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## Barcelona Graduate Programs

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#StartHere







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**Website & Blog**

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

**EU Today TV | Events Section**

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







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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 three years 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 Group**  
**President**





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## Experience EU

Educating future business leaders and entrepreneurs with proven practical methods.



## 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 experiential 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 Barcelona 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.





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 Barcelona can earn state-recognized graduate degrees on campus, thanks to partnerships with the University of Roehampton in London and the Universidad Católica de Murcia in Spain.

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 Barcelona campus. We invite you to read through it and contact our admissions staff at [admission.bcn@euruni.edu](mailto:admission.bcn@euruni.edu) 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.

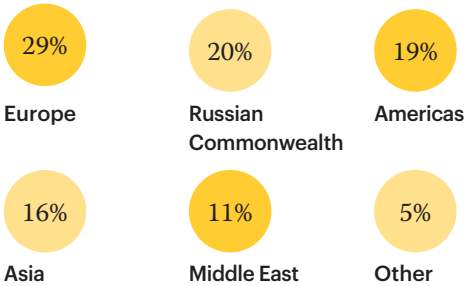
**EU Group Ranked Among the Best:** Programs within our network are consistently featured in the top tier of global and European rankings.

**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 direct way to gain insight into an institution is through percentages, statistics and hard facts.

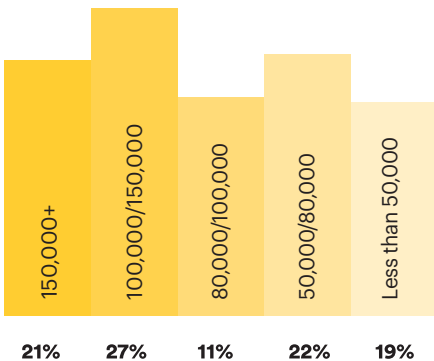
## STUDENTS BY REGION



## 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

Europe 32%	Asia 15%
Americas 18%	Middle East 14%
Russian Commonwealth 17%	Other 4%



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

## Internationally accredited programs

With the completion of the following MBA programs, students earn a qualification from EU Switzerland that is internationally accredited by ACBSP, IACBE, IQA and certified by EduQua. The MBA in International Business is further accredited by the Universidad Católica de Murcia.

### MBA 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



## Official qualifications

After completing one of the EU MBA programs listed above, students can also earn a state-recognized degree from the University of Roehampton in London.

