



GRADUATE PROGRAMS

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



**European
University**
Business School

www.euruni.edu





AT EU, FACULTY
WORKS WITH
STUDENTS ON
AN INDIVIDUAL
BASIS,
KEEPING THE
ATMOSPHERE
UP-CLOSE AND
PERSONAL



WE ENCOURAGE
STUDENTS
TO IMPROVE
THEIR COMMU-
NICATION,
LEADERSHIP
& ENTREPRE-
NEURIAL SKILLS





EU Classroom

*Alistair Charles,
Professor of HR Management*



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Website & Blog

www.euruni.edu



EU Today TV | Events Section

ww.euruni.tv



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40 NETWORK

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WELCOME

The world is increasingly interconnected. The lines of business, media and technology are blurring and becoming inextricably linked in the market. European University's (EU) MBA programs help participants thrive in the world arena and become active participants in the global business world. EU is one of the most innovative business schools in the world, with main campuses in Barcelona, Munich, Geneva and Montreux. The university has been linking people, cultures and business for 40 years.

Recognized as a top European business school, EU's mission is to provide a practical business education with a curriculum that emphasizes an international point of view. We encourage our participants to explore their entrepreneurship without boundaries while graduating with an accredited degree.

We look forward to seeing you at European University.

EU Commencement Ceremony 2009





Dear Prospective Students,

“MBA preferred” is one of the most popular phrases in modern job listings. MBA graduates are sought after for their ability to think critically, deal with ambiguity and solve complex problems. In the current, uncertain economic climate, individuals are increasingly looking for any advantage that will help them progress in their careers in this competitive job market. I would therefore like to talk to you about the business school behind the brochure you hold in your hands.

Our students benefit from both the university’s modern facilities and its array of locations. When you step into a classroom on any of our campuses, you will immediately appreciate our professional environment. It is in this environment that we are developing new programs to focus on emerging industries. European University proudly counts itself as one of the few international business schools to offer a wide variety of programs including International Business, Communication & Public Relations, International Marketing, Global Banking & Finance, E-Business and Reputation Management among others.

Our Online MBA program is making headway as a brand new approach to modern learning. It is a blended experience that combines classes with one week of on-site learning and networking per term.

With a strong mix of both traditional and innovative curricula, we help you evolve along with today’s business world. Our alumni network spans the globe and we commit to always being a resource for your continued professional development and support.

We would like to invite you to review this brochure, write to us, look through our website www.euruni.edu, or visit our campuses, where you will be able to see first-hand what a modern and practical business school is all about.

Dr. Dirk Craen | President



A handwritten signature in black ink, which appears to be "Dirk Craen". The signature is fluid and stylized, with a long horizontal stroke at the end.

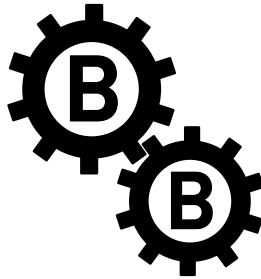
12 REASONS TO STUDY AT EU



RECOGNIZED FOR EXCELLENCE

and accredited by several international accrediting bodies.

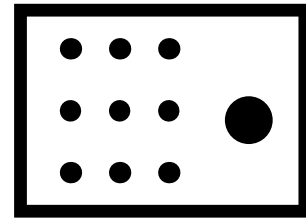
Ranked a top 40 business school in Europe by QS Top MBA (2012) and listed as a top 20 business school in the world by *China Economic Review*. EU programs are accredited by ACBSP and IACBE; both organizations are recognized by the CHEA. EU also boasts the IQA accreditation, awarded by CEEMAN. (For more information see page 12.)



DEVELOPING A BUSINESS PERSONALITY

is one of the most important non-academic advantages of studying at EU. Academic knowledge is a necessary base when entering the business world, but students must have an individual perspective to succeed in the market.

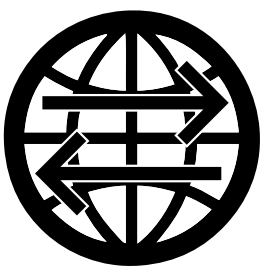
EU develops strong business personalities by encouraging students to build up the most valuable brand they can sell: themselves.



SMALL CLASS SIZES

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

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



TRANSFER OPPORTUNITIES

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

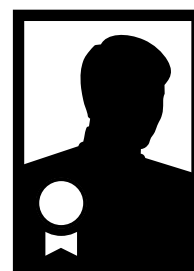
The university has a global partner network and encourages students to participate in exchanges between our four main campuses in Barcelona, Munich, Geneva and Montreux. Students also have opportunities to study in other countries including the United States, United Kingdom, Russia, Kazakhstan, Taiwan, Malaysia, Mexico and China among others.



ALL CLASSES AT EU ARE TAUGHT IN ENGLISH

as all the students accepted to the university are proficient English speakers.

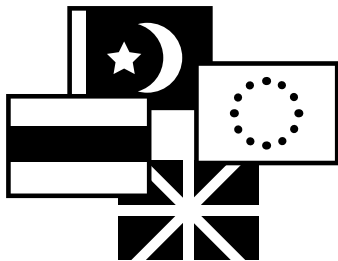
Assignments, exams, lectures and the capstone are also all in English. We realize it is a critical language for developing a successful international career. Students graduate with a solid understanding of business and the language skills necessary to succeed in it.



OUTSTANDING FACULTY MEMBERS

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

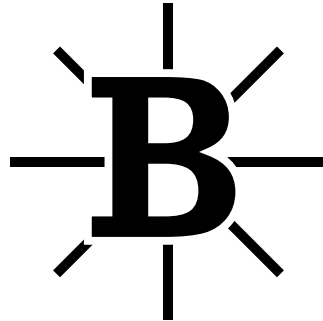
All courses are taught by highly-qualified faculty members with a wealth of practical experience in their fields. Professors work with students on an individual basis to create an interactive learning environment. The caliber of the faculty and a culture that values and rewards an entrepreneurial spirit are what make a business school stand out.



INTERNATIONAL

student and faculty bodies comprised of more than 100 nationalities, with 98% of them speaking more than two languages.

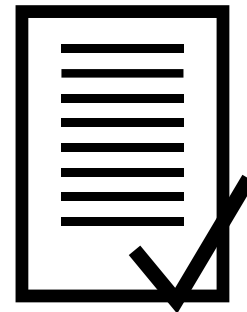
The business world is growing at a rapid pace. Multinational corporations are opening offices all over the world. A multilingual and international study environment gives students an opportunity to gain exposure that will help them in communicating with people from different backgrounds throughout their careers.



THE PRAGMATIC APPROACH TO EXPERIENTIAL BUSINESS LEARNING

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

As each participant has at least two years of previous work experience, students learn from each other as well as the faculty. This approach is proven to effectively prepare students for leadership positions in the market.



REGULAR STUDENT EVALUATIONS

allow professors to closely supervise each student's progress.

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



EXCELLENT EMPLOYMENT RECORD

as most students have been employed or placed in an internship program within six months of graduation.

EU's Office of Career & Business Development provides personalized counseling, assistance and information to all EU students. They are advised on their CVs, assisted with interview preparations and exposed to a variety of networking opportunities.



ONLINE MBA

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

The program is divided into three 10-week terms, nine online and one on site for a truly blended experience. This is the ideal structure for those who wish to continue working while pursuing their MBA.



ONE YEAR PROGRAM

after which students graduate from EU with a top-ranked MBA and the contacts, skills and tools necessary to launch themselves to executive levels in their chosen career field.

02

ABOUT US

European University has a business education model that provides high-quality instruction in a competitive learning environment, throughout a network of international campuses.

We bring the American business education model to Europe by combining classroom 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 international educational experience.

EU Barcelona campus



Established in 1973, European University is a triple-accredited, multicampus, international business school. In addition to small, dynamic classes offered in English, EU students also enjoy an international environment while getting the best of both North American and European academic curricula.

We offer full-time, part-time and online programs, with majors in International Business; Communication & Public Relations; International Marketing; Global Banking & Finance; Leisure & Tourism Mgmt.; Entrepreneurship; Leadership; E-Business; Sports Management and Human Resources Management among others.

