Business School

Barcelona Foundation & Undergraduate Programs

www.euruni.edu

#StartHere

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Website & Blog
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The world is
changing,
EU is ready.
Are you?

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

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 business administration, communication, tourism management, international relations, sports management, digital media management, international business, marketing, finance, enterprise and human resources 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. In partnership with the University of Derby, our students in Barcelona can participate in programs to earn a U.K. state-recognized degree. Additionally, post-degree partnerships with Pace University in New York, Fisher College in Boston, Shinawatra University in Bangkok and the University of California, Riverside, among others, offer students the chance to study further qualifications in diverse and enriching environments.

For students who want an international, flexible and personalized business education, this brochure is a window into our institution and the foundation and undergraduate programs offered at our Barcelona campus. We invite you to read through it and contact our admissions staff at 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

29% Europe

20% Russian Commonwealth

19% Americas

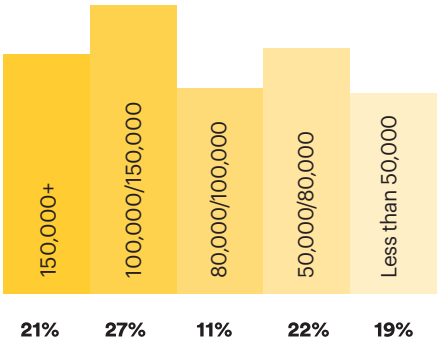
16% Asia

11% Middle East

5% Other

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

95% **INTERNATIONAL STUDENTS**

3.5 **AVERAGE LANGUAGES SPOKEN**

17-26 **UNDERGRADUATE 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 bachelor's programs, students earn a qualification from EU Switzerland that is internationally accredited by ACBSP, IACBE, IQA and certified by EduQua.

Bachelor's (BBA/BA/BS) programs in one of 9 specializations:

- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Digital Media Management
- Business & Sustainability Management
- Business & Design Management
- Family Business Management

ACBSP ACCREDITED · IACBE · IQA CEEMAN Accredited · EDUQUA

Official qualifications

Upon successful completion of one of the following BA (Hons) programs, students will earn a state-recognized degree.

BA (Hons) from the University of Derby in one of 6 tracks:

- Business Management
- Business Management & International Business
- Business Management & Marketing
- Business Management & Finance
- Business Management & Enterprise
- Business Management & Human Resources Management

UNIVERSITY of DERBY · CMI Chartered Management Institute

MEMBERSHIPS:

