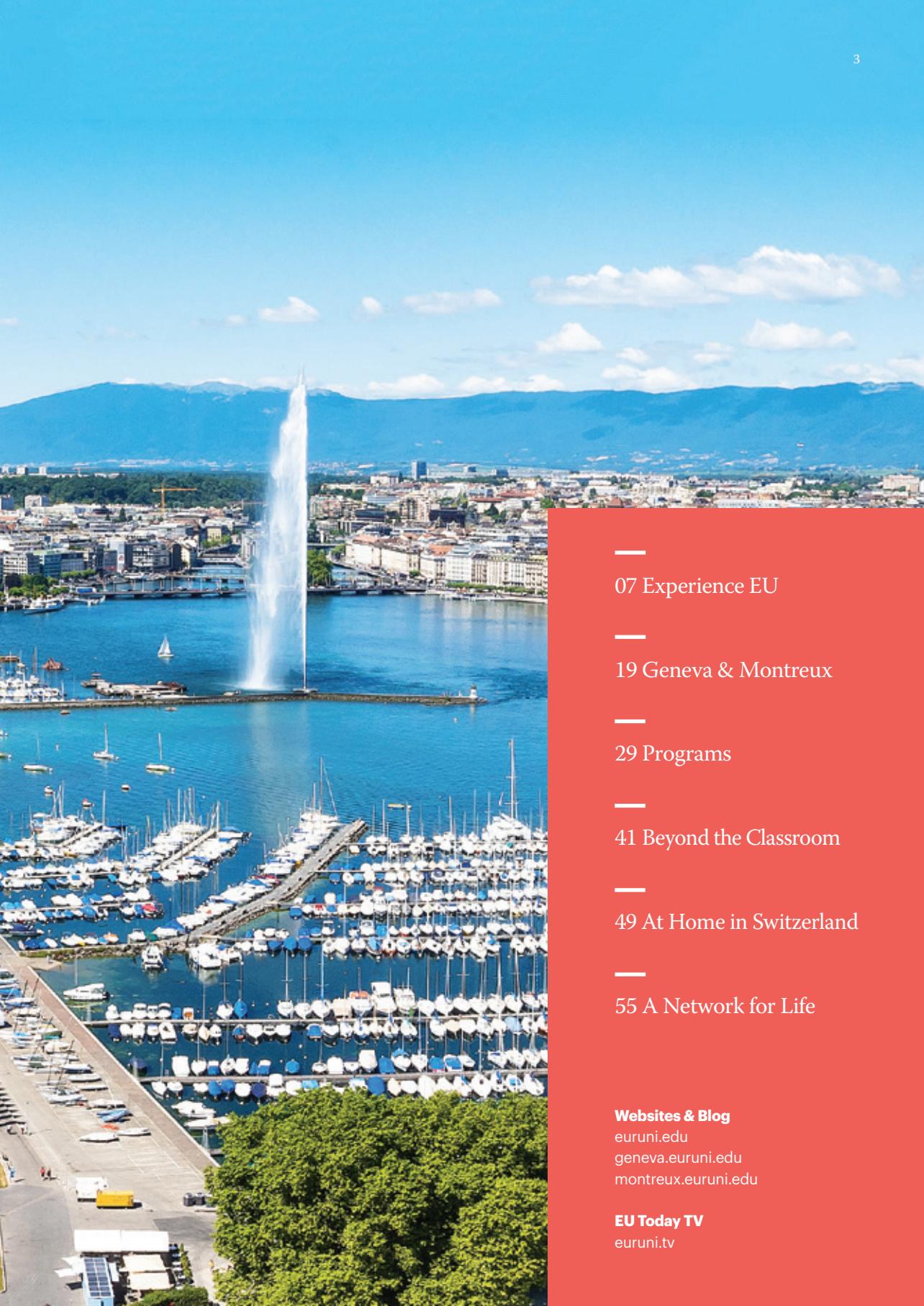


**Geneva & Montreux**  
**Foundation &**  
**Bachelor's**  
**Programs**



#StartHere





07 Experience EU

19 Geneva & Montreux

29 Programs

41 Beyond the Classroom

49 At Home in Switzerland

55 A Network for Life

**Websites & Blog**

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

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

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

**EU Today TV**

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

The world is  
changing.  
EU is ready.  
Are you?  
Start here.



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Welcome to EU Business School.

The foundation of any successful career is a solid knowledge base. We live in a fast-paced era in which information is instantly available. Education is no longer about acquiring information, but rather developing key skills and learning how to evolve with the world around us.

After your time with us, you will walk away with more than a degree. You will have learned about yourself and how to communicate with people from a diverse range of backgrounds. You will have continued to grow and develop, both professionally and personally, enabling you to seize the new opportunities available to you. Don't forget the value of your youth, time and 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 be entrepreneurial, think for yourself, learn from your mistakes and, most of all, take advantage of the opportunities that will arise throughout your career. 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. You will have a network of over 27,000 alumni and business professionals to encourage you, inspire you and guide you, as you establish yourself in the world of business. So if you're looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus.

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



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## Experience EU

Educating future business leaders  
and entrepreneurs with proven  
practical methods.



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## Swiss Values, an International Mindset and a Pragmatic Approach

EU Business School 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 in Barcelona, Geneva, Montreux, Munich and online, the EU Business School curriculum promotes managerial skills, business ethics and entrepreneurial initiative vital to pursuing jobs in today's 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 our programs are student-oriented, flexible, personalized and taught in English.

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.

In Switzerland, EU provides students with the choice between two distinct campuses, one in Geneva and one in Montreux. Both campuses offer various programs at the foundation, bachelor's, master's and MBA levels. These include business administration, communication, tourism management, international relations, sports management, business finance, digital business and international business, among others. We also offer a DBA program on our Geneva campus.



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

EU Business School continuously explores affiliation opportunities with world-class academic institutions. Our partners include: University of Derby in Derby, U.K.; University of Roehampton in London, U.K.; Universidad Católica San Antonio de Murcia (UCAM) in Murcia, Spain; Tecnológico de Monterrey (ITESM) in Monterrey, Mexico; Pace University in New York, U.S.A.; Stamford International University in Bangkok, Thailand; and the University of California in Riverside, U.S.A.; among others.

For students who want an international, flexible and innovative business education, we invite you to read through this brochure and contact our admissions departments at:

Geneva campus: [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu)  
 Montreux campus: [admission.mtx@euruni.edu](mailto:admission.mtx@euruni.edu)

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:** Our student body comprises more than 100 nationalities, with 98% of students speaking two or more languages.

**Small class sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

**All classes taught in English:** Including assignments, lectures, exams and the final dissertation.

**Experiential learning:** The case study method and a pragmatic approach are two of our most effective tools.

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

**Ranked among the best:** Programs within our network are consistently featured in the top tier of global and European rankings.

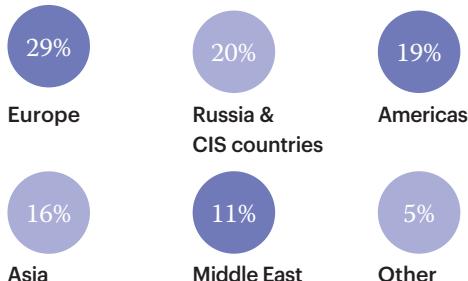
**Building a business personality:** We are committed to encouraging students to build the most valuable brand they can market: themselves.