WE ARE DIFFERENT WE ARE FLEXIBLE WE ARE GLOBAL

EU has a global network of campuses, and we encourage students to participate in intercampus exchanges with partner institutions in Spain, Switzerland, Germany, United Kingdom, Russia, Kazakhstan, Taiwan, Malaysia and China.

Our 100+ nationality average gives students a truly multicultural learning environment and excellent networking opportunities.

All courses are taught by highly-qualified faculty members with a wealth of practical experience in their fields. EU faculty works with students on an individual basis to create a cooperative and caring learning environment in which human values flourish. We provide student-oriented, flexible and personal education programs for all students.

Our pragmatic approach to experiential business education with emphasis on the case-study method is proven to effectively prepare students for leadership positions in the modern business world.

LEADING THE WAY

EU faculty members are leading innovators who work both inside and outside of the classroom to guide our MBA students' education

FACULTY

EU's high-caliber faculty is made up of full-time academics with doctoral degrees as well as part-time instructors who are also current members of the international professional community. Our faculty members possess experience as entrepreneurs, consultants and business leaders. This combination of the academic and business worlds supports a unique and exceptional quality of learning.



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.

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

20

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

8

Women at Global 200 Business Schools: EU is ranked no 8

40

Ranked as one of the top 40 business schools in Europe by QS Top MBA (2012)

MEMBERSHIPS

- Association to Advance Collegiate Schools of Business (AACSB)
- European Foundation for Management Development (EFMD)
- Accreditation Council for Business Schools and Programs (ACBSP)
- Central and East European Management Development Association (CEEMAN)
- Council of Learning Assistance and Developmental Education Associations (CLADEA)
- 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 (EABIS)
- Peter Drucker Society Europe
- International Assembly for Collegiate Business Education (IACBE)
- Russian Association of Business Education (RABE)
- International Association of University Presidents (IAUP)

SWISS QUALITY & AUTHENTICITY

European University
has its main headquarters
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 UNIVERSITY EXPERIENCE



ONE UNIVERSITY ONE NETWORK

European University has a network of campuses across various countries. All campuses follow identical curricula and use the same textbooks, which means students may transfer seamlessly between campuses at the end of any successfully completed term.

1973

EU opens its first campus

25,000

Number of European University graduates since its founding

100+

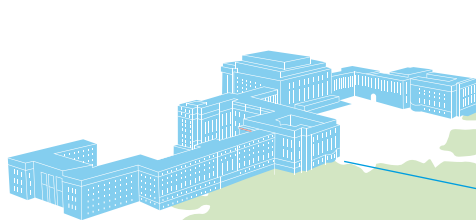
Nationalities presently at EU

20+

Number of programs offered

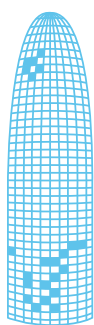
120+

Total number of languages spoken by EU students



GENEVA, SWITZERLAND

A hub for international negotiation and business, the Geneva campus offers students the chance to study in an idyllic setting defined by learning and achievement. Through industrial visits, students also have a chance to network with the minds behind Switzerland's most celebrated corporations.

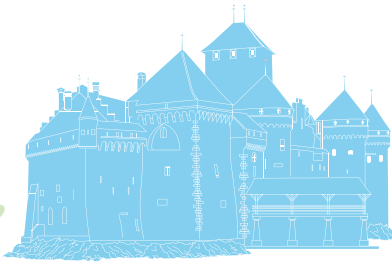


BARCELONA, SPAIN

Located on the lively Spanish Mediterranean coast, the Barcelona campus is where students can get a first-class business education while enjoying a city famed for its vibrant culture and cosmopolitan lifestyle. Industrial visits to companies such as SEAT, Freixenet and Natura Bissé inspire entrepreneurship.

WE ENCOURAGE STUDENTS TO TRANSFER BETWEEN CAMPUSES

- ▲ MAIN CAMPUSES
- ◆ PROGRAMS IN
- DUAL DEGREES

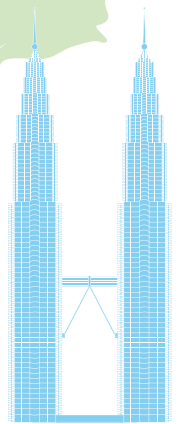


MONTREUX & YVORNE, SWITZERLAND

While studying in Montreux, students savor an atmosphere that is defined by its variety. Breathtaking mountain and lake views, delicious food and a tranquil environment make this location enriching and intriguing. Montreux also has a thriving business atmosphere, hosting the Nestlé international headquarters among others.

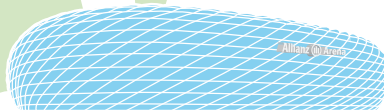
KUALA LUMPUR & KOTA KINABALU, MALAYSIA

Malaysia's two urban metropolises are buzzing with possibilities for the aspiring entrepreneur. In both Kuala Lumpur and Kota Kinabalu, EU offers undergraduate and graduate programs for those who want to take their place at the epicenter of economic growth, not only in Southeast Asia, but throughout the entire world.



MUNICH, GERMANY

In this modern Bavarian city, students can find inspiration everywhere they look; from its numerous gardens and green landscapes to a cutting-edge downtown core filled with laptops and lederhosen. Students are influenced by visitors and guest speakers from big companies like BMW.



PARTNERSHIPS

European University has carefully selected its affiliate universities to offer students a varied spectrum of opportunities across the globe. Through EU's partners in Europe, Asia, Africa and the Americas, students gain further international perspective by studying various curricula and taking part in international exchanges.

All of our partners are respected, accredited universities with a long-standing history of educating business professionals who later go on to become leaders in their chosen fields.

PROGRAMS IN:

London, United Kingdom
 –
 Freiburg, Germany
 –
 Moscow & Rostov-on-Don, Russia
 –
 Almaty, Astana & Aktobe, Kazakhstan
 –
 Taipei, Taiwan
 –
 Beijing, Hong Kong, Shanghai & Shenzhen, China

DUAL DEGREES WITH:

Nichols College, U.S.A.
 –
 Shinawatra International University, Thailand
 –
 College of Charleston, U.S.A.
 –
 Moscow State University of Economics, Statistics and Informatics, Russia
 –
 Graduate School of Corporate Management, Russia
 –
 Peoples' Friendship University of Russia, Russia
 –
 Peking University, China
 –
 Jiao-Tong University, China

EDUCATIONAL PARTNERSHIPS WITH UNIVERSITIES WORLDWIDE

EU continuously explores affiliation opportunities with other world-class universities. We offer our students the possibility to participate in exchange programs and obtain dual degrees from educational institutions around the world.



EUROPE

Armenia

–Eurasia International University

Azerbaijan

–Azerbaijan State Economic University
–Baku Business University

Cyprus

–Cyprus Institute of Marketing

Estonia

–University Nord

Georgia

–Tbilisi State University

Germany

–ISW Business School Freiburg

Hungary

–International Business School Budapest

The Netherlands

–TSM Business School

Poland

–Kozminski University

Romania

–University of Bucharest

Russia

–Lomonosov Moscow State University
–Saratov State Technical University
–South Russia University
–Rostov State University of Economics
–Moscow State University of Economics, Statistics & Informatics
–Graduate School of Corporate Mgmt. at the Russian Presidential Academy of National Economy & Public Administration
–Peoples' Friendship University of Russia
–International University in Moscow
–North Ossetian State University
–International Market Institute

Spain

–IE Business School

MIDDLE EAST & AFRICA

Egypt

–University for Science & Technology

South Africa

–Vaal University of Technology

THE AMERICAS

Brazil

–Centro Universitario Jorge Amado
–Fundação Getulio Vargas
–Pontificia Universidade Católica do Rio de Janeiro
–Universidade Paulista
–Instituto Brasileiro de Mercado de Capitais

Canada

–St. Lawrence College
–Canadian International Academy of Business & Technology

Chile

–Universidad del Mar

Colombia

–Colegio de Estudios Superiores de Administración
–Politécnico Grancolombiano
–Universidad de Medellín

Ecuador

–Universidad del Pacífico

Mexico

–Instituto Tecnológico y de Estudios Superiores de Monterrey
–Unico Universidad Autónoma de Guadalajara
–Escuela Bancaria y Comercial
–Universidad de Colima
–Instituto Tecnológico Superior de Cajeme
–Universidad de Sonora

Peru

–Universidad Peruana de Ciencias Aplicadas

U.S.A.