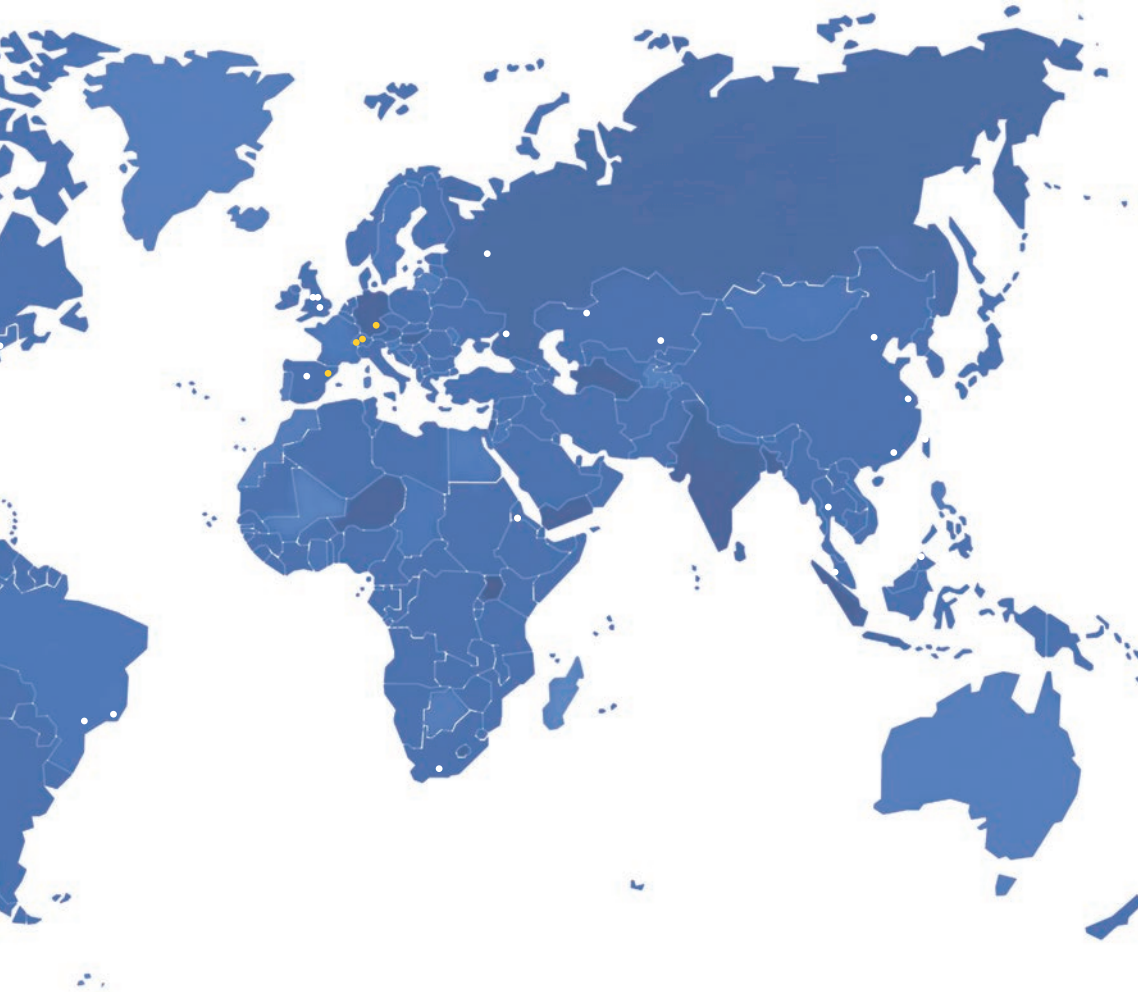
EFMD · CEEMAN · SWISS · CLADEA

- 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

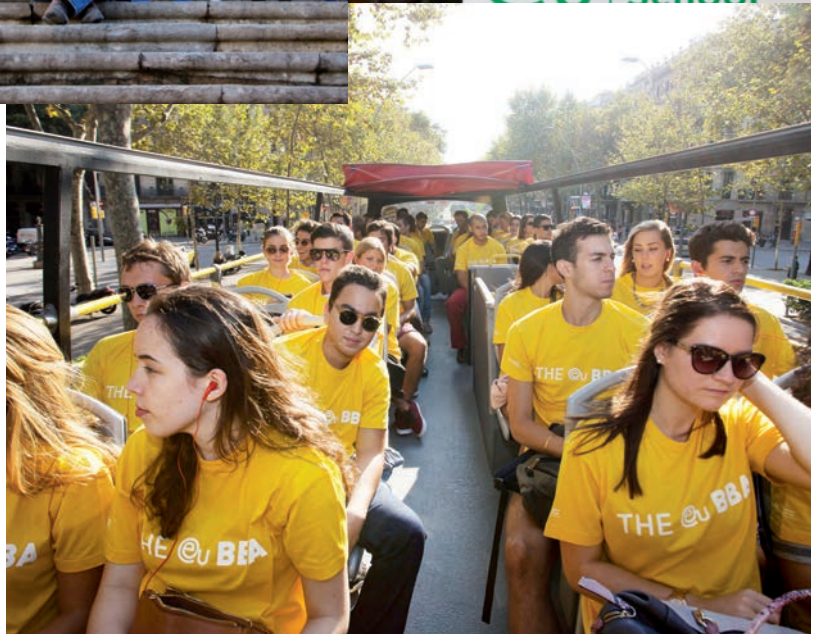
Listed as a top 20 business school by China Economic Review magazine

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 at the 2015 Barcelona Commencement Ceremony

Students enjoy the sights of Barcelona



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

Each year, students tour different countries in Asia for an unparalleled practical learning opportunity

Discovering different cultures, seeing how the world's leading organizations operate and having a new perspective about today's business world are valuable experiences that the study tour offers to its participants.

Myriam Katar
BA student
EU Asia Study Trip 2016

Students make connections and friendships that last a lifetime

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

At the launch, Adolf Ogi addresses EU students with the current director general of the United Nations office in Geneva, Michael Møller and former UN secretary general, Kofi Annan, in attendance

EU Business School

Barcelona

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

Barcelona

Modern art at Barceloneta beach

The view from Park Güell

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 Família
- 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 Gótico, 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

Barcelona

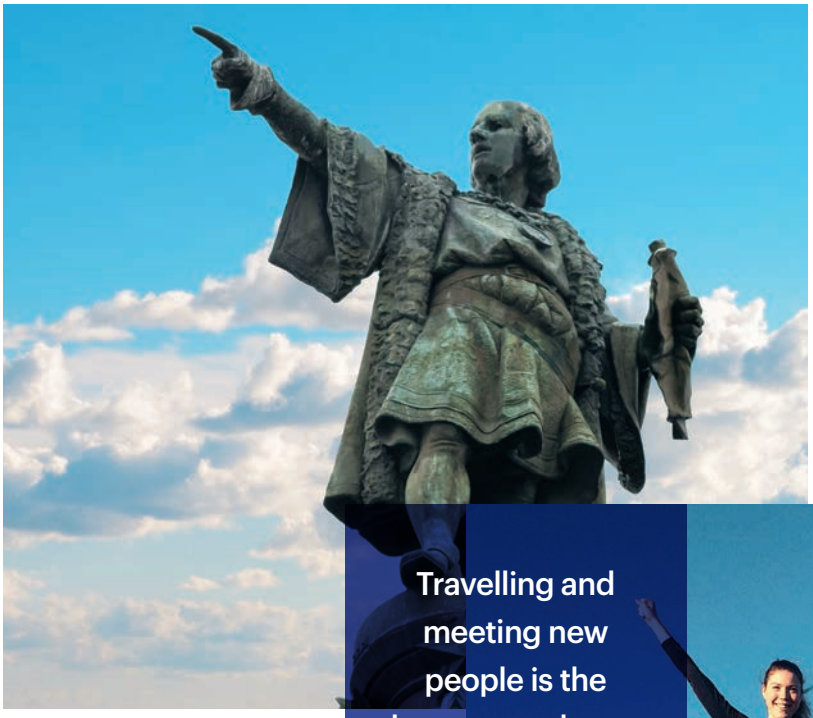
A campus at the center of it all

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 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



Travelling and meeting new people is the best way to learn, an international business school like EU provides you with that experience.

Fanny Lanctot
BA alumna

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 Cataluña

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 class-room has a SMARTBoard with a high-tech sound system.