- **MSc in International Management**
- **MBA**



### MEMBERSHIPS:



● EU's main campuses

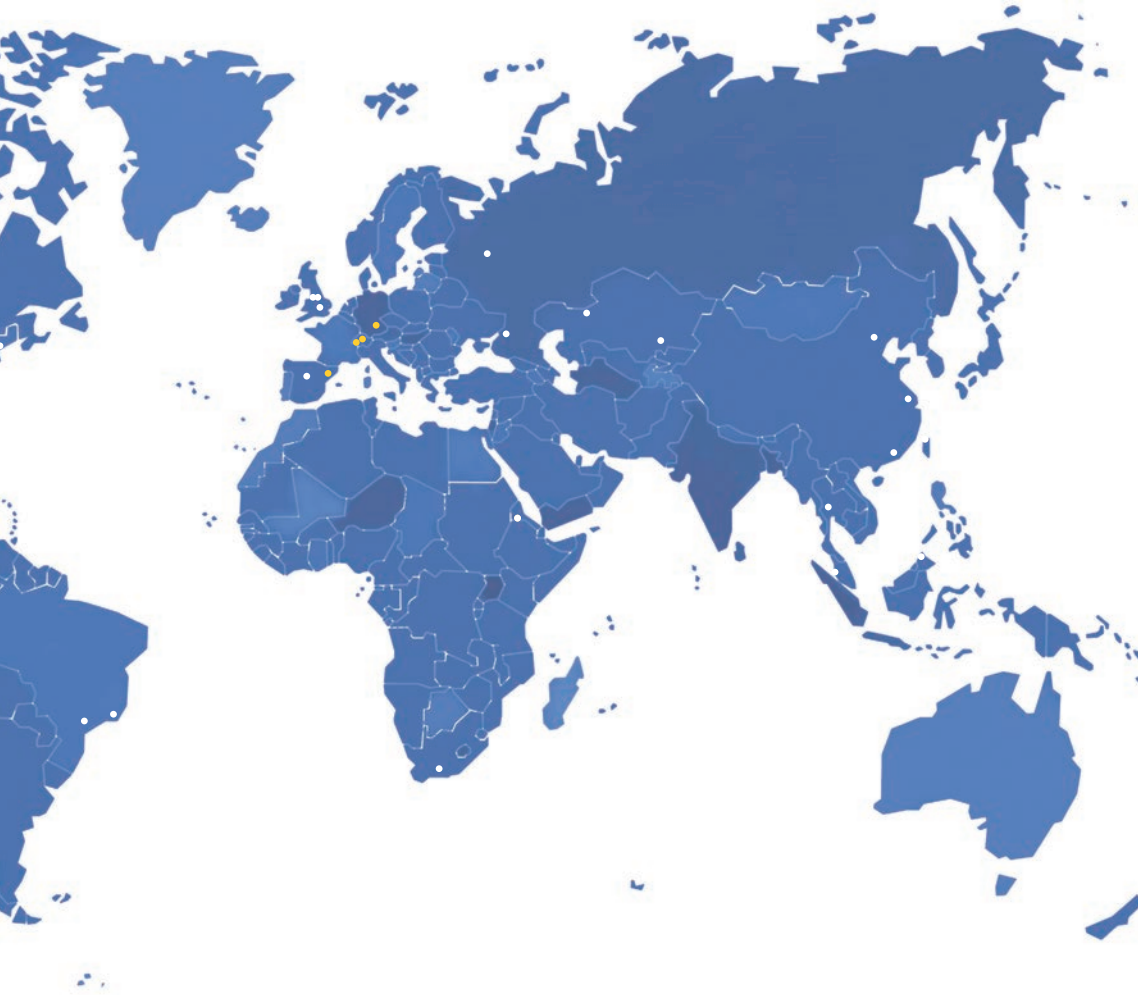
○ Exchange opportunities

### 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.

Chairman of the Board of Directors  
at SIX Group (the Swiss stock exchange)  
Alexandre Zeller, addresses students,  
alumni and guests



Students meet with potential  
employers at the annual EU  
Careers Fair



Students take part in tours  
of Barcelona and networking  
events during the Online MBA  
on-campus week





Students take a look inside tech startup Typeform

Students and alumni visit Google Campus Madrid



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







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## Barcelona

A top smart city, Barcelona leads the way in commerce, education, entertainment, media, fashion, science and the arts.



The view from Park Güell

Modern art at  
Barceloneta beach

## The capital of culture and business on the Mediterranean Sea

A major economic power in Spain, Barcelona prides itself on a collection of innovative entrepreneurs and growing business industries. With a very reasonable cost of living and endless opportunities to play sports and socialize, Barcelona is the perfect location for your international business education.

With the city and beach at its doorstep and many flourishing businesses, Barcelona has rapidly become a center for young, creative talent, with hundreds of startups and entrepreneurs embarking on business ventures here. Home to FC Barcelona and acclaimed artists Salvador Dalí and Antoni Gaudí, the city has made a name for itself as the cosmopolitan capital of the Mediterranean coast.

A global city with a local identity, Spanish and Catalan influences can be seen at every turn and, while the city respects its traditional ties, it also welcomes new ideas with open arms. This is exemplified by Fira Barcelona, a venue that hosts events such as the Mobile World Congress, eFintech, and Bizbarcelona, attracting 2.5 million visitors and 30,000 companies each year.

While your courses will require a great deal of dedication, you should take time to explore this wonderful city. We encourage you to take advantage of the numerous resources available in the city, and on our social media pages, to familiarize yourself with Barcelona. We're sure you will feel at home in no time. The EU Barcelona experience will immerse you in this vibrant, innovative city, renowned for its dedication to technology and entrepreneurship.

€0

is how much you'll pay for Barcelona's best museums on the first Sunday of each month

2026

is the expected completion date of Sagrada Família, Antoni Gaudí's architectural masterpiece

#1

beach city in the world according to National Geographic and Discovery Channel

900+

startups call Barcelona home





**<2 hours by plane to reach:**

1. London
2. Munich
3. Rome
4. Paris
5. Geneva
6. Lisbon

**Explore:**

- La Sagrada Familia
- Montjuïc Castle
- La Rambla
- Bunkers El Carmel
- Picasso Museum
- Parc de la Ciutadella
- The beach of La Barceloneta
- Tibidabo

**€9.95**

The T-10 is valid for 10 metro trips that will take you everywhere you want to go in Barcelona

**Barcelona is home to:**

- H10 Hotels
- La Caixa Bank
- Inditex
- Puig
- Vueling
- Estrella Damm
- Mango
- Desigual
- SEAT



If it were up to me to decide, I would stay in Barcelona for the rest of my career.