–Nichols College
–College of Charleston
–Hamline University
–Monmouth College
–University of Incarnate Word
–William Peace University
–University of California, Riverside

ASIA

China

–Peking University
–Jiao-Tong University

India

–Hinduja College of Commerce
–Ramanujan College of Management

Kazakhstan

–Kazakh-Russian International University
–University of International Business
–Ryskulov Kazakh Economic University

Malaysia

–Institut Prima Bestari

Mongolia

–Institute of Finance & Economics
–Mongolian University of Science & Technology

South Korea

–Korea International Culture University of Graduate

Thailand

–Shinawatra International University

Turkey

–Antalya College of Tourism
–Izmir University
–Istanbul Aydin University

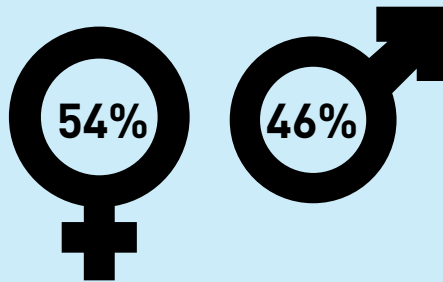


EU BY THE NUMBERS

Percentages, figures and charts allow institutions to present hard facts and statistics to prospective students in a way which is clear and direct. European University is a global institution with a balanced student body. Our MBA participants come from diverse backgrounds, study different majors and go on to work in various fields after graduation.

From female to male ratios to the multitude of locations where our participants study; here is a breakdown of statistics, charts and graphs that will illustrate EU's graduate student body profile.

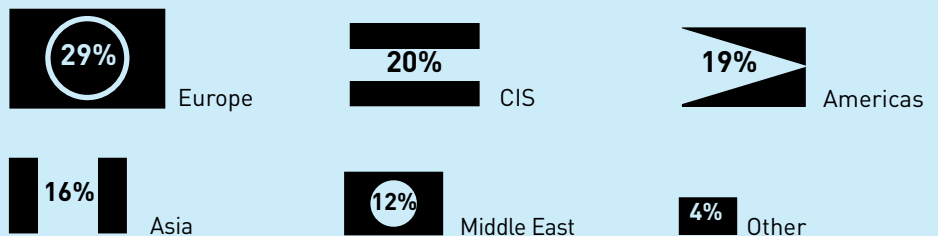
Female to Male Student Ratio



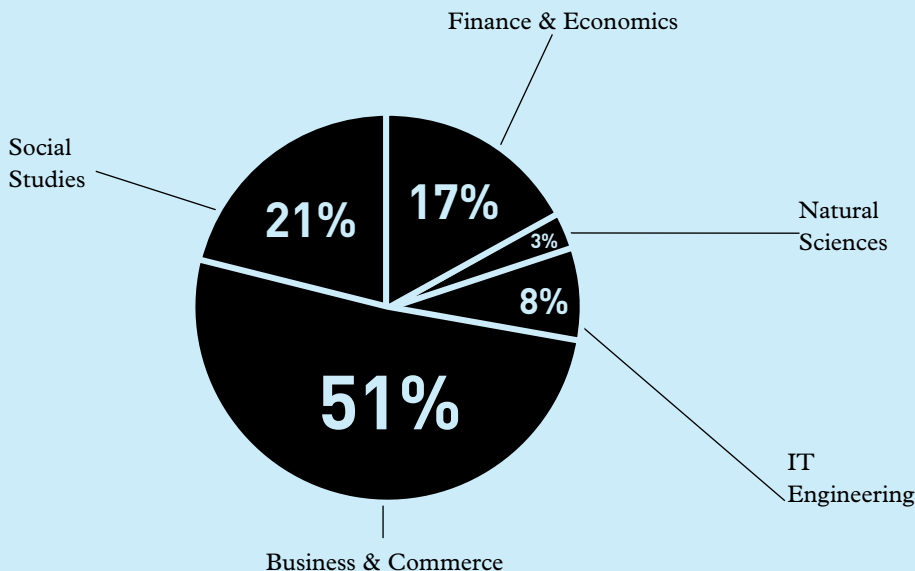
Quick Facts

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

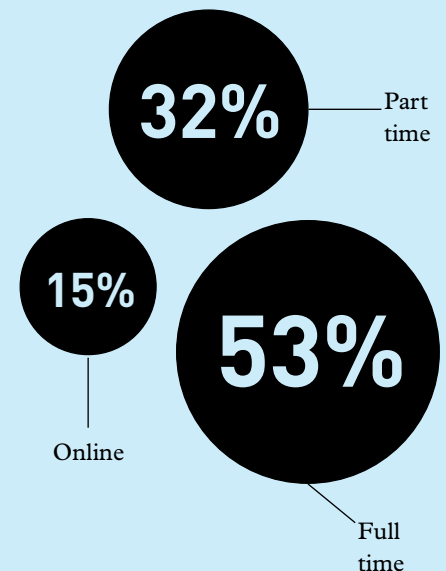
Student Nationalities (100+ countries represented)



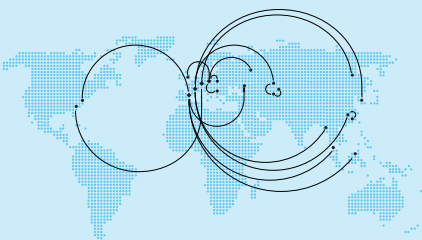
Educational Background



MBA Path



Campus Transfers



37%

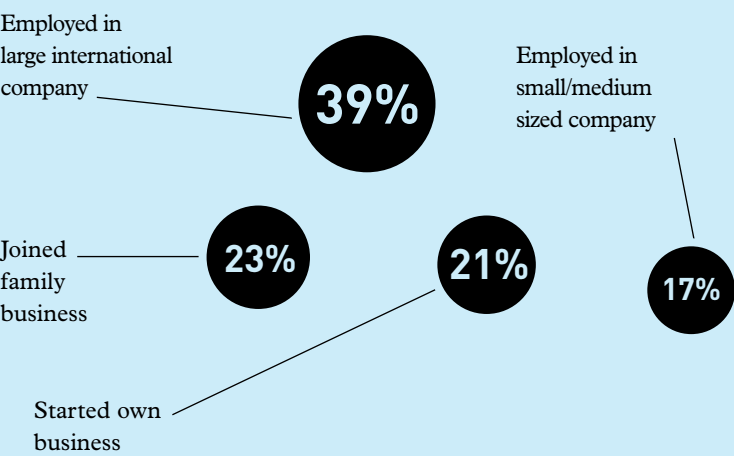
of students take advantage of our transfer opportunities to explore living and studying in different cities.

Dual Degree Participation

21%

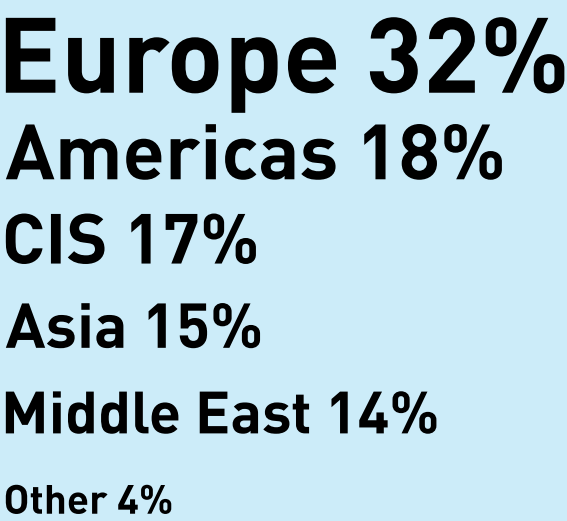
of students feel that studying for one extra term is a worthwhile investment for two MBA degrees.