Programs

FOUNDATION PROGRAMS:

English Foundation Program
Business Bridging Program

BACHELOR'S PROGRAMS:

BBA - Bachelor of Business Administration
BA - Bachelor of Arts in Communication & Public Relations
BA - Bachelor of Arts in Leisure & Tourism Management
BA - Bachelor of Arts in International Relations
BA - Bachelor of Arts in Sports Management
BS - Bachelor of Science in Digital Media Management
BA - Bachelor of Arts in Business & Sustainability Management
BA - Bachelor of Arts in Business & Design Management
BA - Bachelor of Arts in Family Business Management
EBBA - Executive Bachelor of Business Administration

BA (Hons) in Business Management
BA (Hons) in Business Management & International Business
BA (Hons) in Business Management & Marketing
BA (Hons) in Business Management & Finance
BA (Hons) in Business Management & Enterprise
BA (Hons) in Business Management
& Human Resources Management

Foundation programs

Our bachelor's programs require a certain level of English and academic achievement and if you do not meet these requirements, we offer two preparatory programs on all of our campuses. The foundation programs may only be taken in conjunction with our programs. The English Foundation Program is for those who need to improve their language skills while our Business Bridging Program is for those who need to improve their academic level. Upon successful completion of your foundation program and in addition to your high school diploma or GED, you will be admitted to our bachelor's programs.

Advantages

- **Succeed**: 97% of students in the foundation programs go on to successfully earn a bachelor's degree at EU
- **Advance**: by bridging the gap between current and required abilities
- **Learn**: through small class sizes with guaranteed personalized attention
- **Enjoy**: a dynamic intercultural learning environment
- **Focus**: on communication as a means to success

About the English Foundation Program

If you need to improve your English to meet our requirements, this specialized program will help you refine your language skills and prepare you for EU's degree programs. All EU classes, including all assignments, exams, lectures and a final dissertation, are held in English.

English is a language necessary for any successful career in international business. The English Foundation Program is a one-semester (13-week) course with start dates in September, February and June. The program is divided into three levels, each is four weeks in length with evaluations held at the end of each level. Following the completion of the three levels, a final examination is held, upon which students receive either a pass or fail. Upon satisfactory completion of the program, students will be eligible to enroll in one of EU's bachelor degree programs.

A sample of the English Foundation Program courses:

- English for Academic Purposes
- Structures of Writing & Grammar
- Reading & Text Analysis
- Business English

The English Foundation Program is taught by native speakers and is the best way to improve your English and gain confidence when speaking. It is excellent preparation for the bachelor's program.

Maria Makovskaya
English Foundation Program student

About the Business Bridging Program

Many high school students aspire to enroll in an international bachelor's program but lack the necessary background to do so. The Business Bridging Program bridges the gap for aspiring candidates. It provides them with the necessary knowledge and English base to succeed in EU's three-year bachelor's programs.

The Business Bridging Program is a one-semester (13-week) course that acts as a bridge to the first year of EU's undergraduate programs. Students will strengthen their academic, communication and business English skills while studying management and economic concepts. Students can enroll in the program in October, February and June. Upon successful completion, students are automatically admitted into the first year of EU's undergraduate programs.

A sample of the Business Bridging Program courses:

- Business & Society
- Management Basics
- Introduction to Business Law
- Introduction to Economics

The Business Bridging Program is a transformational experience for students, preparing them for the challenges of a three-year bachelor's program.

Christine Clarke
Academic Dean
Barcelona campus

About the bachelor's (BBA/BA/BS) programs

The EU Barcelona undergraduate programs are six-semester, three-year programs (210 ECTS) that allow you to transfer to campuses in Geneva, Montreux and Munich. The first-year core courses provide you with a solid base in all fundamental business areas. Specialization subjects are incoporated into the curriculum in your second and third year and you graduate upon completion of two final cases and a dissertation. We offer a fast-track option to complete your studies in two and a half years by completing one or two intensive summer semesters, depending on the program. You can also participate in study-abroad programs and/or earn an additional qualification with our international academic partners around the world.

Our curriculum is structured to give you a strong foundation in entrepreneurship and international business principles. EU's approach to education develops well-rounded business professionals through the use of case studies that combine learned business theories and real-life solutions, what we like to call, 'experiential learning'.

EU's curriculum is in accordance with the Bologna Process, a standardization process of higher education across Europe and ECTS credits are awarded.

ACBSP ACCREDITED · IACBE · IQA CEEMAN Accredited · EDUQUA

You can choose from one of these bachelor's programs:

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Communication & Public Relations
- BA - Bachelor of Arts in Leisure & Tourism Management
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BS - Bachelor of Science in Digital Media Management
- BA - Bachelor of Arts in Business & Sustainability Management
- BA - Bachelor of Arts in Business & Design Management
- BA - Bachelor of Arts in Family Business Management
- EBBA - Executive Bachelor of Business Administration

About the Bachelor of Arts (Hons) programs

The Bachelor of Arts (Hons) six-semester, three-year programs (180 ECTS) are designed for you to either focus on your management skills or concentrate your studies on another particular business area. After a common first year to give you a good grounding in all essential business disciplines, from accounting to human resources, the second year incorporates your specialization subjects into the curriculum.