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

# Our Numbers Talk

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

## STUDENTS BY REGION



**20%**

OF OUR STUDENTS  
BECOME ENTREPRENEURS

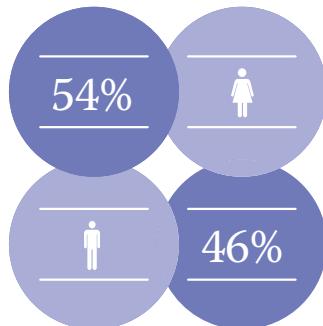
**93%**

ACCEPTED A JOB OFFER  
WITHIN SIX MONTHS OF  
GRADUATION

**95%**

INTERNATIONAL  
STUDENTS

## FEMALE TO MALE RATIO



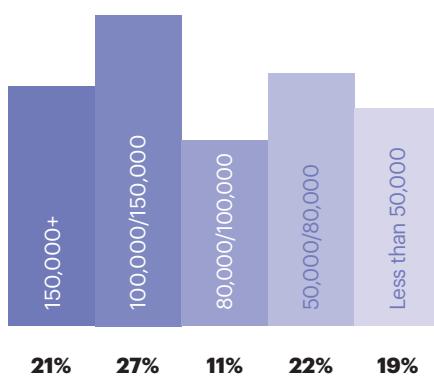
**3.5**

AVERAGE  
LANGUAGES  
SPOKEN

**17-26**

BACHELOR'S  
STUDENT  
AGE RANGE

## SALARY AFTER GRADUATION (IN EUROS)



**37%**

OF STUDENTS TAKE  
ADVANTAGE OF OUR  
TRANSFER OPPORTUNITIES

## WORK PLACEMENT BY REGION

Europe 32%

Asia 15%

Americas 18%

Middle East 14%

Russia &  
CIS countries 17%

Other 4%



# come encement ceremony

#StartHere



# Accreditations and Official Qualifications

## BACHELOR'S (BBA/BA/BS) PROGRAMS IN ONE OF SEVEN SPECIALIZATIONS:

- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Digital Business, Design & Innovation
- Business Finance

Upon completing the EU bachelor's programs, students earn a degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua, as well as a state-recognized university bachelor's degree from Universidad Católica San Antonio de Murcia (UCAM), Spain, (*título propio*).



## BA (HONS) IN BUSINESS MANAGEMENT

After studying five semesters of the above-mentioned EU bachelor's degrees, students can choose to complete two additional semesters and earn an extra qualification. With this option, in seven semesters (three years), students graduate with a state-accredited degree from the University of Derby, U.K., in addition to the above qualifications.



## DIPLOMA OF ADVANCED STUDIES IN ONE OF THE SEVEN SPECIALIZATIONS:

Students may also study an additional semester of their specialization and earn a state-recognized Diploma of Advanced Studies (DAS) in this subject which is accredited by Universidad Católica San Antonio de Murcia (UCAM), Spain, (*título propio*).



## MEMBERSHIPS:



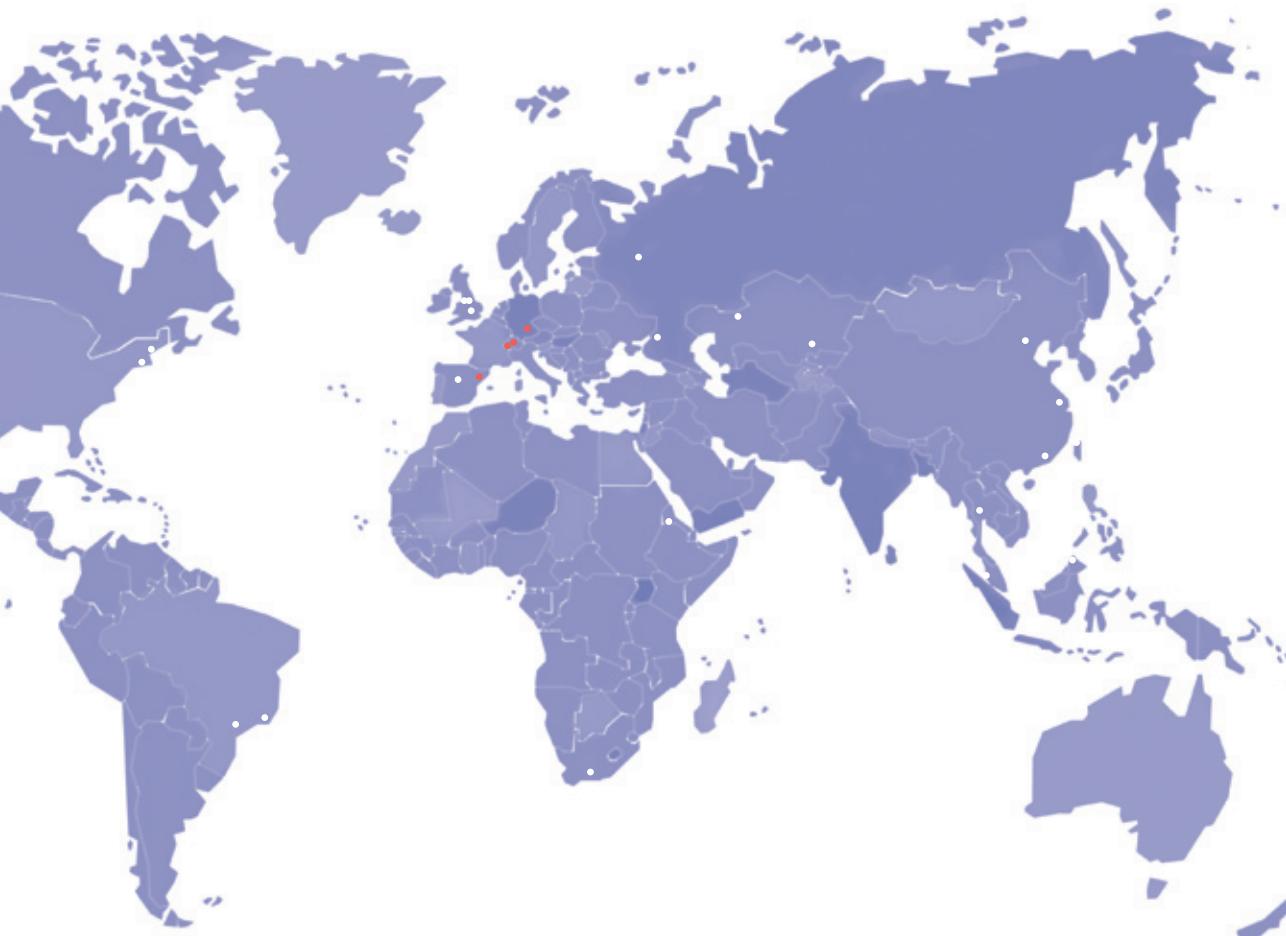
## RANKINGS:

1

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

**TOP  
TIER**

Ranked in the top tier  
for global and Euro-  
pean MBA programs  
by CEO Magazine



## A EUROPEAN IDENTITY A GLOBAL NETWORK

EU Business School develops partnerships with world-class universities and educational institutions around the globe to provide a superior 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.