First Job After Graduation



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

Work Placement by Region

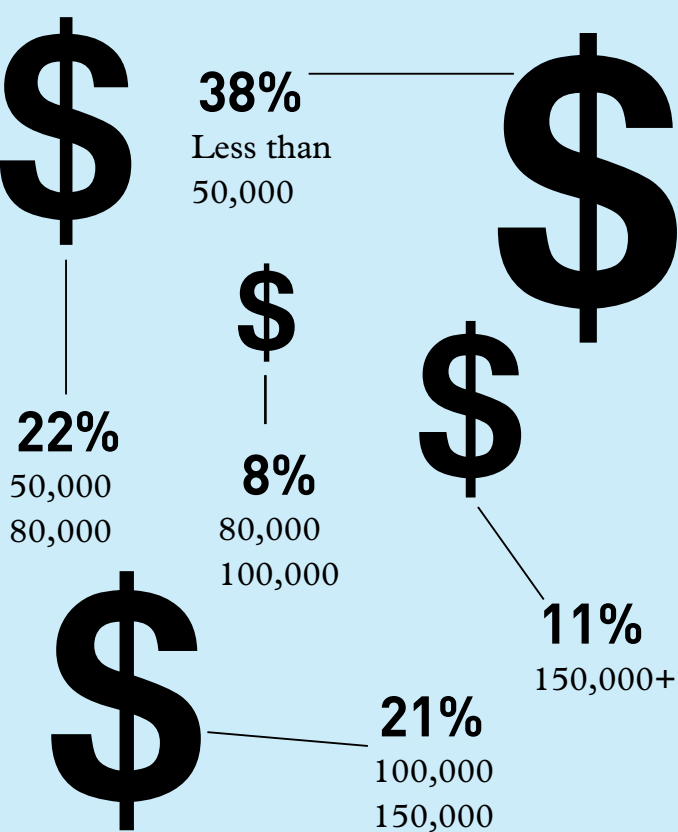


Time to Find Employment

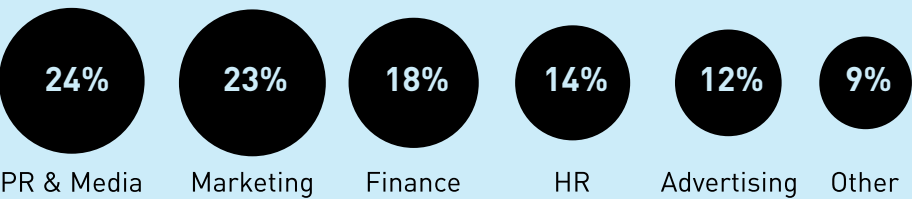


is the average time within which students find their first job.

Salary After Graduation



Work Placement by Sector



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. They 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, often drawn from distinguished EU alumni and 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.

Hublot Watches Chairman, Jean-Claude Biver at lecture called People, Purpose & Passion.



ACADEMIC ACTIVITIES

EU is one of the first universities to satisfy the needs of the students on 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 Office of Career & Business Development provide a distinct competitive edge for job interviews.

The Office of Career & Business Development serves students, alumni and organizations by addressing individual development and employment needs. Individuals receive assistance in formulating, exploring and implementing career options. Staff can assist with choosing career paths, preparing CVs, improving interview skills, evaluating the job market, developing a network of contacts, conducting job searches and negotiating offers of employment.

CAREER WORKSHOPS

Students without corporate affiliations are encouraged to take stock of their individual career expectations. Experienced professionals guide small student groups through a series of career development exercises to assist with career choices.

CAREER SEMINARS

Major international companies are regularly invited to our campuses to interview EU graduates. Recruiters introduce their organizations and discuss available job opportunities. Others will ask to meet with small groups of students who fit the profile the company is looking for, to get to know the candidates better.



INTERNSHIPS

EU actively seeks to identify, offer and fill suitable internship positions with companies that are looking for students. Through these opportunities, they gain career-specific work experience, knowledge of the field and a network of industry contacts.

INDUSTRIAL VISITS

Students are taken to a variety of national and international companies. This way, they can relate theoretical concepts learned in class to real-life business situations. Assignments relevant to the visit are given in class and students subsequently present oral and written reports.

STUDY TOURS

Study tours are designed to give students experience in the global corporate business environment. They visit corporations and governmental and trade organizations around the world, where they observe a variety of industries and meet with management representatives. Participants then prepare project reports based on their study tour experiences.



OUR STUDENTS HAVE GONE ON TO WORK FOR:

- 3M
- ABB
- ADIDAS
- ABN AMROBANK
- ACCENTURE
- AMERICAN EXPRESS
- APPLE
- BANCO SANTANDER
- BANQUE PRIVÉE EDMOND DE ROTHSCHILD
- BARCLAYS
- BAYER
- BBVA
- BELL
- BMW GROUP
- BOSTON CONSULTING GROUP
- BRITISH TELECOM
- CABLECOM
- CATERPILLAR
- CHASE MANHATTAN BANK
- CHUPA CHUPS
- CITIGROUP
- COCA-COLA
- COMPAQ
- CRÉDIT SUISSE
- DELL-PEROT SYSTEMS
- DELOITTE & TOUCHE
- DEUTSCHE BANK
- DHL
- DISNEYLAND
- DAIMLER-BENZ
- EBAY
- EL CORTE INGLÉS
- ELECTROLUX
- ESTÉE LAUDER INC.
- EYELANDER ORG.
- EUROCARD
- FACEBOOK
- FEDEX
- FORD
- GENERAL ELECTRIC
- GENERAL MOTORS
- GOOGLE
- HÄAGEN DAZS
- HERALD TRIBUNE
- HEWLETT-PACKARD
- HILTON HOTELS
- HINDUJA BANK
- HOFFMANN LA ROCHE
- IBM
- IKEA
- ILO
- INDITEX
- JET AVIATION
- JOHNSON & JOHNSON
- KENWOOD
- KOREAN AIRLINES
- KRAFT
- LA CAIXA
- LOGITECH
- L'OREAL
- MARRIOTT HOTELS
- McDONALD'S
- McKINSEY & CO
- MERRIL LYNCH
- MICROSOFT
- MIELE
- MOTOROLA
- NESTLÉ
- NIKE
- NOKIA
- NOVARTIS
- PEPSI
- PEUGEOT
- PHILIP MORRIS INTERNATIONAL
- PROCTER & GAMBLE
- RENAULT
- SEAT
- SHELL
- SIEMENS
- SONY ERICSSON
- SWATCH GROUP
- SWISS
- TELEFÓNICA
- THOMAS COOK GROUP
- UBS
- UEFA
- UNILEVER
- UNITED NATIONS
- VERITAS
- VODAFONE
- VIRGIN
- VUELING
- WORLD BANK GROUP
- XEROX
- WTO

LEARNING FROM LEADERS

Distinguished speakers who give lectures on campus include business leaders, ambassadors and political figures. These seminars are special sessions in which experts interact with EU students on today's current issues. In addition to regular career seminars, European University also invites top executives to lecture, covering diverse sectors including banking, negotiation, international arbitration and market research. These sessions encourage students' curiosity and deliver detailed information and an experienced point of view.

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



Nestlé China
Roland Decorvet,
CEO



Doha Bank Group
R. Seetharaman,
CEO



Swiss International Airlines
André Dosé,
Former CEO



**Private Bank
Edmond De Rothschild**
Bernard Fierens,
Director



3M France
Koen P. Wilms,
Managing Director



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



Hotel Bayerischer Hof
Innegrit Volkhardt,
Owner & CEO



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



Wenger
Peter Hug,
CEO



**École Cantonale d'Art
de Lausanne**
Pierre Keller,
Former President



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



**Former Prime
Minister of Belgium &
Deputy Secretary-General
of OECD**
Yves Leterme



Hublot Watches
Jean-Claude Biver,
Chairman



04

THE EU 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 MBA degree program combines all of this knowledge into a one-year full- or two-year part-time program.

The European University Master of Business Administration program is the 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 MBA PATHS

WHICH PATHWAY IS RIGHT FOR YOU?

Full-Time

Full-time study on campus – 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 the full-time experience of a university course.

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. You'll enjoy the benefits of closer and more concentrated time with academics and the valuable relationships you'll build and shared experiences you'll live with your peer group.

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. 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.

If you wish to fast-track your career by gaining a globally-recognized business qualification while managing full-time work, this pathway will meet your needs perfectly. It gives you the flexibility to fit in study with your work and other commitments.