Lionel Messi



## Sea and the city

Whether it's exploring the narrow streets of Gòtico, or catching a free concert during La Mercè festival, stargazing at Bunkers del Carmel or strolling down Passeig de Gràcia - live Barcelona and make the experience yours.



Barcelona is a thriving setting for music, culture, sport, gastronomy and nightlife, famous for its cosmopolitan style and sun-soaked beaches. Barcelona has something for everyone and can be enjoyed throughout the seasons, from the biggest and best music events like Sónar and Primavera Sound in the summer, to beachside nightclubs and traditional street fiestas in the fall. Barcelona's proximity to the Pyrenees Mountains means that you can spend a weekend on the slopes whenever the desire hits. And the oasis of Costa Brava, famous for its crystal clear waters, hidden coves and renowned hiking trails, is just a little further up the Catalan coastline.

This foodie paradise is home to 22 Michelin-starred restaurants and the world-famous Boqueria market. However, the true beauty of Barcelona lies in its relaxed vibe and way of life. Patios are open all year long and there is always a cultural event or concert to go to. If you truly want to live like a local, then pull up a chair in any of Barcelona's beautiful plazas and spend a few hours chatting with friends, sharing a vermut and watching the people pass by.

### **Like a local:**

Keep a weekend open in January or February for a calçotada; an outdoor event that involves roasting calçots, a regional delicacy similar to leeks and served with a delicious Romesco sauce.





1. Panorama of Barcelona
2. Castellers or 'human towers'
3. Joan Miró Park
4. Primavera Sound Festival
5. Camp Nou, home of FC Barcelona
6. W Hotel and Barceloneta beach





# A campus at the center of it all

EU Barcelona is centrally located within the affluent neighborhood of La Bonanova, close to many international consulates and financial organizations, and just a short trip to the highest point in the city, Tibidabo.

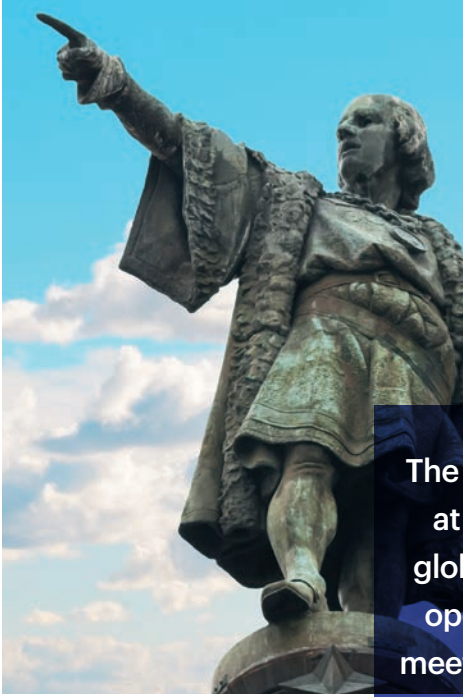


You will be well situated in La Bonanova, an upscale district in the northwest of the city with an old-world charm that is maintained by its many traditional food markets and shops.

A short five-minute train ride will bring you to Plaza Cataluña and the doorstep of exceptional art museums, historic treasures and local eateries. Make sure you