- EU's main campuses
- Exchange opportunities

## 4 STARS

Awarded four stars for excellence in business education by QS Stars

## 5

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

## 6

Placed sixth as best business school for female students by Capital magazine

## 15

EU's Online MBA ranked 15<sup>th</sup> in the world by QS Top MBA

# 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 through sports and social activities.

You'll also get an inside look at the world's most important companies and meet the visionaries behind them.



1. One of EU's many successful sports teams
2. Students visit the Swiss Alps for the annual EU ski trip
3. Paul Bulcke, chairman of Nestlé, gives an inspiring presentation to students
4. Students get a behind-the-scenes look at automotive company Tesla
5. Sharing cultures and making connections at student-organized events
6. EU Business School hosts former President of Switzerland Adolf Ogi's book launch at the United Nations in Geneva



4  
"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 EU Business School offers."

Myriam Katar  
BA student





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## Geneva & Montreux

In Switzerland, EU offers students a choice between two distinct campuses on the shores of Lake Geneva. The area offers its residents high quality of living at the foot of the Alps.

## Geneva, the Center of Diplomacy and Finance

Geneva is a leading financial center and home to the highest number of international organizations in the world, including the United Nations, the World Trade Organization, the World Health Organization and the Red Cross. An ideal global destination for international conferences and negotiations, Geneva is the location of over 200 diplomatic missions and 119 financial institutions.



Palace of Nations



The Broken Chair sculpture by Daniel Berset

Nestled between the Jura mountains to the west and the French Alps to the east, and situated on the bank of Western Europe's largest lake, Geneva is easily one of the most picturesque cities in Europe. With its central location, Geneva can be reached within one hour by plane from most major cities in Europe. It's no wonder that a city of 200,000 inhabitants is the diplomatic center of world.

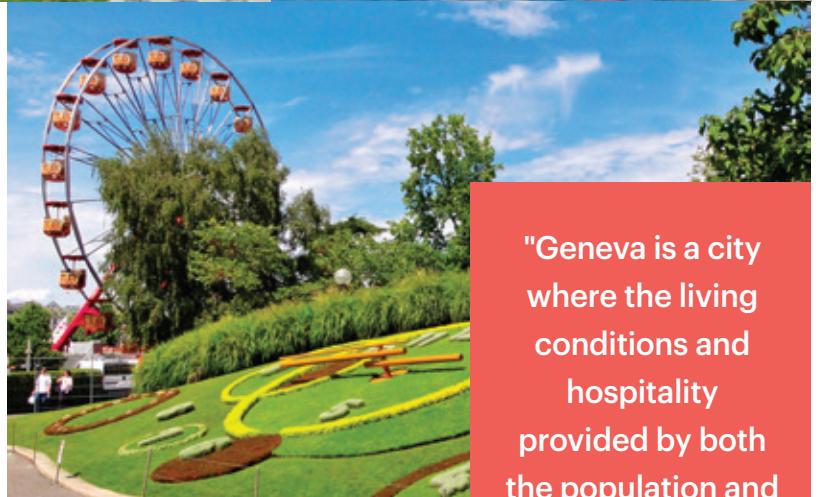
### Explore:

- Palace of Nations
- International Red Cross and Red Crescent Museum
- English Garden
- Bains des Pâquis
- Jet d'Eau
- Pointe de la Jonction
- Annecy
- Promenade of Lake Geneva
- Parc des Bastions



The Celestial Sphere  
in Ariana Park

Geneva Flower Clock



It is the second-largest city in Switzerland and the most international in Europe. With three official languages, Geneva is as diverse as it is international, and while French is spoken predominantly, English is spoken almost everywhere.

This bustling finance center also has rich cultural and architectural offerings and its proximity to the Alps makes it a haven for outdoor and nature enthusiasts.

#### Like a local:

For three nights a year, art galleries throughout the trendy Plainpalais district in Geneva open their doors to the public for free viewings and wine.

**#9**

on Mercer's 2019  
Quality of Living  
Rankings

**4km**

from Geneva to  
France

**37k+**

people are  
employed in the  
financial sector

**40%**

of residents are international, the highest percentage in Europe

**"Geneva is a city where the living conditions and hospitality provided by both the population and authorities of Geneva – at all levels – are exemplary and greatly facilitate the work and daily life of WHO employees."**

Dr. Margaret Chan  
Former Director-General of  
World Health Organization

## A City Campus in the Heart of Geneva

The EU Geneva Campus overlooks the Rhône River and is close to the Pont du Mont-Blanc and Geneva's world-famous Jet d'Eau. Our centrally located campus is just a five-minute walk from the financial district and the main shopping area.

Perfectly situated right in the city centre, our campus is just steps away from artisanal shops, trendy bars and restaurants. Excellent public transport links make it easy to explore this charming city and the surrounding mountains.

The bright and modern campus building enjoys a panoramic riverside setting and features state-of-the-art learning facilities that have been specifically designed to optimize the student experience. The light and airy classrooms are fully equipped with the latest technology to promote learning and student wellbeing. The library and study rooms have been customized to create the perfect environment for studying, reading or working on assignments. And between classes, you can relax in the spacious student lounge, where you can grab a snack, play a game of foosball or catch up with friends. Students also have access to the beautiful surroundings of the Montreux campus, set in an 18th-century villa on the shores of Lake Geneva.

During their studies, EU students in Geneva go on exclusive company visits to the headquarters of leading companies and financial institutions. They are also invited to worldwide organizations such as the Office of the United Nations and the World Trade Organization.

**City center  
campus**

**350+/-**

students from all over  
the world

**500m**

from the city center

View from EU Geneva campus





**"My experience at EU Business School taught me to stop doubting myself and to work hard to make things happen. Studying at EU has opened my eyes to cultural diversity and presented me with the opportunity to make life-long friends."**

Mahmoud Hammoud  
BA student





## Montreux, a Gateway to the Alps

Sports, music and business converge in this lakeside city, defined by its breathtaking surroundings and tranquil environment. Montreux is on the forefront of the international music scene, hosting the world-famous Montreux Jazz Festival every July.

With a dynamic mix of multilinguals and a large student population, you'll quickly feel at home in Montreux's close-knit community. The city is an ideal size, with everything you need just a pleasant walk away.

It is impossible to talk about Montreux without discussing its breathtaking landscape, sitting on the northeast corner of Lake Geneva. The city has inspired many writers, artists and singers, including David Bowie, Freddie Mercury, Igor Stravinsky and Vladimir Nabokov. Numerous hiking trails allow for quick excursions to nearby forests and, if music is your thing, the Queen Studio

17

towns and cities make up the Montreux Riviera region

250k+

people attend the Montreux Jazz Festival each year

300k+

tourists visit the Chillon Castle each year

1971

is the year Deep Purple recorded their album at the Montreux casino

Montreux Jazz Festival



**"If you want peace  
of soul, come to  
Montreux."**

Freddie Mercury

Chillon Castle



Freddie Mercury Statue



Experience offers a glimpse into the iconic group's recording history in Montreux's original Mountain Studios.