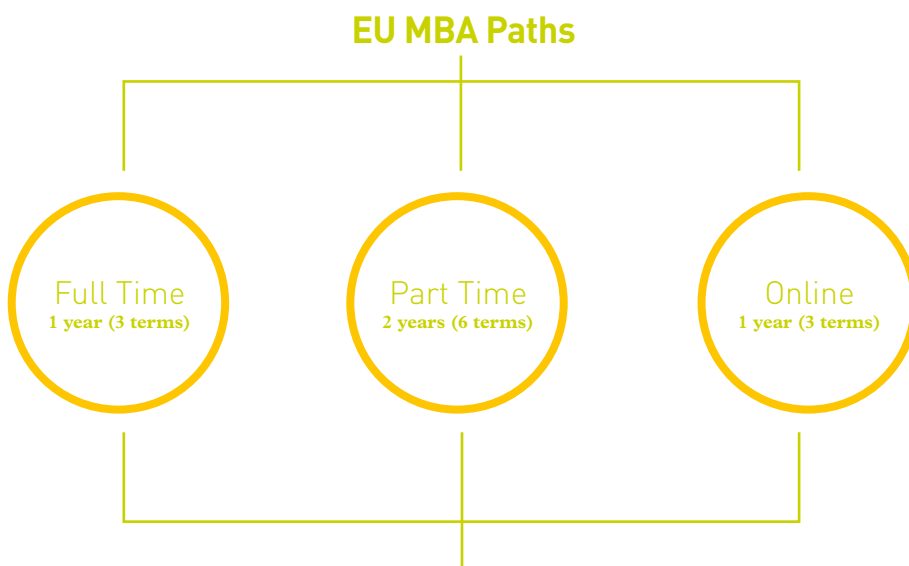
Online

Online study wherever you are in the world – a one-year program divided into three 10-week terms is available through our interactive learning platform, connecting you to a global network of business professionals.

The Online MBA is for you if you need to fit your studies around other work and life commitments and are not within easy reach of any EU campus. The program mirrors our full-time program and uses virtual classroom materials within a well-supported online learning community.

Maximum Flexibility

The EU MBA programs allow you maximum flexibility as they can all combine online and on-campus study in order to maximize your time and efficacy. Participants can take one term on site, one online and then their major course on site, thereby allowing them to get the best of both worlds: a great education and maximum flexibility.



EU MBA Majors



ADDITIONAL MBA OPTIONS

Dual MBA Programs

EU has two Dual MBA Degree programs, one with Nichols College and the other with College of Charleston. With these programs, participants can earn two accredited MBA degrees in one year; one from EU and one from a well-respected university in the U.S.A.

MBA Second Major Option

After completing an MBA program major, students have the option to take on an additional major at EU, earning two MBAs in as little as four terms.

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

OUR MBA STRUCTURE

The following core courses are completed by everyone who studies in an EU MBA program; details of these courses can be found at www.euruni.edu

Full-time, part-time and online students may choose any elective major in addition to their first two core terms.

- TERM I (18CH | 23ECTS)
- TERM II (18CH | 23ECTS)
- TERM III (21CH | 26ECTS)

Core Courses
Terms I & II

TERM I - CORE COURSES

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) (1|1)
MCO 107 Business Law (seminar) (1|1)
Industrial Visits and Invited Managers' Lectures (1|1)

MAJOR IN INTERNATIONAL BUSINESS

MBA 301 Business Policy & Strategy (3|4)
MBA 302 International Marketing (3|4)
MBA 303 International Finance (3|4)
MBA 304 Sales Management (3|4)
MBA 305 Technology & Change Mgmt. (3|4)

Research Report (6|6)

MAJOR IN COMMUNICATION & PR

MCP 301 Public Speaking & Public Communication (3|4)
MCP 302 Public Relations (3|4)
MCP 303 Organizational Communication (3|4)
MCP 304 Mass Media Strategy, Planning & Media Law (3|4)
MCP 305 Practical Applications in PR (3|4)

Research Report (6|6)

MAJOR IN INTERNATIONAL MARKETING

MIK 301 International Marketing (3|4)
MIK 302 Sales Management (3|4)
MIK 303 Marketing Research (3|4)
MIK 304 E-Marketing Strategies (3|4)
MIK 305 Advertising & Media (3|4)

Research Report (6|6)

MAJOR IN GLOBAL BANKING & FINANCE

MBF 301 Financial Investments (3|4)
MBF 302 Financial Planning (3|4)
MBF 303 Short-Term Financial Mgmt. (3|4)
MBF 304 Long-Term Financial Mgmt. (3|4)
MBF 305 Advanced Finance (3|4)

Research Report (6|6)

Elective Majors
Term III

TERM II - CORE COURSES

MCO 201 Finance (3|4)
MCO 202 Human Resources Mgmt. (3|4)
MCO 203 Global Economics (3|4)
MCO 204 Strategic Management (3|4)
MCO 205 Mgmt. Information Systems (3|4)
MCO 206 Communication Skills (seminar) (1|1)
MCO 207 Job Career Planning (seminar) (1|1)
Industrial Visits and Invited
Managers' Lectures (1|1)

MAJOR IN LEISURE & TOURISM MGMT.

MLT 301 International Tourism Mgmt. (3|4)
MLT 302 Strategic Tourism Marketing (3|4)
MLT 303 Environments of Tourism (3|4)
MLT 304 Culture & Cross-Cultural Mgmt.
in Tourism (3|4)
MLT 305 E-Business in Tourism (3|4)

Research Report (6|6)

MAJOR IN SPORTS MANAGEMENT

MSP 301 Sports Marketing Mgmt. (3|4)
MSP 302 Financial Mgmt. Applications
to Sport (3|4)
MSP 303 Sports Sponsorship (3|4)
MSP 304 Sports Management Issues (3|4)
MSP 305 Crafting Unique Sports Events (3|4)

Research Report (6|6)

MAJOR IN ENTREPRENEURSHIP

MET 301 New Product Development (3|4)
MET 302 Entrepreneurship &
New Venture Creation (3|4)
MET 303 Innovation & Leadership (3|4)
MET 304 Technology & Change Mgmt. (3|4)
MET 305 Family Business Mgmt. (3|4)

Research Report (6|6)

MAJOR IN HUMAN RESOURCES MGMT.

MHR 301 International Human
Resources Management (3|4)
MHR 302 HR Development & Training (3|4)
MHR 303 Communication & Negotiation
in Employee Relations (3|4)
MHR 304 People Management (3|4)
MHR 305 HR Workshops (3|4)

Research Report (6|6)

MAJOR IN LEADERSHIP

MLS 301 Business Ethics (3|4)
MLS 302 Innovation & Leadership (3|4)
MLS 303 Strategic Supply Chain Mgmt. (3|4)
MLS 304 Business Policy & Strategy (3|4)
MLS 305 Coaching & Mentoring (3|4)

Research Report (6|6)

MAJOR IN DESIGN MANAGEMENT

MDM 301 Introduction to the World
of Design (3|4)
MDM 302 Luxury & Design (3|4)
MDM 303 Architecture & Hotel Design (3|4)
MDM 304 Graphic Design &
Corporate Identity (3|4)
MDM 305 Photography & Management (3|4)

Research Report (6|6)

MAJOR IN E-BUSINESS

MEB 301 E-Marketing Strategies (3|4)
MEB 302 Crafting the E-Business
Model (3|4)
MEB 303 E-Business Architecture (3|4)
MEB 304 E-Business Design (3|4)
MEB 305 The E-Consumer (3|4)

Research Report (6|6)

MAJOR IN REPUTATION MANAGEMENT

MRM 301 Risk Management (3|4)
MRM 302 Crisis & Issue Management (3|4)
MRM 303 Brand Mgmt. & Advocacy (3|4)
MRM 304 Reputation Management (3|4)
MRM 305 Corporate Social Responsibility &
Stakeholder Management (3|4)

Research Report (6|6)

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

CAPSTONE (RESEARCH REPORT)

The Capstone allows students to combine the skills and tools acquired throughout their MBA into a thesis project that uses strategic business thinking for success in the business world. It is to be turned in within six months of the final term.

Students choose their topic with the help of our MBA Capstone Advisor. Many participants use it to study a new market they want to enter as entrepreneurs; others use it as a tool to research and analyze their existing companies.

THE EU FULL-TIME MBA

Immersive learning for dedicated professionals

The EU Full-Time MBA is an intensive one-year program that offers thorough coverage of the principles of strategic thinking in a business context.