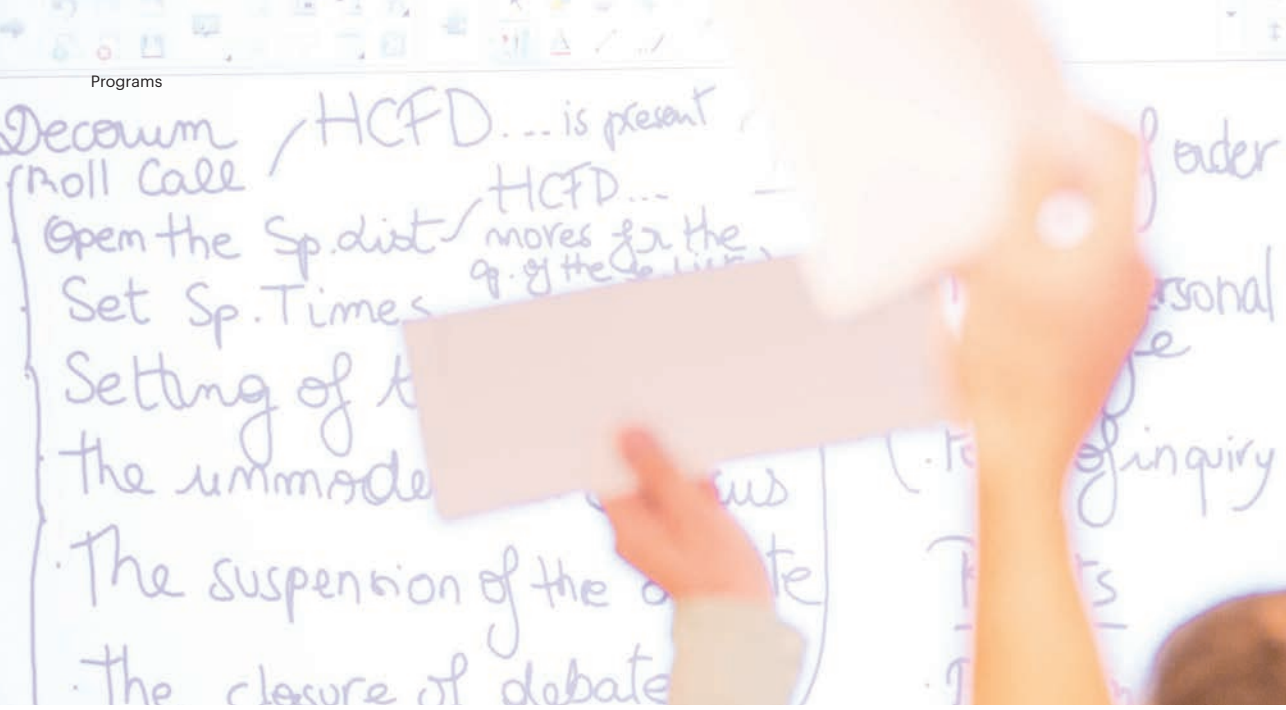
A solid business education will be the foundation of your career. The addition of a specialized skill set is what will set you apart in today's competitive market. Study on the Barcelona and Munich campuses and complete a University of Derby undergraduate qualification in Business Management or the business specialization areas, international business, marketing, finance, enterprise and human resources management. The programs take place on EU campuses, and you will finish with a U.K. state-recognized undergraduate degree awarded by the University of Derby. This program has the additional benefit of being accredited by the Chartered Management Institute (CMI), which gives you the possibility of achieving an additional qualification – CMI's Diploma in Leadership and Management.

UNIVERSITY of DERBY

CMI Chartered Management Institute

You can choose from one of these programs:

- BA (Hons) in Business Management
- BA (Hons) in Business Management & International Business
- BA (Hons) in Business Management & Marketing
- BA (Hons) in Business Management & Finance
- BA (Hons) in Business Management & Enterprise
- BA (Hons) in Business Management & Human Resources Management



BBA - Bachelor of Business Administration

Students completing this specialization pursue careers in:

- Marketing
- Management
- Finance
- Entrepreneurship

The Bachelor of Business Administration is a diverse degree that will prepare you for a full range of functions within the business world, making you a valuable asset to any organization. This program develops the business acumen required to conduct business that matters on an international scale: negotiating time zones, cultures and languages, while exploring the complexity of modern international business organizations, including the intricate relationships, social frameworks and administrative challenges that exist inside them.

A sample of the Business Administration program courses:

- Strategic Marketing
- Leadership & Team Building
- Cross-Cultural Business Issues

BA - Bachelor of Arts in Communication & Public Relations

Students completing this specialization pursue careers in:

- Information management
- Media relations
- Employee communications
- Web-based communications

Consumers have become active participants of the digital world and have blurred the line between brand and consumer. A company's communication and public relations professionals are vital to any organization and are key in establishing and maintaining relationships with the target audience. This program will cover various topics such as structuring public relations campaigns, media strategy, organizational communication and ethics, while addressing a wide range of communication and publicity concerns.

A sample of the Communication & Public Relations program courses:

- Interpersonal Communication
- Persuasion & Lobbying
- Media Planning

BA - Bachelor of Arts in Leisure & Tourism Management

Students completing this specialization pursue careers in:

- Event organization
- Hotel management
- Customer service management
- Travel agency management

Tourism is the fastest growing industry in today's business world. You will get an in-depth and practical understanding of marketing, product development, event management, and sustainability, as it applies to leisure and tourism. This overview of key business areas ensures that you gain a global understanding of the industry while cases studies in tourism allow you to apply your knowledge to real-world scenarios.

A sample of the Leisure & Tourism program courses:

- The Business of Tourism
- Service Management
- Quality Management

BA - Bachelor of Arts in International Relations

Students completing this specialization pursue careers in:

- Diplomacy and foreign policy
- Public, civil service and local government
- Journalism, radio and television
- Non-profit, private sector and multinational corporations

This program combines the global outlook gained in an international relations degree alongside the practical skills acquired in a business degree. All industries are becoming increasingly globalized and this specialization provides a solid knowledge of the current affairs necessary to analyze the modern business world.