In summer, the city comes alive with the arrival of the Montreux Jazz Festival. The event attracts hundreds of thousands of visitors from far and wide who come to listen to the world's greatest musicians. When temperatures start to rise, everyone heads to Lake Geneva's beaches to enjoy sailing, sunbathing and watersports. As the seasons change, Montreux

transforms into a winter paradise. With world-famous ski slopes just an hour's drive away, most locals like to spend their weekends on the slopes. In November and December, the annual Christmas market, Montreux Nöel, offers festive and fun-filled stalls that provide locals and tourists the opportunity to savor traditional Swiss treats while shopping for unique gifts.

**Like a local:** Head to the picturesque town of Yvorne and take a wine tour. It's a short drive from the EU Montreux campus.

#### Explore:

- Olympic Museum in Lausanne
- Chillon Castle
- Charlie Chaplin Museum
- Queen Studio Experience
- Narcissus hiking trails
- Nestlé's nest Museum
- Lavaux, UNESCO World Heritage Site
- Gstaad
- Montreux waterfront

## Montreux Campus: Study on the Swiss Riviera

The EU Montreux Campus occupies the Villa Ormond, a charming 18th-century mansion with a spectacular garden on the banks of Lake Geneva. It's perfectly situated in the center of historic Montreux, a lively student town with plenty of shops and cafés.



EU Montreux campus

EU Montreux is a boutique campus with beautiful classrooms boasting state-of-the-art facilities and breathtaking views. Class sizes are small, ensuring personalized learning from the experienced and highly qualified faculty. The villa's graceful, high-ceilinged classrooms provide the perfect setting for studying, with lots of natural light and lovely lake vistas. The well-equipped study room is ideal for reading, revising and catching up on assignments. And between classes, you can take a break in the inviting student lounge, where you can grab a snack and chat with friends or sit out on the veranda and soak up the views. Students also have access to the Geneva campus, set right in the heart of Europe's capital of finance and diplomacy.

The Villa Ormond (said to have been built by Napoleon) is set in luxuriant gardens, perfect for relaxing between classes. The palm trees and flowers flourish thanks to the unique Montreux microclimate.

You can explore the quaint streets of Montreux and beyond with one of EU's bicycles which are available on campus. Hop on a bike or take a short stroll to reach the 7-kilometer promenade, which runs along the lake between Chillon Castle and the nearby town of Vevey, home to the headquarters of the world's leading nutrition, health and wellness company, Nestlé.



**"I chose the Montreux campus because of the small class sizes and it's a close-knit community and so you have contact with lecturers and administration. You basically know everyone and I felt really comfortable there."**

Jessica Putz  
BS alumna

## A boutique campus

## 120+/-

international students  
enjoy personalized  
tuition

## 40 min

to the nearest ski resort,  
Villars



**Alexander Zeller**  
Chairman of Crédit Suisse  
CREDIT SUISSE 



# Programs

## **FOUNDATION PROGRAMS:**

English Foundation  
Business Bridging

## **BACHELOR'S PROGRAMS:**

### **EU Bachelor's degrees**

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  
BA - Bachelor of Arts in Digital Business, Design & Innovation  
BS - Bachelor of Science in Business Finance

**EU Bachelor's + BA (Hons) in Business Management**



## Foundation Programs

Our bachelor's programs require a certain level of English and academic achievement. If you do not meet these requirements, we offer two preparatory programs which may only be taken as a precursor to our degrees. 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 these courses, and in addition to your high school diploma or GED, you will be admitted to our bachelor's programs.

**"The Business Bridging program provides students with a foundation of management strategies and theory, which will be built upon further at the bachelor's level."**

Stef de Jong  
Academic Dean  
Swiss campuses



## English Foundation

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 our bachelor's programs. All EU classes are taken in English, including assignments, exams, courses and dissertations.

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 lasting four weeks with evaluations at the end of each. Students will take a final exam at the end of the course. Upon satisfactory completion of the program, students will be eligible to enroll in one of our bachelor's degree programs.

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A sample of the program courses:

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

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## Business Bridging

Many high school students aspire to enroll in an international bachelor's degree but lack the skills and background to do so. The Business Bridging program provides candidates with the necessary knowledge to succeed in our 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 our 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 our bachelor's programs.

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A sample of the program courses:

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

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## About the Bachelor's (BBA/BA/BS) Programs

The EU Switzerland bachelor's programs are six- or seven-semester, three-year programs (210 or 240 ECTS) that allow you to transfer to campuses in Barcelona and Munich during the first four semesters. With start dates in October, February, June and August, you will develop an entrepreneurial, creative and innovative mindset and become well-versed in international business principles.

We develop business professionals by combining traditional teaching methods with experiential learning such as company visits, guest speaker sessions, business simulations, group discussions and project work, among others. We immerse students in a real-world business environment and expound on the latest technological advances to prepare you for the dynamic and challenging workplace.

In addition to a strong grounding in business, we offer specialization options to help deepen your knowledge in major business disciplines. You gain expert knowledge in your chosen field to become more competitive in the job market.

With our fast-track option, you can accelerate your studies by completing one or two intensive summer semesters depending on your start date. You can also participate in study abroad programs and/or earn an additional qualification with our international academic partners around the world.

EU Business School's curriculum is in accordance with the Bologna Process, a standardization process of higher education across Europe, which uses the European Credit Transfer and Accumulation System (ECTS).

### **You can choose from one of these seven 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
- BA - Bachelor of Arts in Digital Business, Design & Innovation
- BS - Bachelor of Science in Business Finance

The **Universidad Católica San Antonio de Murcia** (UCAM) is an officially recognized university in Spain. It is inscribed in the Registro Universitario de Centros y Títulos (Register of University Centers and Qualifications, RUCT) with the code 066, and is legally authorized to accredit higher education qualifications according to Organic Law 6/2001, 21st December, which pertains to universities.

The **University of Derby** (UoD) is a public university recognized by the U.K. government's higher education authorities. It is audited by the Quality Assurance Agency (QAA), the official quality assurance body for the Office of Students, the regulator for higher education in England.

## Option 1: EU Bachelor's Degrees

This is a six-semester, three-year program with 210 ECTS. The first year comprises of core courses to provide students with a solid base in all fundamental business areas. Specialization subjects are incorporated from the third semester onwards. On successfully completing six semesters, two final case studies and a dissertation, students earn an internationally accredited bachelor's degree from EU Business School Switzerland and a state-recognized university bachelor's degree from Universidad Católica San Antonio de Murcia (UCAM), Spain, (*título propio*).

### Example of EU Bachelor's programs' six-semester structure:

Academic Year	Fall	Spring	Summer
Year 1	Semester 1 Core courses	Semester 2 Core courses	Fast-track option available
Year 2	Semester 3 Core & specialization courses	Semester 4 Core & specialization courses	Fast-track option available
Year 3	Semester 5 Core & specialization courses	Semester 6 Core & specialization courses	

## Option 2: EU Bachelor's + BA (Hons) in Business Management

This is a seven-semester, three-year program with 240 ECTS. The first-year core courses provide students with a solid base in all fundamental business areas. Specialization subjects are incorporated in the third, fourth and fifth semesters. In the third year, you will focus on business management modules to equip you with key managerial concepts, theories and tools necessary for any business field. Upon the successful completion of two final cases and a dissertation, you graduate with an internationally accredited bachelor's degree from EU Business School Switzerland and a state-recognized university bachelor's degree from Universidad Católica San Antonio de Murcia (UCAM), Spain, (*título propio*). In addition you will be awarded a state-accredited BA (Hons) in Business Management from the University of Derby, U.K.