Throughout the MBA, we develop your management skills, enhancing your ability to lead. As a full-time MBA student, you'll become part of a diverse community of over 25,000 global business professionals who learn collaboratively. You will also share your considerable work experience and diverse international perspectives with each other to enrich the learning experience.

DELIVERY

This program comprises on-campus lectures, industrial visits, special seminars and workshops. These will advance your understanding of international business structures and help grow your personal business network.

ASSESSMENT

Courses are assessed through a series of individual assignments, case studies and group projects, in which complex business situations are analyzed and solved, as well as through written exams at the end of each term.

The program culminates in the MBA Capstone, a thesis project which gives you an opportunity to showcase your corporate and management knowledge set in a real business situation.

SPECIAL FEATURES

Our MBA students can experience business and learning in up to three locations by participating in intercampus exchanges after each completed term. Previous students have taken the first term in Barcelona, the second in Geneva and the third in Munich.

KEY FACTS

Starting dates: October, January and March

Duration: one year (including the MBA Capstone)

Learning hours per course: 100

Teaching hours per course: 30

Credits: 57CH/72ECTS

Campus locations: Barcelona, Geneva, Montreux and Munich

THE EU FULL-TIME MBA OVERVIEW

Term I: Oct – Dec

- > Management Skills
- > Organizational Behavior
- > Managerial Accounting
- > Marketing
- > Quantitative Business Methods
- > Negotiation (seminar)
- > Business Law (seminar)
- > Industrial Visits & Guest Lectures

Term II: Jan – Mar

- > Finance
- > Human Resources Management
- > Global Economics
- > Strategic Management
- > Management Information Systems
- > Communication Skills (seminar)
- > Job Career Planning (seminar)
- > Industrial Visits & Guest Lectures

Term III: Mar – Jun

- > Major courses are studied in term three.

MBA Capstone

Should be completed and defended within six months after the completion of your final term. The average time is three months. Participants are encouraged to start thinking about their capstone project from the first day of their MBA studies.



THE EU PART-TIME MBA

Combining study with a full-time career

The EU Part-Time MBA offers you the flexibility to learn over two years and has been specifically designed for those who wish to combine a full-time career with study.

This program gives you the opportunity to enrich your learning through discussion of current business issues and then to immediately apply new skills and knowledge in your professional practice.

DELIVERY

Students can expect to attend between two and three lectures per week, as well as industrial visits, special seminars and workshops. This may vary according to the number of courses taken per term.

ASSESSMENT

Courses are assessed through a series of individual assignments, case studies and group projects, in which complex business situations are analyzed and solved, as well as through written exams at the end of each term.

The program culminates in the MBA Capstone, a thesis project that gives you an opportunity to showcase your corporate and management knowledge set in a real business situation.

SPECIAL FEATURES

Our part-time MBA students can experience business and learning in up to four locations by participating in intercampus exchanges after each completed term. Previous students have taken the first two terms in Barcelona, the third in Geneva, the fourth in Montreux and the final two in Munich.

KEY FACTS

Starting dates: October, January and March

Duration: 24 months (including the MBA Capstone)

Learning hours per course: 100

Teaching hours per course: 30

Credits: 57CH/72ECTS

Campus locations: Barcelona, Geneva, Montreux and Munich

THE EU PART-TIME MBA OVERVIEW

Term I: Oct – Dec

- > Management Skills
- > Organizational Behavior
- > Managerial Accounting
- > Negotiation (seminar)
- > Industrial Visits & Guest Lectures

Term II: Jan – Mar

- > Finance
- > Human Resources Management
- > Global Economics
- > Strategic Management
- > Communication Skills (seminar)
- > Industrial Visits & Guest Lectures

Term III: Mar – Jun

- > The first half of the major courses is studied in term three.

Term IV: Oct – Dec

- > Marketing
- > Quantitative Business Methods
- > Business Law (seminar)
- > Industrial Visits & Guest Lectures

Term V: Jan – Mar

- > Strategic Management
- > Management Information Systems
- > Job Career Planning (seminar)
- > Industrial Visits & Guest Lectures

Term VI: Mar – Jun

- > The second half of the major courses is studied in term six.

MBA Capstone

Should be completed and defended within six months after the completion of your final term. The average time is three months. Participants are encouraged to start thinking about their capstone project from the first day of their MBA studies.

THE EU ONLINE MBA

Maximum flexibility for your career development

The innovative and flexible EU Online MBA enables you to study at a leading business school, regardless of your location.

You can combine study with a full-time career or make use of a career break, allowing you to develop the knowledge and competencies that will be instrumental in advancing a career in the world of business.

TEACHING AND LEARNING

You will follow the same structured series of courses as the full-time MBA program which will be taken in three 10-week terms. You will be guided by active academics who are also active participants at the forefront of international companies.

You will have online access to a range of virtual classroom materials and a comprehensive support network. The online interactive learning platform connects you to EU from wherever you are in the world. You will have full access to the online materials.

ON-CAMPUS WEEKS

Three one-week, on-campus sessions (one per term) will enable you to build relationships with your course colleagues, take exams, attend special lectures and participate in industrial visits. Each on-campus week takes place in a different location (the Munich, Barcelona and Geneva campuses respectively).

NETWORKS

You will join a learning community in which individual growth is strengthened through collaboration with colleagues from across the globe. You will create your own global network of aspiring business leaders through your peers and our international corporate connections.

KEY FACTS

Starting dates: October, January and March

Duration: 12 months (including the MBA Capstone)

Learning hours per course: 100

Teaching hours per course: 30

Campus locations: Online, with on-campus weeks in Munich, Barcelona and Geneva

THE ONLINE MBA OVERVIEW

Term I: Oct – Dec

- > Management Skills
- > Organizational Behavior
- > Managerial Accounting
- > Marketing
- > Quantitative Business Methods
- > Negotiation (seminar)
- > Business Law (seminar)
- > Industrial Visits & Guest Lectures

Term II: Jan – Mar

- > Finance
- > Human Resources Management
- > Global Economics
- > Strategic Management
- > Management Information Systems
- > Communication Skills (seminar)
- > Job Career Planning (seminar)
- > Industrial Visits & Guest Lectures

Term III: Mar – Jun

- > Major courses are studied in term three.

MBA Capstone

Should be completed and defended within six months after the completion of your final term. The average time is three months. Participants are encouraged to start thinking about their Capstone project from the first day of their MBA studies.

EUROPEAN UNIVERSITY DUAL MBA DEGREES

EU's Dual MBA Degree programs give students the chance to study under two different educational systems and cultures. Students not only earn two separate degrees, but also gain unique experiences that will contribute to their futures as global business leaders.



NICHOLS COLLEGE

Nichols College (NC) is a private, coeducational university located in Massachusetts. The college, which has a focus on business education, offers bachelor's and Master's degrees in many fields of study. It has a very active student community, with approximately 90% of the student body participating in on-campus clubs and organizations.

Nichols has a successful job placement tally of 96% in the students' chosen field of study within six months of graduation. It is accredited by the New England Association of Colleges and Schools (NEACS) and International Assembly for Collegiate Business Education (IACBE).

Two thirds of this program's courses come from the NC curriculum and the remaining courses are taken from the EU curriculum. Upon successfully completing all courses, during three terms/one year, students obtain two accredited MBA degrees: one from EU and the other from NC.



COLLEGE OF CHARLESTON

College of Charleston, founded in 1770, is a nationally-recognized university located in the heart of historic Charleston, South Carolina. It has a multicultural, global business focus and students from some 71 countries.

The prestigious university holds dual accreditation in business and accounting by the Association to Advance Collegiate Schools of Business International (AACSB). It is dedicated to creating educational experiences that provide our students with the knowledge and skills necessary to be lifelong learners and managers, who are socially responsible in the global economy.

The Dual MBA is a one-year program made up of three-day weekend courses. All courses are taught on site at European University's campuses in Geneva and Barcelona. The curriculum is standardized at both locations. The Dual MBA is flexible, multicultural and student-oriented, and the courses are developed to cultivate an in-depth understanding of the international marketplace. Upon successful completion of the 12 courses, students will graduate with two accredited MBA degrees from European University and the College of Charleston.