A sample of the International Relations program courses:

- Diplomacy & Foreign Policy
- Conflict Management
- International Peace & Security

BA - Bachelor of Arts in Sports Management

Students completing this specialization pursue careers in:

- Professional team management
- Marketing and promotions management
- Community management
- Corporate sponsorship

Sports organizations and groups earn billions of dollars each year. The rapid expansion of this market opens the door to diverse opportunity but also greater competition. This program is for students who are passionate about sports, management, finance and leadership. It prepares students with the specific skills to meet the challenges of this competitive atmosphere through courses in negotiation, legal and ethical issues in sport, sponsorship, consumer behavior and sports psychology and sociology.

A sample of the Sports Management program courses:

- Public & Media Relations in Sport
- Sports Broadcasting
- Sports Career Development

BS - Bachelor of Science in Digital Media Management

Students completing this specialization pursue careers in:

- Digital strategy
- Consumer outreach management
- Social media management
- Digital media consultancy

Digital technology has brought enormous change to the world in every area, not only in the areas of science, technology, entertainment and politics. This cutting edge program is designed to teach you how to harness and capitalize on digital media for the benefit of shaping corporate image, attracting clientele and creating a platform to sell and promote products. Within the digital media production sector, the demand for professional project managers, social media managers and account managers is rapidly increasing.

A sample of the Digital Media Management program courses:

- Mass Media & Communication
- Management Media Companies
- Digital Media Project Management

BA - Bachelor of Arts in Business & Sustainability Management

Students completing this specialization pursue careers in:

- Environmental consultancy and management
- Corporate social responsibility
- Consultancy for NGOs
- Facilities and operations management

Today's successful professionals must come with a varied skillset, tailored to the increasingly important social and environmental needs of employees and consumers. This specialization equips you with the tools to navigate a world where sustainability is quickly becoming an essential element in business strategy. You will develop a broad understanding of the global economic playing field through a diverse range of topics that relate to sustainability including and not limited to: finance, law, media, communications and management.

A sample of the Business & Sustainability Management program courses:

- Global Principles of Sustainability
- Building a Sustainable Business
- Sustainability, Ethics & Technology

BA - Bachelor of Arts in Business & Design Management

Students completing this specialization pursue careers in:

- Art direction
- Graphic design
- Urban design
- Artist or brand representation

Design extends into every field of current business practices. Theoretical and practical knowledge of design and its involvement in the development, innovation and communication of a business, offers significant advantages for a manager. Discover the business side of graphic, industrial, product, interaction, environmental and fashion design, as well as design copyright. Learn to apply a wide variety of business concepts and aptitudes that will prepare you for a career in design management.

A sample of Business & Design Management courses:

- Designers & Management
- History of Contemporary Design
- Event Design & Management

BA - Bachelor of Arts in Family Business Management

Students completing this specialization pursue careers in:

- Their own, or another's, family business
- Conflict resolution and office politics
- Psychology specific to family-owned operations

Family businesses are unique in the way that they operate and in the skills required to work in them. Family-owned companies face their own unique challenges in a business environment characterized by intensified competition. In this specialization, you will learn how to leverage your strengths in the management of family business and successfully implement practices that drive high performance, shareholder loyalty and healthy family relationships.

A sample of the Family Business Management program courses:

- Family Business Dynamics
- Family Ownership & Succession
- Portfolio Management

EBBA - Executive Bachelor of Business Administration

Students completing the Executive BBA pursue careers as:

- Brand managers
- Mortgage advisors
- Project managers
- Performance analysts

EU recognizes the fact that professional candidates already have significant practical knowledge and are familiar with many of the most important aspects of business through their professional experience. Therefore, the Executive BBA omits courses which are redundant after years of management. You can fast track your undergraduate degree with with this one-year intensive program.

A sample of the Executive BBA program courses:

- Ethics in Business
- Customer Relationship Management
- Managerial Economics

BA (Hons) in Business Management

Students completing this track pursue careers in:

- Business analysis
- Executive sales management
- Development management
- Operations management

The Business Management program equips you with the concepts, theories and techniques to pursue a successful career in business leadership. You'll cover essential competencies, from finance and marketing to data analysis, ethics and social responsibility. You'll become more analytical, creative and independent in your thinking. Your management qualifications will equip you for a rewarding career in many areas of business.

A sample of the Business Management program courses:

- Improving Business Performance
- Delivering Winning Projects
- Enhancing Personal Leadership

BA (Hons) in Business Management & International Business

Students completing this track pursue careers in:

- Business process outsourcing
- International business consultancy
- Transport and logistics management
- Import/export compliance

The Business Management & International Business program gives you a cohesive education touching upon all aspects related to the international business arena. You will analyze international environments through economics, strategy, law, finance, marketing and trade. The program prepares you for today's increasingly globalized world of business from a cross-cultural perspective. As a graduate, you will be prepared to start your own international business, join an already existing company or help to expand a local company's international reach.

A sample of the Business Management & International Business program courses:

- Marketing Across Cultures
- Global Business & Strategy
- Managing People

BA (Hons) in Business Management & Marketing

Students completing this track pursue careers in:

- Marketing departments
- Account management
- Media planning
- Advertising copywriting

The Business Management & Marketing program gives you the right knowledge and tools to excel in today's postmodern marketing environment. You will be introduced to the fundamentals of the field and understand how marketing functions within the different departments of real businesses and with customers. The ability to combine elements of different business disciplines is vital to your career, and key to your development as a successful "marketeer". The skills you learn through the program will help you excel in the marketing field.