Students who wish to further their knowledge in one of the seven specializations can take an additional semester and earn a Diploma of Advanced Studies (30 ECTS), which is accredited and state-recognized from Universidad Católica San Antonio de Murcia (UCAM), Spain, (*título propio*).

### Example of EU bachelor's programs' seven-semester structure:

Academic Year	Fall	Spring	Summer
Year 1	Semester 1 Core courses	Semester 2 Core courses	Semester 3 Core & specialization courses
Year 2	Semester 4 Core & specialization courses	Semester 5 Core & specialization courses	
Year 3	Semester 6 Business Management	Semester 7 Business Management	Semester 8 Diploma of Advanced Studies in specialization (optional)



## BBA - Bachelor of Business Administration

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

- Marketing
- Management
- Finance
- Entrepreneurship

The Bachelor of Business Administration is a comprehensive 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 a global scale. Students will cover international negotiation, cultures and languages, while exploring the complexity of multinational organizations, with their intricate hierarchies, social frameworks and administrative challenges.

---

#### A sample of the program courses:

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

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## BA - Bachelor of Arts in Communication & Public Relations

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

- Advertising
- Media relations
- Digital communications
- Reputation and crisis management

Consumers have become active participants of the digital world, blurring the line between company and customer. Media today is driven by strong brands, social media campaigns and individual influencers that establish and propel relationships with target audiences. This ongoing dialogue is the key to reaching new customers and solidifying relationships with existing ones. This program will cover topics such as structuring public relations campaigns, media strategy and organizational communication and ethics.

---

#### A sample of the program courses:

- \_\_\_\_\_ Interpersonal Communication
- \_\_\_\_\_ Persuasion & Lobbying
- \_\_\_\_\_ Media Planning

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## BA - Bachelor of Arts in Leisure & Tourism Management

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

- Event organization
- Hotel management
- Customer service
- Digital tourism

Tourism is the fastest growing industry in today's business world. With this bachelor's program, you will get an in-depth and practical understanding of hospitality management; quality of service; event and conference planning; and sustainability as it applies to tourism. This overview of these key business areas ensures that you gain a deep understanding of the industry. Case studies will allow you to apply theoretical knowledge to real-world scenarios and find appropriate solutions.

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### A sample of the program courses:

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- \_\_\_\_\_ The Business of Tourism
- \_\_\_\_\_ Sustainable Tourism: Policies & Ethics
- \_\_\_\_\_ Event & Conference Management

---

## BA - Bachelor of Arts in International Relations

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

- Diplomacy and foreign policy
- International corporate development
- Public, civil service and local government
- International communications

This program combines a global international relations outlook with the practical skills of business thinking. As corporations expand and blur national boundaries, they operate in a more complex landscape. This specialization provides a solid knowledge of the global economic environment recognizing politics, cross-cultural values and ethics as key components. Students who complete this program are trained to apply a global mindset to conflict management and resolution while considering growth and the bottom line.

---

### A sample of the program courses:

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- \_\_\_\_\_ Diplomacy & Foreign Policy
- \_\_\_\_\_ Social, Company & State Protocol
- \_\_\_\_\_ International Peace & Security

---



## BA - Bachelor of Arts in Sports Management

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

- Team and club management
- Merchandising
- Sports event management
- Corporate sponsorship

International sponsorship and corporate competition have transformed sports into a multibillion-euro industry. International sports have set trends and redefined boundaries in international politics and cross-cultural communication, as well as trademark rights and financial models. This field requires professionals with specific sports management skills combined with deep business and financial understanding. Students acquire specific skills to meet the challenges of this competitive atmosphere through courses in negotiation, sponsorship and broadcasting, among others.

---

#### A sample of the program courses:

- Sports Broadcasting
- Sponsoring & Sports Comm.
- Sports Facility Planning & Mgmt.

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## BA - Bachelor of Arts in Digital Business, Design & Innovation

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

- Digital startups
- Online marketing
- Digital innovation management
- Information technology

Digitalization is continually expanding horizons. In addition to startups and new ventures, established businesses are also going digital to appeal to new generations and adapt to modern technologies. They all need entrepreneurial innovators who can come up with creative solutions that are also practical and applicable. Through this program young business leaders will develop the skills, adaptability and curiosity not just to keep up with evolution, but also think ahead and drive change.

---

#### A sample of the program courses:

- Boosting Creativity
- Digital Skills Development
- Entrepreneurship in Digitalization

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## BS - Bachelor of Science in Business Finance

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

- Banking
- Financial planning
- Financial analysis
- International finance

Business finance is about creating value for stakeholders which makes it a rewarding and challenging field to work in. In this specialization, you will learn how to make decisions based on financial risk and opportunity, anticipate your clients' needs and efficiently manage financial resources while balancing risk and profitability. Through a clear understanding of financial instruments and institutions, you will graduate with sound business ethics and a comprehensive overview of global finance.

A sample of the program courses:

- \_\_\_\_\_ Bank & Treasury Management
- \_\_\_\_\_ Security Analysis
- \_\_\_\_\_ Financial Derivatives

**"To become game changers in a fast-paced world, we need to transform the way we do business, learn and communicate. Students need to be curious, creative, disruptive and adaptable to stay employable."**

Dr. Svetlana Elinova  
Registrar

## Make Europe Your Campus

Add to your international experience by studying at one of our other campuses in Germany or Spain. Based on program availability, you can choose to 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.

Munich



Barcelona



### **Munich, Germany**

The economic capital of Germany is home to a kaleidoscope of contrasts from a rococo opera hall 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. Nicknamed the center of “laptops and lederhosen”, business is also vital to the city’s identity. From creating programs to help startups with logistics to providing a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.

### **Barcelona, Spain**

As a major economic power in Spain, Barcelona prides itself on its innovative entrepreneurs and growing business industries. With a very reasonable cost of living and endless opportunities to play sports and socialize, the city has made a name for itself as the cosmopolitan capital of the Mediterranean coast. The home of FC Barcelona, 1300+ startups and the works of acclaimed artists such as Salvador Dalí and Antoni Gaudí, Barcelona has rapidly become a center for young, creative talent, with hundreds of enterprises and entrepreneurs embarking on business ventures here.



New York City

## Go the Distance

After completing five or six semesters in Switzerland, you will have the opportunity to study two semesters at one of our partner universities and earn an additional qualification.

### **New York, Pace University**

Study in the Big Apple and experience the wonder of Times Square, the Statue of Liberty and the bright 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**

Enjoy 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 whom hold the highest possible degree in their subject.