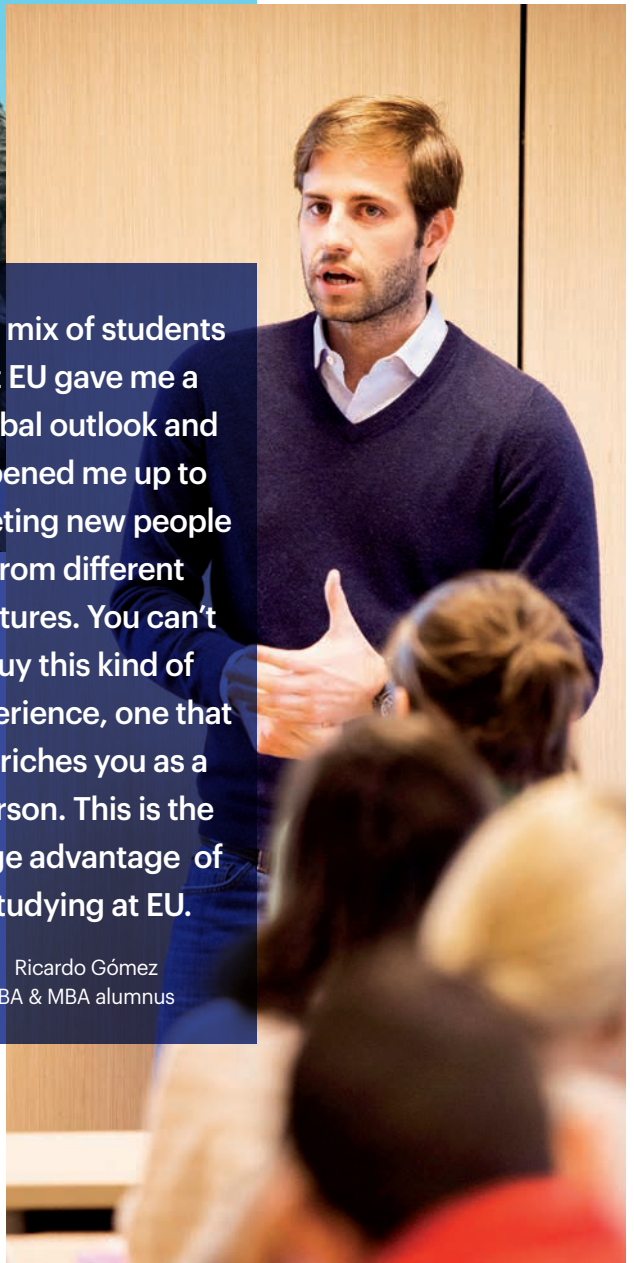
keep an eye out for the many world-renowned sporting events and activities that take place throughout the year. With Camp Nou, the home field of FC Barcelona less than three kilometers away from campus, you'll never have to worry about missing a football match!

The campus sits amongst picturesque urban parks that are perfect for a sunny lunch break, with several



The mix of students at EU gave me a global outlook and opened me up to meeting new people from different cultures. You can't buy this kind of experience, one that enriches you as a person. This is the huge advantage of studying at EU.

Ricardo Gómez  
BA & MBA alumnus



# 99,000

spectators fit inside Europe's largest stadium, Camp Nou

# 100+

years is how long Europe's oldest theme park, Tibidabo, has been entertaining locals and visitors

# 5

minutes by train from EU to Plaza Catalunya

cafés, bakeries and bars nearby along with the public library, Biblioteca Pública Clara, just a few minutes away on foot. The neighborhood also includes modernist pieces by the renowned Catalan architect Antoni Gaudí, in addition to boutique shops, numerous gyms, sporting facilities and

fantastic restaurants. The campus buildings house 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 with a high-tech sound system.





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## Programs

**MBA 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

**DUAL QUALIFICATIONS ON CAMPUS:****MSc in International Management****MBA**

(both awarded by the University of Roehampton)



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## About our graduate programs

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

EU Barcelona graduate 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. All classes are taught in English and take place in the afternoon or evening from Monday to Friday. The program lasts 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 MBA path, students can choose from 11 business majors. In these programs, students explore, examine and analyze various topics to develop their own business personality. The first two terms cover the essential skills for understanding graduate level business concepts and the last term focuses on the student's major.

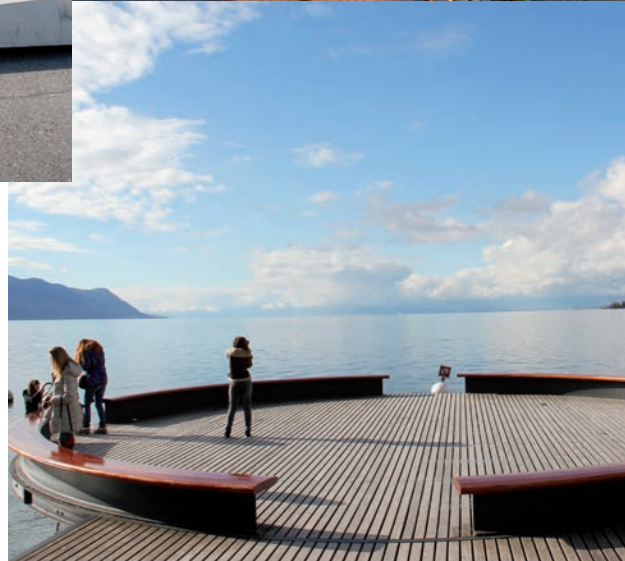
Students can also earn state-recognized degrees from the University of Roehampton (UoR) in



Munich



Geneva



Montreux

London and the Universidad Católica de Murcia (UCAM) in Spain while studying on our Barcelona campus. These partnerships give students the option of studying an MBA or MSc in International Management from UoR or an EU MBA in International Business, accredited by UCAM.