A sample of the Business Management & Marketing program courses:

- Brand Impact & Popular Culture
- Consumer Behavior
- Marketing Across Cultures

BA (Hons) in Business Management & Finance

Students completing this track pursue careers in:

- Financial analysis
- Financial consultancy
- Corporate finance
- Financial advisory

The Business Management & Finance program provides you with specialized skills that will enable you to take up a position in the finance industry. You will be introduced to the key concepts of accounting that will expand your knowledge in financial analysis and financial projections and develop your teamwork, leadership and project management skills through the work and assessments you undertake. In addition, you'll be able to critically evaluate strategic business issues while refining your financial decision-making processes and problem-solving skills.

A sample of the Business Management & Finance program courses:

- Business Accounting
- Financial Management
- Improving Business Performance

BA (Hons) in Business Management & Enterprise

Students completing this track pursue careers in:

- Entrepreneurship and startups
- Family business
- Business consultancy
- Management analysis

The Business Management & Enterprise program is designed to prepare you to be a future entrepreneur, with the skills and knowledge to start your own business or to run departments within larger companies. The program preserves a general business outlook while developing your integrated perspective of business. This program helps to create a compelling personal point of view which will help you land your leading role. You will also develop your skills in venture management, team project planning and launching.

A sample of the Business Management & Enterprise program courses:

- Innovation & Knowledge Transfer
- Developing Networks
- Enterprise Strategy & Concepts

BA (Hons) in Business Management & Human Resources Management

Students completing this track pursue careers in:

- Labor relations
- Training & development management
- Compensation & benefits management
- Global talent management

The Business Management & Human Resources Management program is set in the broader field of business, management and corporate strategy. The curriculum emphasizes how human resources strategies and management decisions have an important and lasting impact on the performance of organizations, regardless of size, type or sector. Develop the techniques and soft skills to maximize employee performance from social, cultural and political perspectives.

A sample of the Business Management & HRM program courses:

- Employment Law in the Workplace
- Global Talent Management
- Leadership & Management

Make Europe your campus

Add to your international experience by studying at one of our other campuses in Switzerland and Germany. Based on program availability, you may study a semester or full year abroad. Potential employers consider candidates who have lived in other countries and immersed themselves in different cultures to be adaptable, independent and better problem solvers. Living abroad will also expand and strengthen your global network.

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

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

Geneva

Montreux

Munich

New York City

Go the distance

After completing five or six semesters in Barcelona, you will have the opportunity to study two semesters at one of our partner universities and earn two accredited qualifications.

New York, Pace University
Study in the concrete jungle and experience the wonder of Times Square, the Statue of Liberty and the flashing lights of Broadway for yourself. Located in the heart of New York's financial district, Pace University offers an unparalleled experience of the world's business capital. Pace University was established in 1906 and its Lubin School of Business is professionally accredited by AACSB.

California, University of California, Riverside
Explore a beachside lifestyle in the American capital of sun, snow and nature. Time magazine ranked the University of California, Riverside (UCR) number one for graduation rate, affordability and financial aid available to students. The UCR faculty includes 48 Fulbright fellows, 19 Guggenheim fellows and 49 National Endowment for the Humanities fellows. Graduates are eligible for optional practical training, which allows them to work in the United States for up to one year.

Boston, Fisher College
Surround yourself with greatness by studying in the world's higher education capital. Fisher College has been providing a top-class education in Boston since 1903. This academic institution covers a wide range of subjects and has specialist undergraduate and graduate courses in business administration. Fisher College stands out in its field for its highly qualified faculty; 90% of which hold the highest possible degree in their subject.

Bangkok, Shinawatra University
Experience the pull of the buzzing capital of Thailand, home to temples, the Grand Palace and Southeast Asia's largest outdoor market. Located in Bangkok, Thailand, Shinawatra University was founded in 1996 by Thaksin Shinawatra, former prime minister of Thailand. All courses are taught in English and the university specializes in technology and management as well as science and engineering.

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 you really want to do, searching for work experience or preparing for that first 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 young 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 world's leading multinationals, 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 02
Have several CVs that you can tailor to the position you are applying for.

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

Prepare for your interview 04
For Skype or phone interviews, you should behave, dress and speak exactly like you would during a face-to-face interview.

05 **Choose the right outfit**
Office-appropriate attire has changed over the years, our team will help you make the best choice.

Build your professional online identity 06
A study by Adweek magazine showed that 92% of companies use social media for recruiting.