### **Bangkok, Stamford International University**

Experience the pull of the buzzing capital of Thailand, home to temples, the Grand Palace and Southeast Asia's largest outdoor market. Stamford International University was founded in 1995 and is accredited by the Ministry of Education and Ministry of University Affairs in Thailand and IACBE. All its courses are taught in English. The university specializes in business and management as well as information technology.

**Omar Berrada**

COO of Manchester City F.C.  
Class of 1999



eul|B  
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## Beyond the Classroom

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

# Our Career Services Department Will Help You Reach Your Professional Goals

EU career counselors can advise you during each step of your professional journey, whether it's deciding what you want to pursue, searching for an internship or preparing for a job interview.

EU Business School enjoys a solid reputation among recruiters and local companies. The caliber of our students and the efficiency of EU's dedicated Career Services Department (CSD) gives candidates a distinct competitive advantage during job interviews. How you present yourself is just as important as your knowledge or experience, and all should be reflected perfectly both in your CV and during your job interview.

The CSD assists students, alumni and organizations by encouraging individual development, assessing job market needs and pairing opportunities with the right candidates. The department regularly holds career workshops and training sessions for students on campus.

## **EU Career Services Department workshops:**

- The importance of personal branding and social presence
- Successful job interviews
- How to manage your social networks
- Job search strategies
- Practical guidance on your job search
- Creating your portfolio
- Digital reputation

## **Past internships attained in Switzerland:**

- United Nations
- World Trade Organization
- World Intellectual Property Organization
- World Health Organization
- Olympic Foundation
- Procter & Gamble Europe
- Google Switzerland
- Expedia Switzerland
- Ralph Lauren Europe
- HSBC Private Bank
- J.P. Morgan Switzerland
- UBS Switzerland
- L'Oréal
- Nissan International
- Tesla Switzerland
- Nestlé
- Hôtel Royal Savoy
- Swatch Group
- International Air Transportation System (IATA)
- Mediterranean Shipping Company
- Ernst & Young

## **EU Career Fairs**

During our annual EU Careers Fair in Barcelona, companies are invited to meet students and present them with exciting job and internship opportunities. Representatives come to uncover some of the best young talent at our school. You get to interact with human resources professionals from leading companies and have the chance to network and discuss your CV, job prospects and skill set during short interviews. We also invite our alumni to give tips and share their career stories. Students across all campuses are invited to participate in our career fairs.



# Our Career Services Counselors Can Help You:

01

## Build your professional online identity

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

02

## Find exclusive internship offers

Exclusive offers are found on our Career Center, which also serves as your profile for employers on the site.

03

## Optimize and tailor your CV

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

04

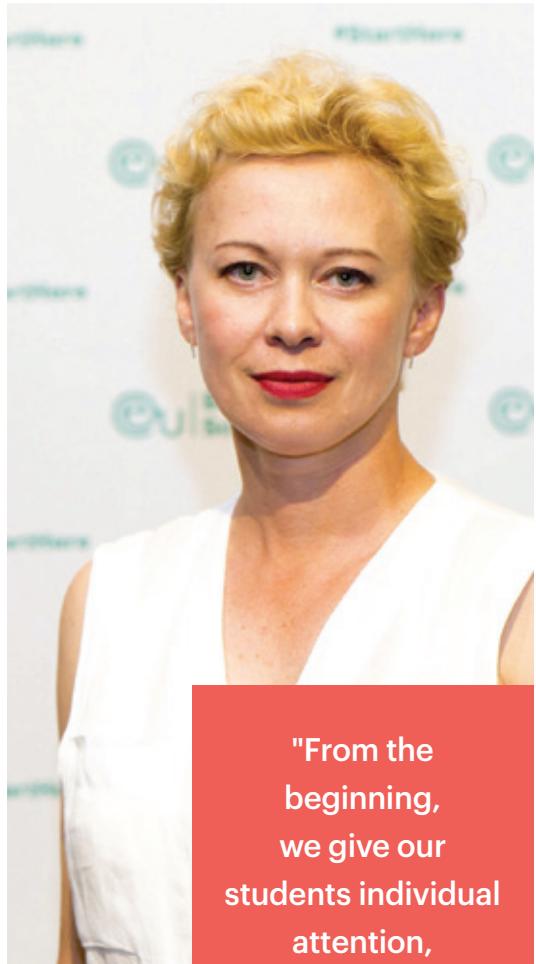
## Edit your cover letter

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

05

## Prepare for your interview

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



**"From the beginning, we give our students individual attention, helping them build their personal brand and opening them up to new opportunities."**

Tatiana Sunshine  
Career Services Counselor  
Swiss campuses

# Philip Owusu

Ghana

Bachelor of Business Administration

Career services counseling

Internship at International Telecommunication Union (ITU) Geneva

Internship at KPMG

Logistics at International Telecommunication Union Geneva

**"Thanks to the EU Career Services Department, I was able to confidently pursue my goals. With their help, I landed a six-month internship at ITU Geneva."**

Philip Owusu





## Networking

Networking is a significant component of a successful career. Along with your education and experience, a solid connection can help you take the next step in your professional journey.

At EU Business School, we hold on-campus conferences and events designed to give our students an abundance of networking opportunities. At these events, they interact with alumni and other professionals to build strong business relationships and create meaningful and lasting connections.

We also establish partnerships with organizations and corporations through which we promote activities that create further opportunities for our students.

Throughout the year, EU hosts several networking events around the world to bring students, alumni and local businesspeople together and foster new relationships. From Change the World Model United Nations at the UN headquarters in New York to entrepreneurial competitions like the Morpheus Cup, EU encourages students to participate in a number of events around the world.

**Our Geneva and Montreux campuses are proud to partner with:**

- Geneva Chamber of Commerce, Industry and Services (CCIG)
- International Labor Organization
- World Trade Organization
- Career Starter
- Montreux Jazz Festival
- Adecco
- AIESEC
- ThinkYoung
- Project Firefly

**EU students attend events including:**

- Change the World Model United Nations in New York (CWMUN)
- Morpheus Cup
- Entrepreneurship School
- Swiss Economic Forum
- Geneva Chamber of Commerce workshops
- Baselworld
- High Performance Leadership program
- TEDx
- Guest speaker events
- Company visits

# A Connection to Real Businesses and Businesspeople is Part of the EU Experience

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

Guest speakers often visit the Geneva and Montreux campuses to share their expertise. Past speakers have ranged from established business professionals to successful entrepreneurs. You are also connected to Switzerland's local and international business world through visits to companies such as Nestlé, Swatch Group and the Hewlett Packard Enterprise Customer Innovation Center. These company 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.



## LEARNING FROM LEADERS:



**Jim Hagemann Snabe**  
**Chairman of Siemens and Maersk** spoke of a radical new leadership model adapted to the fast-paced digital era and challenged established management theory.



