: Check the entry requirements

The admission process at EU Business School is clear and straightforward. You must reach specific

academic and English-language requirements before we can make an offer of admission.

For details on the documentation you will need to submit, visit our website.

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### Step 3: Submit your application

In addition to other documentation, you will need a certified copy of your bachelor's degree and an official copy of your academic transcripts.

Submit your application online at:  
[www.eumunich.com/apply](http://www.eumunich.com/apply)

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#### **Application deadlines:**

We have several application deadlines throughout the year, please check our website for your program's specific application dates.

For more information please refer to the EU Munich website: [www.eumunich.com/admissions](http://www.eumunich.com/admissions)

# Visas

Before arriving in Germany, it is essential to know your visa requirements as you might need a visa to enter, travel and study here. There may be many requirements to fulfill depending on your country of origin and it may take up to three months after submission to receive an answer, with no possibility to expedite the process. There's no shortage of students applying for visas, so it is vital to book your appointment well in advance.

## You will not need a visa if you are:

- A citizen of the EU/EEA/EFTA countries.
- A partner or child of an EU/EEA/EFTA citizen, but only if you are traveling together.
- A holder of a diplomatic or special passport from Chad, Ghana, Philippines, Thailand or Turkey.
- A holder of a diplomatic passport from Albania, Algeria, Bosnia and Herzegovina, Georgia, India, Jamaica, Kenya, Macedonia, Malawi, Moldova, Montenegro, Morocco, Namibia, Pakistan, Peru, Russian Federation, Serbia, South Africa, Tunisia, Ukraine or U.A.E.

If the above condition does not apply to you, you will need a visa before arriving in Germany. You can apply at the German Embassy or Consulate General in your home country. The visa provided is usually temporary and only valid for three months, within which time period you will be required to obtain a residence permit once in Germany.

## You can apply for a student visa once in Germany if you are:

- A citizen of U.S.A., Canada, South Korea, Australia, Israel, Japan or New Zealand.

## Required documents:

- Two completed visa application forms in German with all required photos and signatures.



- Proof of health insurance.
- Proof that you have sufficient funds to support yourself while living in Germany.
- Passport, valid three months beyond the end of your studies and three photocopies.
- Motivation letter and CV.
- Evidence of previous academic performance/degree certificates.
- Final acceptance documents from EU Business School Munich and three photocopies.
- English level certificate (IELTS/ TOEFL/CAE).

It is highly recommended to complete all documents accurately and provide translations for all documents that are in any language other than German.

Please bear in mind that the requirements for obtaining visas may change, therefore, we recommend that you contact your local German Embassy or Consulate General to ensure you have the most up-to-date list of requirements.

## Please note:

Each visa application is reviewed individually, therefore the requested documents may vary. Each embassy reserves the right to ask for additional documents at any time. The submission of the above documents does not guarantee the issue of a visa. Submission of an incomplete set of documents will lead to a refusal of your visa application. Once a visa has been issued, the purpose of the trip may not be altered. There is no such thing as an urgent or express visa.

For more information please refer to the EU Munich website: [www.eumunich.com/admissions](http://www.eumunich.com/admissions)



# Living in Munich

As one of the fastest growing cities in Europe and a magnet for thousands of jobseekers and people pursuing further education, accommodation in Munich is highly sought after. Therefore, we encourage all new students to begin their housing search while waiting for their final enrollment documents.

We believe that a comfortable and inspirational living environment is an important part of any educational experience. This section gives you an overview of the accommodation options available to you. Along with the support of EU's Accommodation Office, you will be able to find the perfect place to call home in no time.

## Student dorms

Living in student dorms provides for a culturally diverse experience, it allows you to meet new people and gives you a structured living environment. A studio in a student dorm is one of the most sought after accommodation options for international students in Munich. This type of accommodation is welcoming and ensures you always have someone to talk to.

EU Munich has secured a limited number of student dorm placements with our residential partners. The dorms are located in different districts, each easily within reach of the EU campus via a direct line of public transport. Aside from this, there are also many privately run student dorms in Munich that offer exceptional service.