You can add to your international experience by studying a term abroad at one of our other campuses in Germany or Switzerland. 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, it's known worldwide for its annual Jazz Festival and has been home to legendary artists including David Bowie, Freddie Mercury, Igor Stravinsky and Vladimir Nabokov.

### Munich, Germany

The economic capital of Germany is home to a kaleidoscope of contrasts - from rococo opera halls to cutting-edge skyscrapers. Alongside 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. From programs to help startup companies with logistics to a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.



## About the MBA

The MBA is a one-year, full-time or two-year, part-time program (90 ECTS) that deepens your knowledge and understanding of business to help you develop management and leadership skills. No matter what your needs, the MBA has a wide spectrum of benefits and personalizations applicable to you.



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. Our MBA in International Business is accredited by the Universidad Católica de Murcia.

As a student of the MBA program, you will develop your business personality and hone your management skills through lectures, industrial visits, seminars, workshops, individual assignments, group projects, case studies and business simulations. You will discuss topics integral to the modern business environment while taking an in-depth look at subjects ranging from marketing to economics.

With the full-time option, you can expect to spend 30 to 40 hours per week on MBA-related work. We also offer students the flexibility to study the MBA part time. This option allows busy career professionals to combine a full-time career while spreading their studies out over a two-year period. The MBA program culminates in a dissertation.

**Within the MBA degree path, you can choose from one of 11 majors 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

## Dual qualifications on campus

While completing the EU MBA program, you have the possibility to earn a second distinct qualification, a U.K. state-recognized degree. Choose to study either an MSc in International Management or an MBA from the University of Roehampton (UoR) in London, on our Barcelona campus.



In order to obtain both EU and UoR qualifications you must complete 112 ECTS. This is achieved through the completion of a final EU business competency simulation and a UoR dissertation in addition to your EU MBA course load.

The UoR MSc program is designed for aspiring professionals with less than two years of work experience, while the UoR MBA is for working professionals and those who have previously held managerial roles.

Both qualifications can be earned in one year of full-time study. However, we also offer a two-year part-time option for professionals who want to continue focusing on their careers while upgrading their skillset.

### Choose from one of the following programs:

- MSc in International Management
- MBA

The University of Roehampton in London adheres to the standards set by the U.K. government's Quality Assurance Agency for Higher Education (QAA). The University of Roehampton is the most research intensive modern university in the U.K. according to the Research Excellence Framework produced by the Higher Education Funding Council for England.



## TOP REASONS TO STUDY AN MBA

**Build Your Network:** Meet recruiters, entrepreneurs, managers, CEOs and even your next business partner, while developing your skillset 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 skillset, 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. The MBA in International Business is further accredited by the Universidad Católica de Murcia.

A sample of the International Business program courses:

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





## Communication & Public Relations

### Students completing this major pursue careers as:

- Campaign coordinators
- Media consultants
- Development officers
- Communications managers

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.

A sample of the Communication & Public Relations program courses:

- \_\_\_\_\_ Public Relations
- \_\_\_\_\_ Organizational Communication
- \_\_\_\_\_ Practical Applications in PR

## International Marketing

### Students completing this major pursue careers in:

- Marketing consultancy
- Advertising
- Public relations
- Brand management

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.

A sample of the International Marketing program courses:

- \_\_\_\_\_ 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 skillset. 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:**

Navigating Development and Making Wise Decisions  
- Marta Chicano, executive coach and organizational development consultant

What's Your Role in Life?  
- Carlotta Chiesa, associate consultant at Barna Consulting Group and partner at Barna Coaching Group

### **Past internships attained in Barcelona:**

- Danone
- Inditex
- Accenture
- W Hotels
- Mandarin Oriental Hotels
- PTC
- Transperfect
- TravelClick
- Bloomberg
- King
- Ritz Carlton Hotels
- Calzedonia
- Telefonica
- Sellbytel

## 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.

### **Optimize your CV**

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

02

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.

### **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.

04

05

### **Choose the right outfit**

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

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

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

06



**We coach students  
to understand  
their strengths and  
discover where  
their competitive  
advantage lies.**

Anna Wlodek  
Career Services Counselor  
Barcelona campus



# Diogo Pessoa e Costa

Belgium

Master of Business  
Administration with a  
major in Leadership

Career services  
counseling

Internship at W  
Hotels in the  
external sales  
department

Business  
& brand  
development  
at Your Own  
Revolution

I had a meeting  
with the EU  
Career Services  
Department,  
they had a look  
at my career  
path and gave  
me great advice,  
and then helped  
me apply to the  
position in sales  
at the W Hotel in  
Barcelona, I'm  
grateful for their  
help.