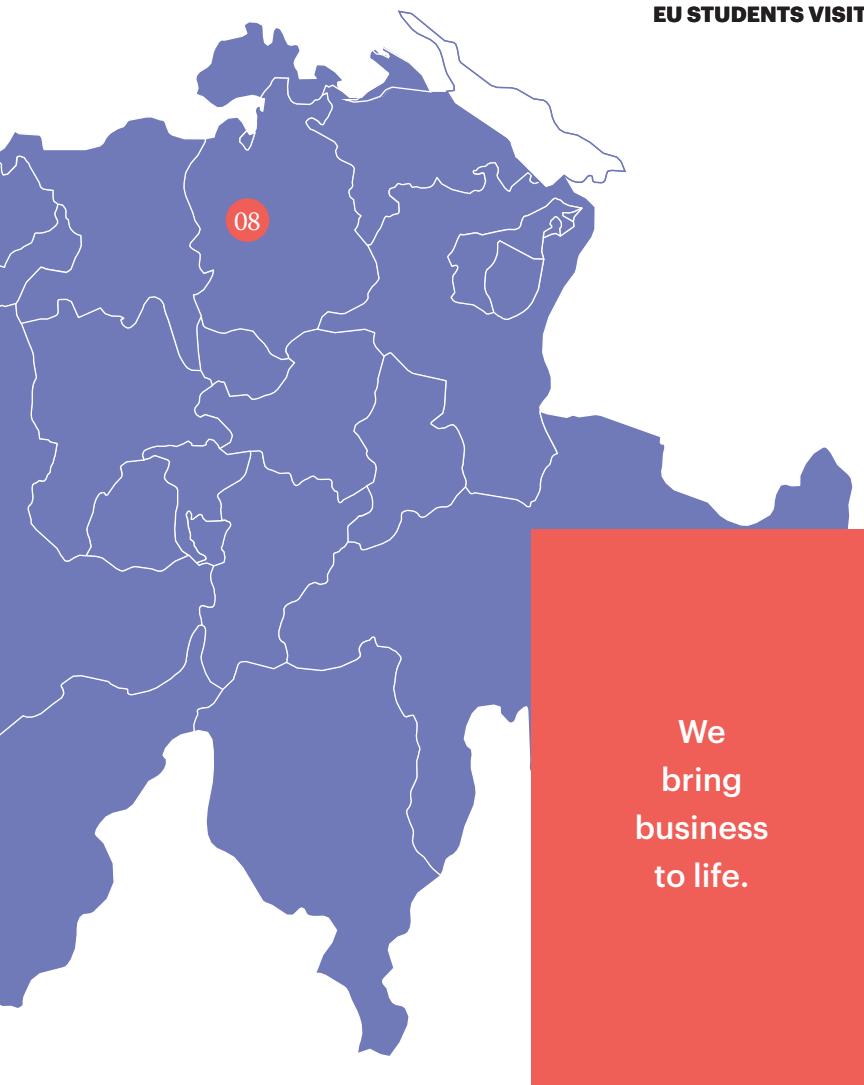
**Guy Verhofstadt**  
**Former Prime Minister of Belgium, President of ALDE and MEP**, spoke about the challenges of the European Union and gave insights about its inner workings.



**Markus Hongler**  
**CEO of La Mobilière** spoke to students, alumni and guests about his ground-breaking vision and strategy for driving growth in a traditional service sector.



**Jean-Claude Biver**  
**President of the LVMH Watch Division, Chairman of Hublot, Chairman of Zenith Watches and CEO of TAG Heuer**, spoke about innovative thinking and living in paradise every day by doing what you truly love.



01



02

CERN

03

BASELWORLD

04



05



06



07



08



09



10



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



**Jean-Jacques Gauer**  
**Former Chairman of Leading Hotels of the World** spoke to students about motivation, the tourism industry and the value of giving personal attention to your customers.



**Lorenzo Stoll**  
**Head of the Western Division of Swiss International Air Lines** examined the world of aviation, the business strategy behind new technologies and putting the customer first.



**Kurt Kupper**  
**CEO of Reuge** explained how success in the industry stems from various business aspects and the importance of always challenging yourself to go one step further.



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## At Home in Switzerland

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

# SUCCESS STORIES

#StartHere

## How to Apply

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

### Step 1: Choose your program

English Foundation  
Business Bridging

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  
BA - Bachelor of Arts in Digital Business, Design & Innovation  
BS - Bachelor of Science in Business Finance  
  
EU Bachelor's + BA (Hons) in Business Management

### Step 2: Check the entry requirements

The admission process at EU Business School is clear and straightforward. You must fulfill 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:  
[euruni.edu/admissions](http://euruni.edu/admissions)

### Step 3: Submit your application

If you are completing:

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

Submit your application online at:  
[euruni.edu/apply](http://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 Geneva and Montreux section of the website:  
[euruni.edu/admissions](http://euruni.edu/admissions)

# Visas

Before coming to Switzerland, it is essential to find out whether you need a visa to enter, travel and study here. 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 only valid for 90 days.

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

- A citizen of Switzerland or the European Union in possession of a valid European Union identification card or passport
- A citizen of a country which is part of the European Economic Area or European Free Trade Association and in possession of a valid passport

You must apply at the Swiss embassy or consulate general in your home country or country of residence as the visa will be affixed to your passport before you depart.

We strongly recommend 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 French or English.

## Required documents in Geneva:

- Final acceptance documents from EU Business School Geneva and photocopies
- Passport valid for six months before the date of application and one photocopy
- E form
- O form and/or bank certificate stating you have an active account with a minimum of CHF 30,000 (the bank certificate must be in the student's name ONLY)
- D form
- "A qui de droit" (stating that you will leave Switzerland after completing your studies)
- CV/résumé
- A signed letter of motivation stating both the reason for studying in Switzerland and detailing your post-study plans
- Address in Switzerland
- 2 passport size photos (35mm x 45mm)

- Full study plan
- Copy of diplomas and transcripts

## Important:

Should you need the O form, you will also need a copy of the passport or ID of the person who will sponsor you along with proof of their ability to pay.

## Required documents in Montreux:

- Final acceptance documents from EU Business School Montreux and photocopies
- Passport valid for six months before the date of application and one photocopy
- Bank certificate stating that you have an active account with a minimum of CHF 30,000 (the bank certificate must be in the student's name ONLY)
- Completed and signed B permit form with a promise of departure in attachment (make sure to have all documents mentioned on page 3 of the B permit)
- CV/résumé
- A signed letter of motivation stating both the reason for studying in Switzerland and detailing your post-study plans
- Address in Switzerland
- 2 passport size photos (35mm x 45mm)

Please bear in mind that the visa requirements may change. Therefore, we recommend that you contact your local Swiss 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 issuance 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 Switzerland (both European Union and non-European Union citizens) MUST register as a resident in the city within two weeks of arrival. Please visit the EU Student Affairs Office on campus to pick up the necessary forms and receive detailed instructions on how to complete the residence permit process.

For more information, please refer to:  
[info.euruni.edu/student-services-switzerland](http://info.euruni.edu/student-services-switzerland)

# Living in Switzerland

Finding accommodation in Geneva and Montreux can be a real challenge. Therefore, we encourage all 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. With the support of EU's Accommodation Office, you will be able to find the perfect place to call home in no time.

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

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

Are you neat and tidy?	
A	What is cleaning?
B	Maybe I am, maybe I'm not
C	I am when I have to be

What is your budget?	
A	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	Risk-taking is my business

Do you speak French?	
A	Non
B	Un petit peu
C	I was born to speak French



## 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 Geneva has secured a limited number of student accommodations with our partners, all just a 15-minute walk from campus. EU Montreux works closely with various residential partners to help find accommodation that suits you best.