If you are planning to arrive at the beginning of the fall term (October), we recommend that you send your accommodation application to a wide range of residences at least three months prior to your expected arrival date, as thousands of German and international students arrive in Munich during fall to commence their studies.

Apply for a place in our partner residences immediately after enrollment by contacting our accommodation officer. Placements are limited.





### Private apartments

Having your own apartment is something that will appeal to you if you enjoy the quiet, like to be alone and don't want to compromise on personal space. You can choose to get an apartment anywhere in the city without limiting yourself to student dorm availability or location. This type of accommodation is for independent people.

For more information about how to find your own flat, please contact our accommodation officer.

### Apartment sharing

Sharing an apartment is a popular concept in Germany and a lot cheaper than living on your own. Shared housing is a flexible option and with international roommates, you will be able to learn other languages in no time but you must be willing to compromise.

If you are interested in this option, we highly recommend you arrive in Munich before you begin your studies, in order to meet potential housemates and landlords personally. For more information about how to find a shared apartment, please contact our accommodation officer.

### Planning your budget

When you're studying, it's very important to have a budget. You will need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a monthly living expenditure of about €1,200. For accommodation expenses, you should budget around €500-700 per month to live in student dorms, €900 and up to live alone and €700-800 for shared accommodation. The remainder will be for basic necessities and leisure.

For more information on student dorms, private apartments and apartment sharing please email our accommodation officer at: [accommodation@eumunich.com](mailto:accommodation@eumunich.com)

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_____	Meal at an inexpensive restaurant €7-€12
_____	One liter of milk €0.80
_____	Cappuccino €3.50
_____	½ liter of domestic beer on tap €4.50
_____	Cinema ticket €11

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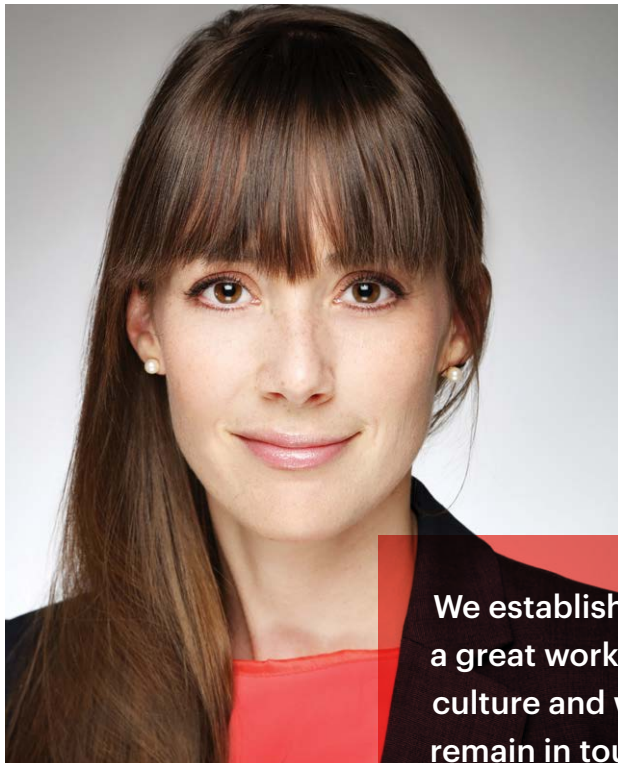
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## A Network for Life

Join a network of more  
than 26,000 with the EU  
Alumni Association.

## Life after your studies

The EU Alumni Association brings together alumni from top cities all across the world. The association holds regular networking events, webinars, presentations, talks and seminars designed to further promote connections between alumni, such as “How To Survive a Zombie Apocalypse in Your Company”. These initiatives are specially designed to support active and engaged members of the international business community.