Diogo Pessoa e Costa





## 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 Barcelona is proud to partner with:

- TEDxBasel
- British Chamber of Commerce
- Belgian-Luxembourg Chamber of Commerce
- AIESEC
- Seed & Click

#### Companies created by EU Barcelona alumni:

- TempEmp
- E-NONYMOUS

#### EU students attend events including:

- Barcelona Challengers Conferences
- Baselworld
- Change the World Model United Nations (CWMUN)
- Entrepreneurship School
- G200 Youth Forum
- Google Campus Madrid
- Have a Drink With
- Morpheus Cup
- Pitch Bootcamp
- Primavera Pro
- Sports Forum
- TEDx

# 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 Barcelona campus to share their expertise. Past speakers have ranged from established business professionals to successful entrepreneurs. You are also connected to Barcelona's local and international business world through industrial visits to companies such as Inditex and Estrella Damm. These industrial visits give you behind the scenes access and a privileged look at how businesses operate. 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.



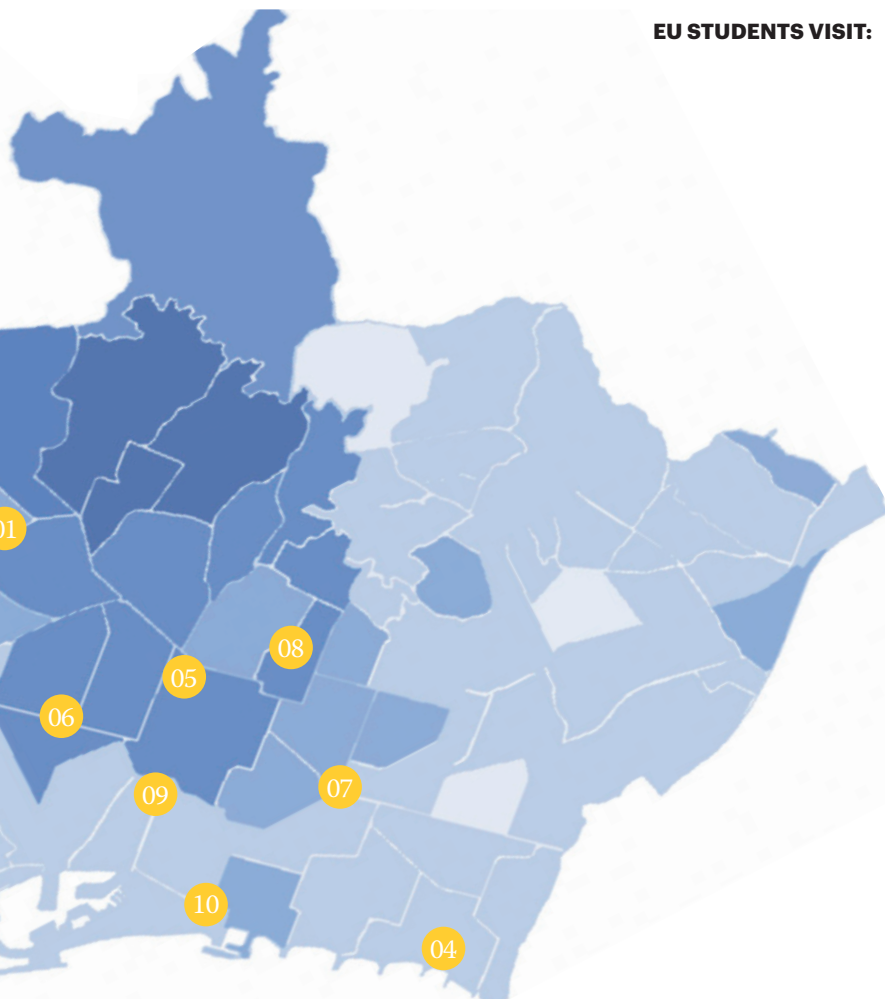
**Jean-Claude Biver**  
**President of the LVMH Watch Division and Chairman of Hublot Watches** spoke about innovative thinking and living in paradise everyday by doing what you truly love.



**Brian Cookson OBE**  
**President of the Union Cycliste Internationale (UCI)** disclosed the similarities between sport and business: accountability, professionalism, transparency and integrity.



## EU STUDENTS VISIT:



01

**Bloomberg**

02

**PTC®**

03

**CALZEDONIA**

04

*Telefonica*

05

**King**

06

**accenture**

07

**SELLBYTEL / GROUP**

08

 **TravelClick™**

09

  
MANDARIN ORIENTAL  
THE HOTEL GROUP

10

**W****HOTELS**

**Mathieu Jaton**  
**CEO of the Montreux Jazz Festival** spoke to students about passion and drive in the music business and shared the secret to nurturing creativity in one of the world's biggest festivals.