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

Anna Wlodek
Career Services Counselor
Barcelona campus

Christina Laskaridou

Greece

Bachelor of Business Administration

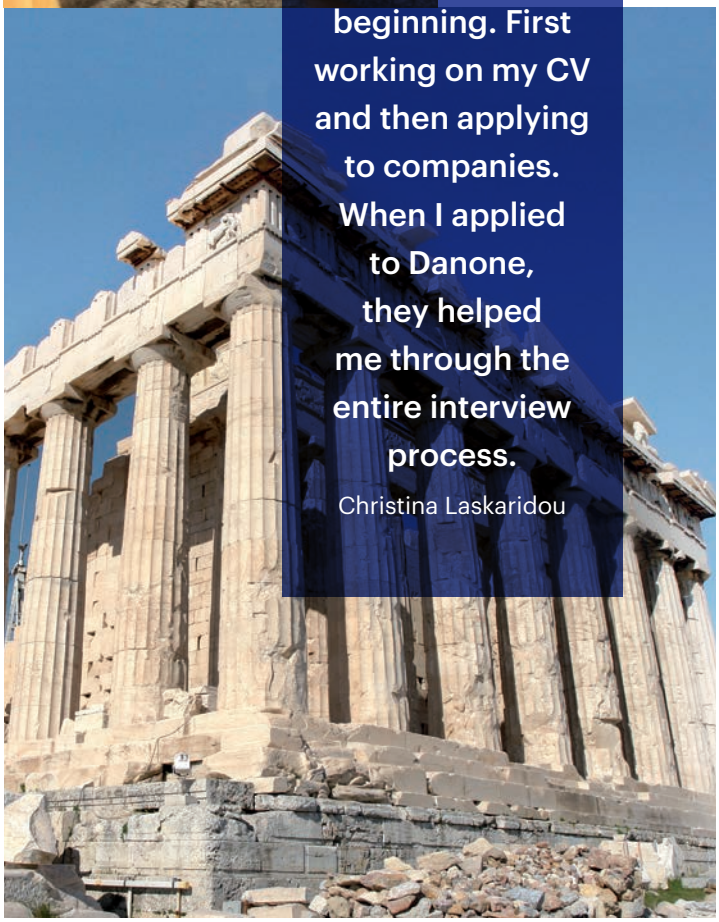
Career services counseling

Internship at Danone as assistant brand manager

Sport agent at Sport Around Spain

The career services department helped me from the very beginning. First working on my CV and then applying to companies. When I applied to Danone, they helped me through the entire interview process.

Christina Laskaridou



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:

- TEDxBarcelona
- 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 internships and employment through their extensive network of contacts, providing additional opportunities for keen students.

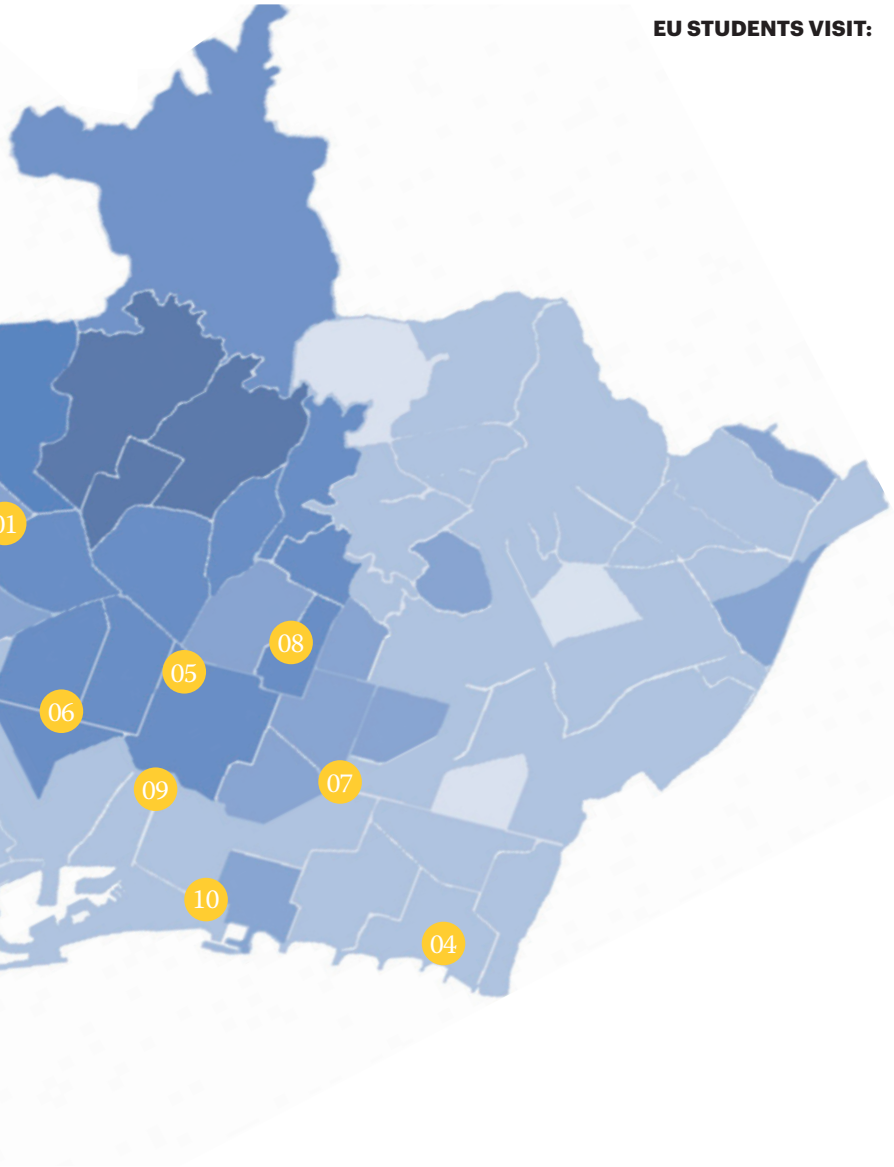
LEARNING FROM LEADERS:

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 Telefónica

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.

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.