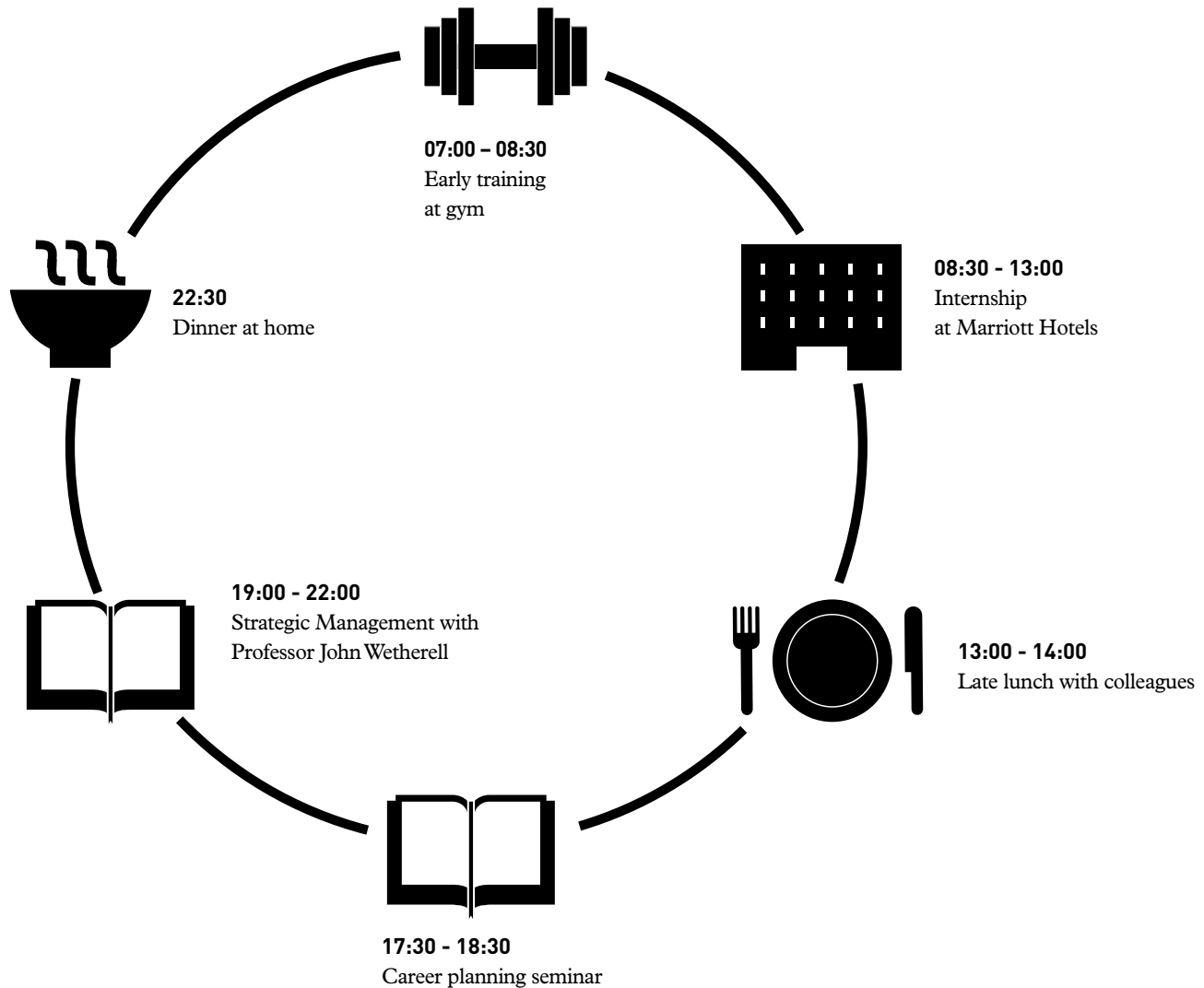
05

STUDENT LIFE

One of the most important factors of a well-rounded education is what you do when you are not in class. This includes sporting activities, social engagements, student trips, holiday plans and charitable contributions to non-profit organizations. At EU, we try to organize a balanced series of activities so that our students will try a little bit of everything.

In any of our cosmopolitan locations, there are always events going on; students can explore local music, art, culture, theater and a multitude of other activities that will only contribute to their education.

A DAY IN THE LIFE OF AN EU MBA STUDENT



“The life of an EU student is never boring. From industrial visits off campus to magnetic guest lecturers in your classes, you will always feel like part of the action.”

THERE IS ALWAYS SOMETHING HAPPENING AT EU

No matter which campus EU students choose, they can expect their days to be full of variety, learning, culture and new experiences.

From meeting extraordinary people to sampling the delights of the vibrant cities in which EU campuses are located, students will always have the opportunity to actively choose pursuits and pastimes that will make their stay at EU nothing short of unforgettable.

To make sure that students get the most out of their free time off campus, we provide weekly tips on all our Facebook pages about local cultural events.

SOCIAL ACTIVITIES

Whatever your interests or passions are, we have an option that will be right for you. We understand that with this many choices it's hard to pick just a few. Even if you just pick one new activity per term, we can promise that by the time you graduate, you will have expanded your horizons and made enough memories to last you a lifetime.

WELCOME NIGHT

At the beginning of each term, students have a chance to mingle and meet with their classmates, professors and staff in an informal and relaxed environment.

SKI/SNOWBOARD WEEKEND

Once a year, EU organizes a ski/snowboard weekend at resorts in Gstaad, Verbier, Crans Montana, Zermatt or Andorra. Non-skiers and snowboarders are welcome too, since these locations offer a variety of non-athletic activities.

SPORTS ACTIVITIES

EU encourages different sports activities among its students.

CULTURAL TOURS AND CITY BREAKS

Students branch out on day trips and city breaks to experience cultural events and gain further understanding of local culture, history and lifestyle.

SPECIAL EVENINGS

The student board organizes special themed events such as Mexican, Spanish, Irish and Brazilian nights.

CHARITY EVENTS

EU students actively support international charities with gala evenings and other fundraising activities.

CHRISTMAS DINNER

Before their holiday break, students meet for this popular evening of food and fun!



EU Activities

Verbier, Switzerland

Snowboarding Weekend





STUDENT SERVICES

On each campus, the Academic Department can help with questions or concerns you may have about classes, professors, schedules, accommodation, visas and job opportunities.

The academic staff has been specially chosen for their extensive experience, patience, empathy and ability to solve problems quickly and effectively.

PERSONAL COUNSELING

Experienced staff members are available to assist students with personal matters. If you need further help, staff can arrange for you to see a professional counselor.

CLASSROOM FACILITIES

Classrooms have Wi-Fi access, SMARTboards and video conferencing technology, encouraging a high level of computer literacy. Support is provided by networked computers and laser printers with associated multimedia technology.

Up-to-date software applications are available to all students, who are in turn required to use these tools to complete their coursework.

LIBRARY AND PROQUEST ONLINE

EU believes that online learning resources are a significant step toward the greener classrooms of the future. All students have full access to the online library Proquest and are encouraged to make use of this and other scholastic resources. Books are available to borrow from campus libraries as well.



06

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 university 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

DIPLOMA

Arrange to have a bachelor's degree or transcript showing degree completion from an accredited college or university sent to the EU Admissions Department. Transcripts are considered official if they bear an official university stamp and the signature of the college/university dean. Academic transcripts should include the school's contact information. Records must list the subjects taken and grades earned. If the documents are not in English, they must have a certified English translation accompanying them.

MINIMUM ENGLISH REQUIREMENTS

Applicants must meet one of the following criteria:

1. Test of English as a Foreign Language (TOEFL) minimum score 213 (computer-based), 80 (internet-based)
2. International English Language Testing System (IELTS) minimum 6.0
3. Cambridge Certificate in Advanced English (CAE) minimum C
4. Pearson Test of English Academic (PTE Academic) minimum 54
5. A passing score in the EU English exam
6. Be an English native speaker

Please consult the EU website www.euruni.edu for full instructions on submission of language exam results.

RECOMMENDATIONS

Submit two letters of recommendation from academic advisors and/or professional sources familiar with your performance and potential for leadership. Any letter not written in English must be accompanied by a certified English translation. We recommend the use of the Personal Potential Index tool (PPI), it is available at www.ets.org.