**Otto Hoedemaker**  
**Business Development Manager at AXA** laid out the basics of business development in an international setting, starting with the importance of learning by doing.



**Zara English**  
**Head of Diversity at Loftus Bradford** introduced the capacity for diversity in today's candidate-driven market.



**Joaquim de Toca**  
**President & CEO of Muji Iberia** explained how Muji spends very little on marketing and advertising and contributes its success to word-of-mouth.



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## At Home in Barcelona

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

#### **MBA 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

#### Dual qualifications on campus:

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

#### **MBA**

(both awarded by the University of Roehampton)

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### 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.euruni.edu/apply](http://www.euruni.edu/apply)

---

### 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 Barcelona website: [www.euruni.edu/admissions](http://www.euruni.edu/admissions)

## Visas

Before coming to Barcelona, it is essential to find out whether you need a visa to enter, travel and study in Spain. There are many requirements to fulfill in order to receive a visa and, depending on your country of origin, it may take up to three months to receive your visa. Therefore it is important to start early and allow enough time for the consulate to process your request. The visa must be issued in your home country and is temporary, only valid for 90 days.

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

- A citizen of the European Union, in possession of a valid European Union identification card or passport
- Staying in Spain for three months or less

If the above criteria do not apply, you will need a visa before arriving in Spain. You must apply at the Spanish Embassy or Consulate General in your home country, as the visa is affixed to your passport before you depart. This must be presented to immigration officials upon your entry into Spain. Within 30 days of arrival, all international students must register as a resident and apply for either the Número de Identidad de Extranjero (NIE) or Tarjeta de Identidad de Extranjero (TIE).

We highly recommended that you complete all documents necessary for the application process as soon as possible and provide translations of all documents in any language other than Spanish.

### Required documents:

- Completed visa application forms.
- Four passport-size photos (stapled onto each copy of the application).
- Medical certificate issued within the last three months.
- Final acceptance documents from EU Business School Barcelona and photocopies.
- Proof of health insurance.
- Passport valid for six months before the date of application and photocopies.
- Background check issued within the last three months.



- Proof that you have sufficient funds to support yourself while living in Spain.

Please bear in mind that the visa requirements may change, therefore, we recommend that you contact your local Spanish Embassy or Consulate General to ensure that the requirements are up-to-date.

### Please note:

Each visa application is reviewed individually, therefore necessary documents may vary. The 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.

### Registering as a resident (all students):

Every student wishing to pursue studies in Barcelona (both European Union and non-European Union students) MUST register as a resident in the city. The process is called empadronamiento and you can register at your nearest city hall. Once registered, EU citizens need to apply for the NIE and non-European Union citizens must apply for the TIE by booking an appointment at the Comisaría General de Extranjería y Fronteras. Please visit the admissions office on campus to register for an appointment. Here you will receive detailed information about the process while double checking that you have correctly filled out the paperwork.

For more information please refer to the EU Barcelona website: [www.euruni.edu/admissions](http://www.euruni.edu/admissions)

# Living in Barcelona

As a city popular to both study and work in, finding accommodation in Barcelona can be a real challenge. 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**

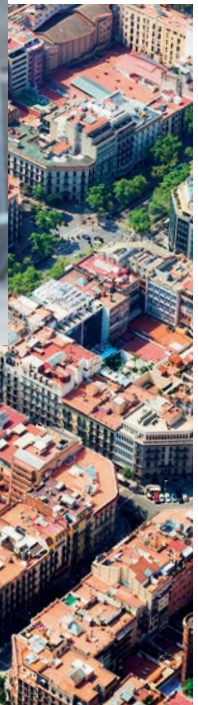
Living in student dorms allows you to meet new people and gives you a structured living environment without having to worry about household chores and the stress of dealing with rental agencies. Living close to other students helps you adapt to the city and your new lifestyle. This type of accommodation is welcoming and ensures you always have someone to talk to.

EU Barcelona has partnerships with 12 student residences in various parts of the city. The dorms are located in different districts, ranging from a five-minute walk from EU Barcelona to 30 minutes via public transport. Aside from this, there are also many privately run student dorms in Barcelona that offer exceptional service.

If you are planning to arrive at the beginning of the fall semester (October), we recommend that you send your accommodation application to a wide range of residences by May. Thousands of students arrive in Barcelona 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.