**We established  
a great working  
culture and will  
remain in touch  
for many years  
to come.**

Lena Woodward  
Community Specialist,  
World Economic Forum  
Class of 2015

### **Alumni Hub**

The online platform created by the EU Alumni Association gives access to information regarding workshops, networking events and career development opportunities. Members use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer career opportunities and mentor others, sharing their expertise and inspiring the next generation of business leaders.

New graduates benefit from having the solid base of professional contacts the alumni network provides. The network is full of established professionals who share similar ideologies and can provide support for business ventures or mentorships. Keeping in touch after graduation provides important professional contacts, as alumni Julian Marquardt Baladurage and Danielle Prieto can attest to. After graduating from EU, Prieto joined Baladurage's technological solutions company, MBI Integrated Technologies, and they now enjoy an excellent working relationship.

For more information please email: [alumni@eumunich.com](mailto:alumni@eumunich.com)

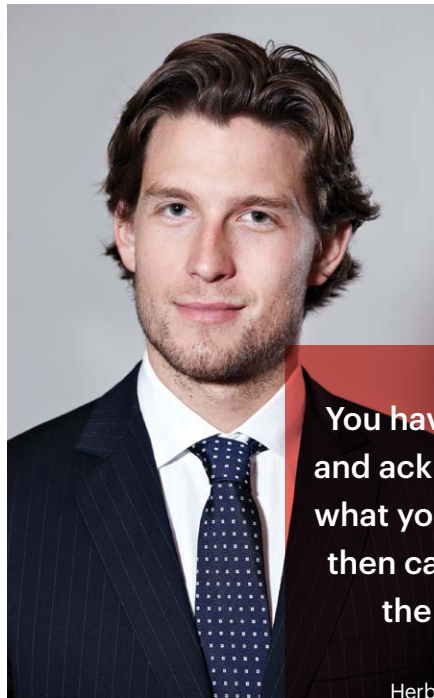
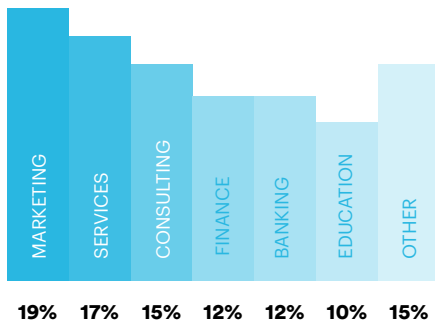
## ALUMNI LINKEDIN GROUP MEMBERS

3,300+

## ALUMNI NETWORK MEMBERS

26,000+

## SECTOR



You have to love  
and acknowledge  
what you do; only  
then can you be  
the best.

Herbert Petz  
Investment Consultant,  
CBRE  
Class of 2010

## LINKEDIN SUBGROUPS

17

## STUDENTS GO ON TO

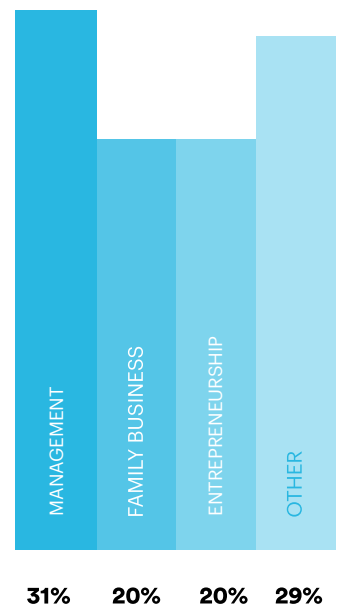
ACTIVE USERS ON THE  
EU ALUMNI HUB

1,000+

ALUMNI  
NATIONALITIES

100+

## OUR ALUMNI WORK AT







On EU campuses,  
students from all over  
the world join together  
to create a new  
global community  
that speaks the  
same international  
language:

**Business**

*#ExperienceEU*

**Munich**

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& Aktobe (Kazakhstan) | Taipei (Taiwan) | Hong Kong,  
Shenzhen, Shanghai & Beijing (China) | Kuala Lumpur &  
Kota Kinabalu (Malaysia)

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