If you are planning to arrive at the beginning of the fall term (October), we recommend that you send your accommodation application to a wide range of residences by May. Thousands of students arrive in Geneva and Montreux 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 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 ideal 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. An important aspect of housing in Switzerland is the concept of sharing. The majority of apartments and studios don't have a private washer or dryer, instead they are put at the disposal of all residents in the building.

## Apartment-sharing

Sharing an apartment is a popular concept in Switzerland 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. But you must be willing to compromise.

If you are interested in this option, we highly recommend you arrive in Geneva or Montreux before you commence your studies, in order to meet potential roommates and landlords personally. Please contact



the student affairs officer of your respective campus and they will pair you with another student who is also in search of a shared apartment.

For more information about housing, email our accommodation officer at your respective campus.  
 EU Geneva: [accommodation.gva@euruni.edu](mailto:accommodation.gva@euruni.edu)  
 EU Montreux: [accommodation.mtx@euruni.edu](mailto:accommodation.mtx@euruni.edu)

## Planning your budget

You need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a monthly living expenditure of at least CHF 2,500 to live in Geneva and CHF 1,300 to live in Montreux. Around 65–70% of this should be budgeted towards accommodation expenses and the remainder will be for basic necessities and leisure.

### Geneva

- \_\_\_\_\_ Meal at an inexpensive restaurant CHF 25
- \_\_\_\_\_ One liter of milk CHF 1.70
- \_\_\_\_\_ Cappuccino CHF 4.20
- \_\_\_\_\_ ½ liter of domestic beer on tap CHF 7.25
- \_\_\_\_\_ Movie at the cinema CHF 20

### Montreux

- \_\_\_\_\_ Meal at an inexpensive restaurant CHF 20
- \_\_\_\_\_ One liter of milk CHF 1.50
- \_\_\_\_\_ Cappuccino CHF 3.75
- \_\_\_\_\_ ½ liter of domestic beer on tap CHF 5.75
- \_\_\_\_\_ Movie at the cinema CHF 17



**Thomas Ruschke**

Senior Client Partner  
Class of 2012

**facebook**

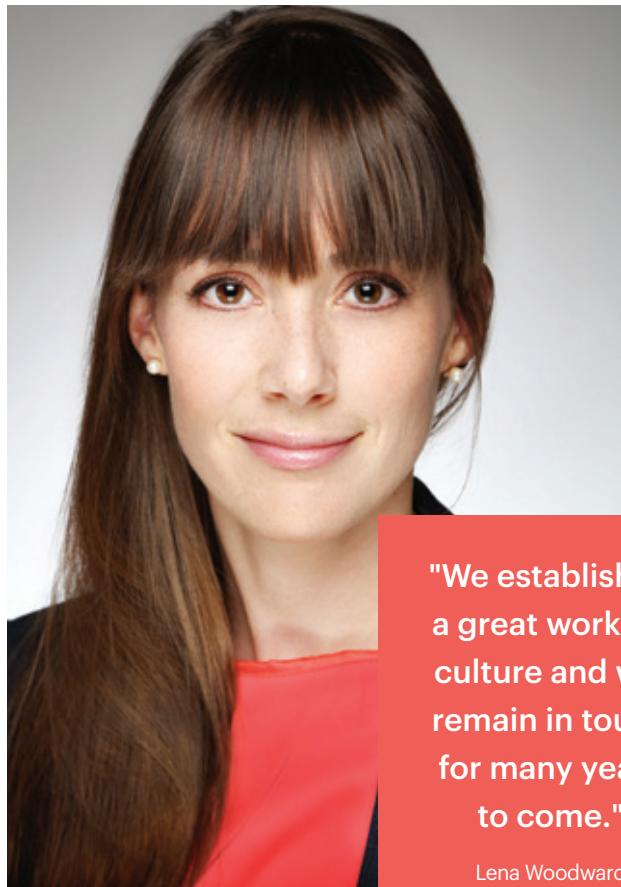
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## A Network for Life

Join a network of more  
than 27,000 with the EU  
Alumni Association.

## Life After Your Studies

The EU Alumni Association brings together alumni from 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  
Banking Marketing Lead,  
Deloitte Switzerland  
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.

Our alumni work at some of the biggest global companies including Google, Facebook, Microsoft, Sony, Nike and Deloitte.

For more information, please email [alumni@euruni.edu](mailto:alumni@euruni.edu)

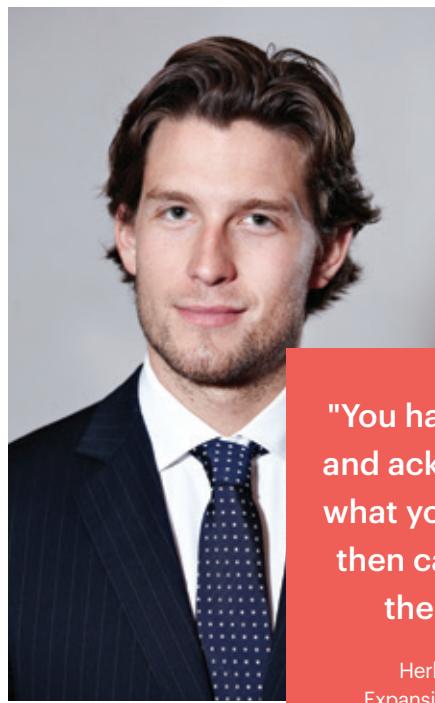
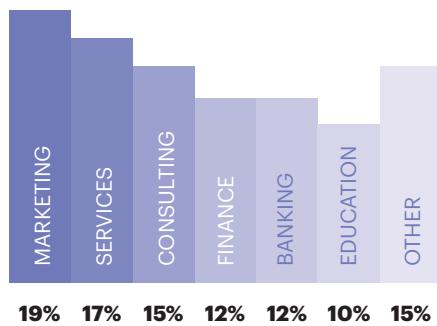
## ALUMNI LINKEDIN GROUP MEMBERS

3,300+

## ALUMNI NETWORK MEMBERS

27,000+

## SECTOR



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

Herbert Petz  
Expansion Manager,  
Arnold Investments  
Class of 2010

## LINKEDIN SUBGROUPS

17

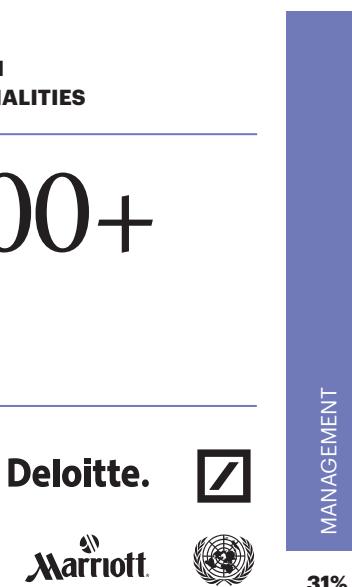
## STUDENTS GO ON TO

## ACTIVE USERS ON THE EU ALUMNI HUB

2,000+ 100+

## ALUMNI NATIONALITIES

## OUR ALUMNI WORK AT





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

*#ExperienceEU*

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**Programs in:**

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