Most apartments are rented through an agency, however renting directly from the owner generally saves tenants a lot of money in agency fees, which are usually one month's rent in addition to other deposits and commissions. You can contact rental agencies directly or visit websites which post availabilities such as [idealista.com](https://www.idealista.com) or [enalquiler.com](https://www.enalquiler.com) among many others.

### **Apartment sharing**

Sharing an apartment is a popular concept in Spain 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 Barcelona before you commence your studies, in order to meet potential roommates

and landlords personally. For more information about how to find a shared apartment, please contact our accommodation officer.

For more information about housing, email our accommodation officer at:  
[accommodation.bcn@euruni.edu](mailto:accommodation.bcn@euruni.edu)

### **Planning your budget**

Barcelona is not an expensive city, but you need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a living expenditure of at least €1,000 per month. Shared accommodation is around €350 per month while living alone starts from €650 per month. The remainder will be for basic necessities and leisure.

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_____	Meal at an inexpensive restaurant €10
_____	One liter of milk €0.90
_____	Café latte €1.65
_____	½ liter of domestic beer on tap €2.50
_____	Movie at the cinema €8

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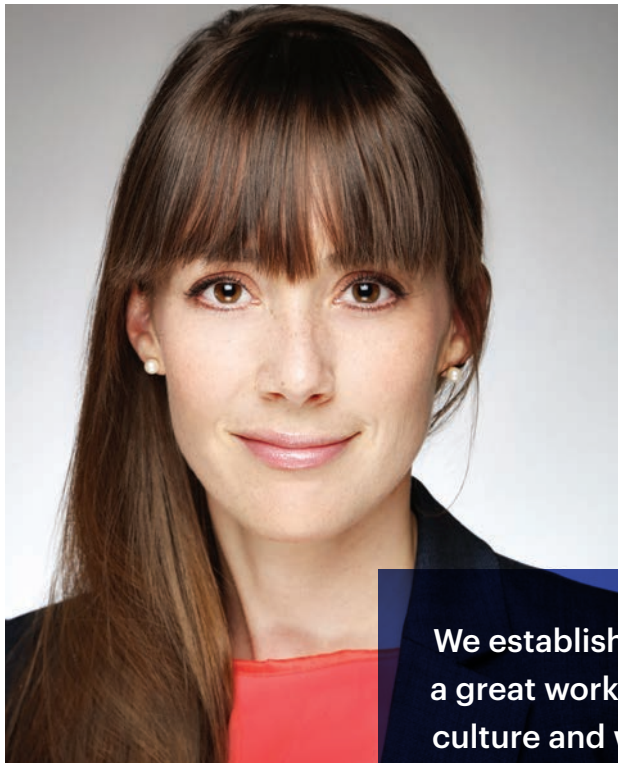
## A Network for Life

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@euruni.edu](mailto:alumni@euruni.edu)

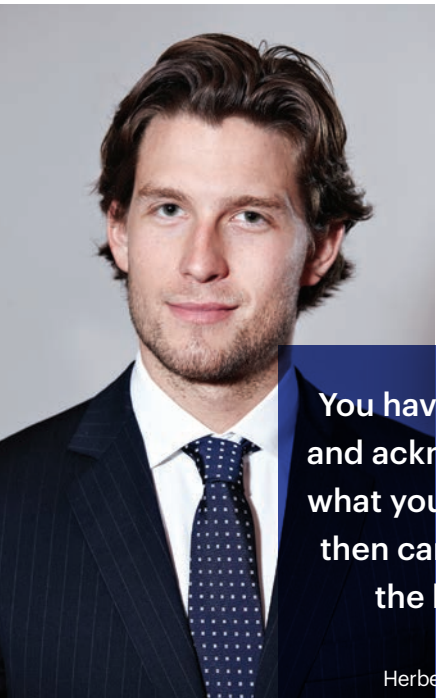
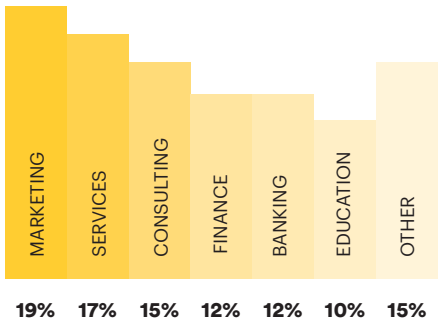
ALUMNI LINKEDIN GROUP MEMBERS

3,200+

EU 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*

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[onlinecampus@euruni.edu](mailto:onlinecampus@euruni.edu)

**Programs in:**

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Shenzhen, Shanghai & Beijing (China) | Kuala Lumpur &  
Kota Kinabalu (Malaysia)

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