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

English Foundation Program
Business Bridging Program

BBA - Bachelor of Business Administration
BA - Bachelor of Arts in Communication & Public Relations
BA - Bachelor of Arts in Leisure & Tourism Management
BA - Bachelor of Arts in International Relations
BA - Bachelor of Arts in Sports Management
BS - Bachelor of Science in Digital Media Management
BA - Bachelor of Arts in Business & Sustainability Mgmt.
BA - Bachelor of Arts in Business & Design Management
BA - Bachelor of Arts in Family Business Management
EBBA - Executive Bachelor of Business Administration

BA (Hons) in Business Management
BA (Hons) in Business Management & International Business
BA (Hons) in Business Management & Marketing
BA (Hons) in Business Management & Finance
BA (Hons) in Business Management & Enterprise
BA (Hons) in Business Management & HRM

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.

Step 3: Submit your application

If you are completing:

- your secondary school examinations
- an International Baccalaureate (IB) diploma

submit your application online at:
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

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

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.

The multicultural environment at EU prepares you for today's globalized business world.

Javier Martinez Esparza
Business Development Director, Asurion
Class of 1995

Let's begin with a quiz to find the best accommodation to fit your needs:

Do you like to socialize?	
A	24/7
B	Not really
C	Only on the weekends

You want to live near...	
A	Other students
B	The EU campus
C	The city center or the beach

What is your budget?	
A	I'm flexible
B	Money is not a problem
C	The cheaper, the better

Are you a risk taker?	
A	Not at all
B	I like calculated risks
C	Risky is my business

How much Spanish do you speak?	
A	Nada
B	A little bit
C	I'd like to learn more

Answers
Mostly As: student dorms
Mostly Bs: private apartments
Mostly Cs: apartment sharing

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 or 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 housing, email our accommodation officer at:
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.

- 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

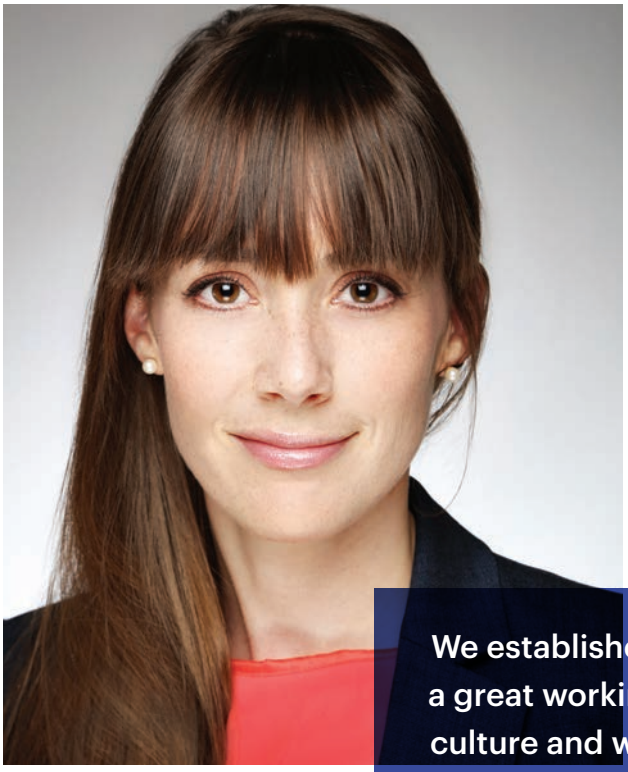
Thomas Ruschke
Client Partner &
Global Brand Lead,
Facebook Ireland
Class of 2012

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, MBJ Integrated Technologies, and they now enjoy an excellent working relationship.

For more information please email alumni@euruni.edu

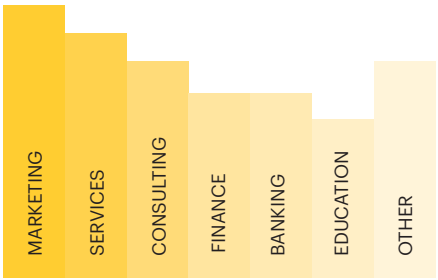
ALUMNI LINKEDIN GROUP MEMBERS

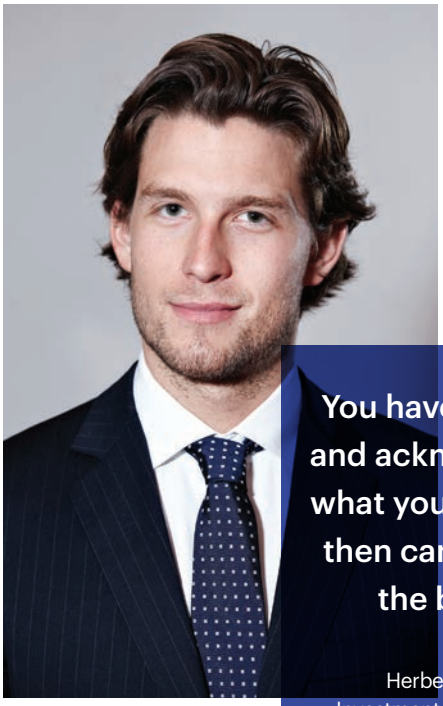
3,200+

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

ACTIVE USERS ON THE EU ALUMNI HUB

1,000+

ALUMNI NATIONALITIES

100+

OUR ALUMNI WORK AT

Google SONY Deloitte. IBM facebook Marriott

STUDENTS GO ON TO

BUS
BUS
BUS

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

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

Other campuses in:

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

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

Montreux
Villa Ormond
Rue du Lac 18
1815 Clarens-Montreux,
Switzerland
T +41 21 964 84 64
F +41 21 964 84 68
info.mtx@euruni.edu

Online
T +34 93 201 81 71
onlinecampus@euruni.edu

Programs in:

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

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University of Roehampton London

UCAM Universidad Católica de Murcia

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