ESSAY OR VIDEO ESSAY *

Write an essay or record a one- to two-minute video essay, which will help the EU Admissions Committee become acquainted with you, understand your motivation to attend EU and determine how well you can express yourself.

ADDITIONAL REQUIREMENTS

Applicants must also satisfy and turn in documents for two of the following:

- A minimum grade point average (GPA) of 3.0 on a 4.0 scale
- A satisfactory score on the GMAT (Institution code Z5K-DV-48) or GRE (Institution code 4435)
- At least two years of professional work experience (may include military service)
- An interview with the Dean

A WORLD-CLASS, VALUE-CENTERED UNIVERSITY EXPERIENCE



EU Classroom
Isabelle Balli,
Professor of Marketing

**The essay should be on one of the following topics:*

1. Tell us about the most challenging team experience you have had to date. What role did you play? What did you learn?
2. Please describe on a personal failure that has impacted your life and what you learned from it.
3. What achievement are you most proud of (studies, sports, professional life, etc.)?
4. If you could imagine an entirely different life from the one you lead, how would you want it to be?
5. Each of us has been influenced by people, events and situations in our lives. How have these influences shaped who you are today?

The essay will be evaluated on the basis of clarity, creativity, completeness of response, sentence structure, spelling, grammar and style.

HOW TO APPLY

Applications are considered on a rolling basis with three start dates per year in October, January and March.

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

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

1. Completed application form
2. Copy of bachelor's degree and transcript demonstrating completion
3. English language certificate (for non-native speakers)
4. Copy of professional CV
5. 2 letters of recommendation (use of PPI recommended)
6. 1 essay or video essay
7. 3 passport-size photos
8. Copy of passport
9. Bank letter certifying the applicant's financial solvency
10. €/CHF 200 non-refundable application fee. Please attach a check, money order, or receipt for a bank transfer payable to European University. Please contact the EU campus to which you are applying for the exact bank account number to which the fee should be sent.

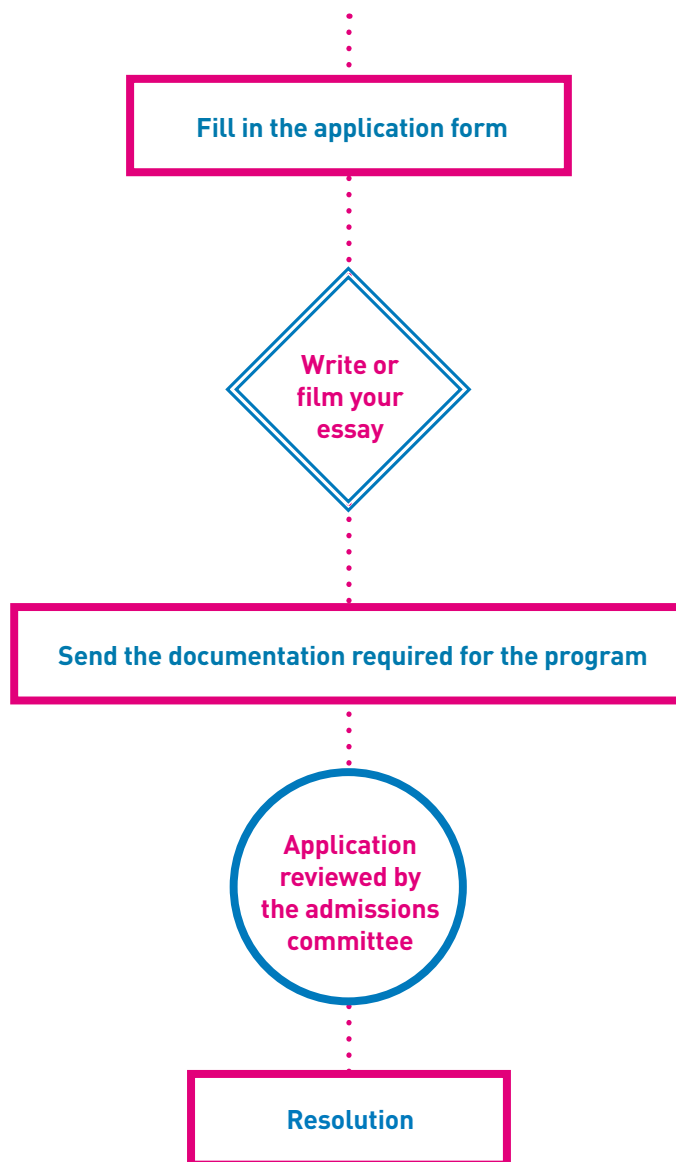
EU applicants can send their applications by post, fax or e-mail.

1. If you choose to mail in your application, please make sure that you send any important documents via a secure mail/courier service.
2. You can fax the application, required documents and credentials to the EU campus to which you wish to apply in order to speed up the process.
3. If you choose to send your application package by e-mail, please apply online and e-mail the scanned copies of the rest of the application documents at your earliest convenience.

If you choose to fax or e-mail your application, please make sure that the university receives the original documents prior to the beginning of the starting term as EU's Admissions Department will need the originals to confirm your acceptance.

THE WORLD IS
CHANGING.
EU IS READY.
ARE YOU?

Admission Process



OTHER SERVICES

Accommodation

EU helps students to find accommodation. Please contact the Admissions Department for an updated list of available apartments.

Visas

EU assists students with visa formalities and in obtaining student permits. This process will begin after students are accepted to EU.

For more information please refer to www.euruni.edu/admissions





07

NETWORK

One of the most important tools that any businessperson 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.

EU Alumnus class of '85, Michel Miserez, Area Vice President Western Europe of the Marriott Hotel Group.

LINKEDIN ALUMNI GROUP

The first essential step is to become a member of your university's alumni network through the European University Alumni group on LinkedIn.

Once you're a member, scan the group's "Discussions", "Members" and "Jobs" for networking opportunities. For instance, join a discussion of fellow alumni, comment on an article someone has posted or introduce yourself to the Group Manager, who is often a well-connected and helpful person.

You can also start your own discussion, perhaps posting an article with a few personal comments or posing a question to group members. LinkedIn also allows you to send a message or connection request to anyone with whom you share a group on LinkedIn, which will help you build one-on-one relationships with individual EU alumni.

OTHER SOCIAL MEDIA NETWORKS

One of our favorite ways to connect with students is on Facebook and Twitter. Our Facebook page is updated daily and is always packed with job offers, inspiring quotes, video clips and articles that explore a wide range of timely topics. From the quirky to the captivating to the laugh-out-loud funny, it's all there on our Facebook page. Important updates and photo albums of industrial visits and graduations are also posted on our main European University Facebook page and we do our best to try to tag you when you pop up in a photo. In addition to Facebook, we love to tweet, so follow us @Euruni.

EU ADVANTAGE: NETWORKING

The EU Experience

Since its creation, students from all over the world have always been welcomed at 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.**

WWW.ALUMNI.EURUNI.EDU



CAROLYN HYDE
Entrepreneur
Carolyn Hyde Assoc.
MBA 1990

"After completing my MBA at EU, I started a boutique public relations firm in Colorado to meet a growing demand for connecting, informing and promoting influential leaders in business, politics, arts, culture and media."



BART VAN STRATEN
General Manager
Van Straten Medical
MBA 1996

"During my business studies I learned that in order to advance, one must have strong focus and dedication while enjoying the challenge of improvement."



PATRICIA KIRKPATRICK
Assets Manager
Coca Cola - Music & Entertainment
MBA 1994

"My EU MBA was the training I needed to become a specialist in corporate communications. Especially thanks to the high quality of the faculty, who passed on their great knowledge and experience. Having this MBA helped me to be more entrepreneurially valued in Spain."



NICOLAS GARSKI
Relationship Manager
Notenstein Private Bank
MBA 2010

"There is no success without sacrifice, like in any other discipline where people want to succeed. You need to be very good and competitive to be successful – in sports and in business."



EU ONLINE

For a look at the exciting ways EU is growing and the new opportunities we have to offer, we recommend that you have a look at our television 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 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, European University publishes 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

A WONDERFUL TOOL FOR KEEPING THE EU EXPERIENCE ALIVE AND FLOURISHING

written by body language specialists to current trends in the global economy penned by knowledgeable professors 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.

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