



Geneva & Montreux Foundation & Undergraduate Programs

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#StartHere





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www.euruni.tv

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

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

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

Start Here.

We look forward to seeing you on campus,

Dr. Dirk Craen
EU Business School
President



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.

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, MBA and DBA levels, with focuses on business administration, communication, tourism management, international relations, sports management, business finance, digital media management and international business, 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 Roehampton, in London, our students in Switzerland can participate in our BSc (Hons) program 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 Geneva and Montreux campuses. We invite you to read through it and contact our admissions staff with any questions you might have.

Geneva campus: admission.gva@euruni.edu
 Montreux campus: 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: People from over 100 countries study at EU; 98% speak more than two languages.

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

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

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

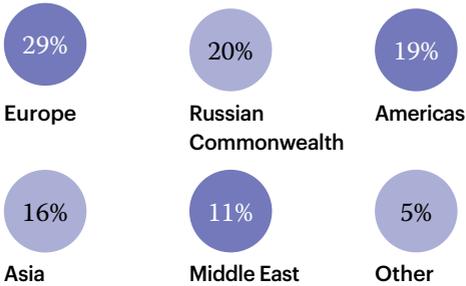
EU Group Ranked Among the Best: Programs within our network are consistently featured in the top tier of global and European rankings.

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

Our numbers talk

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

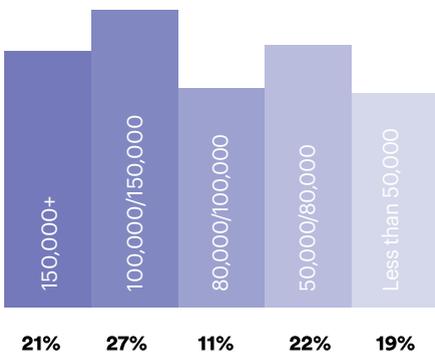
STUDENTS BY REGION



FEMALE TO MALE RATIO



SALARY AFTER GRADUATION (IN EUROS)



20%

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

6^{months}

AVERAGE TIME WITHIN WHICH STUDENTS FIND THEIR FIRST JOB AFTER GRADUATION

95%

INTERNATIONAL STUDENTS

3.5

AVERAGE LANGUAGES SPOKEN

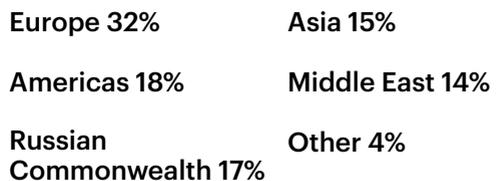
17-26

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



*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 10 specializations:

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



Official qualification

After five semesters, students can choose to complete two additional semesters and earn a dual qualification. In seven semesters (three years), students graduate with a state-recognized degree from the University of Roehampton, in addition to their EU degree.

BSc (Hons) in International Business from the University of Roehampton



MEMBERSHIPS:



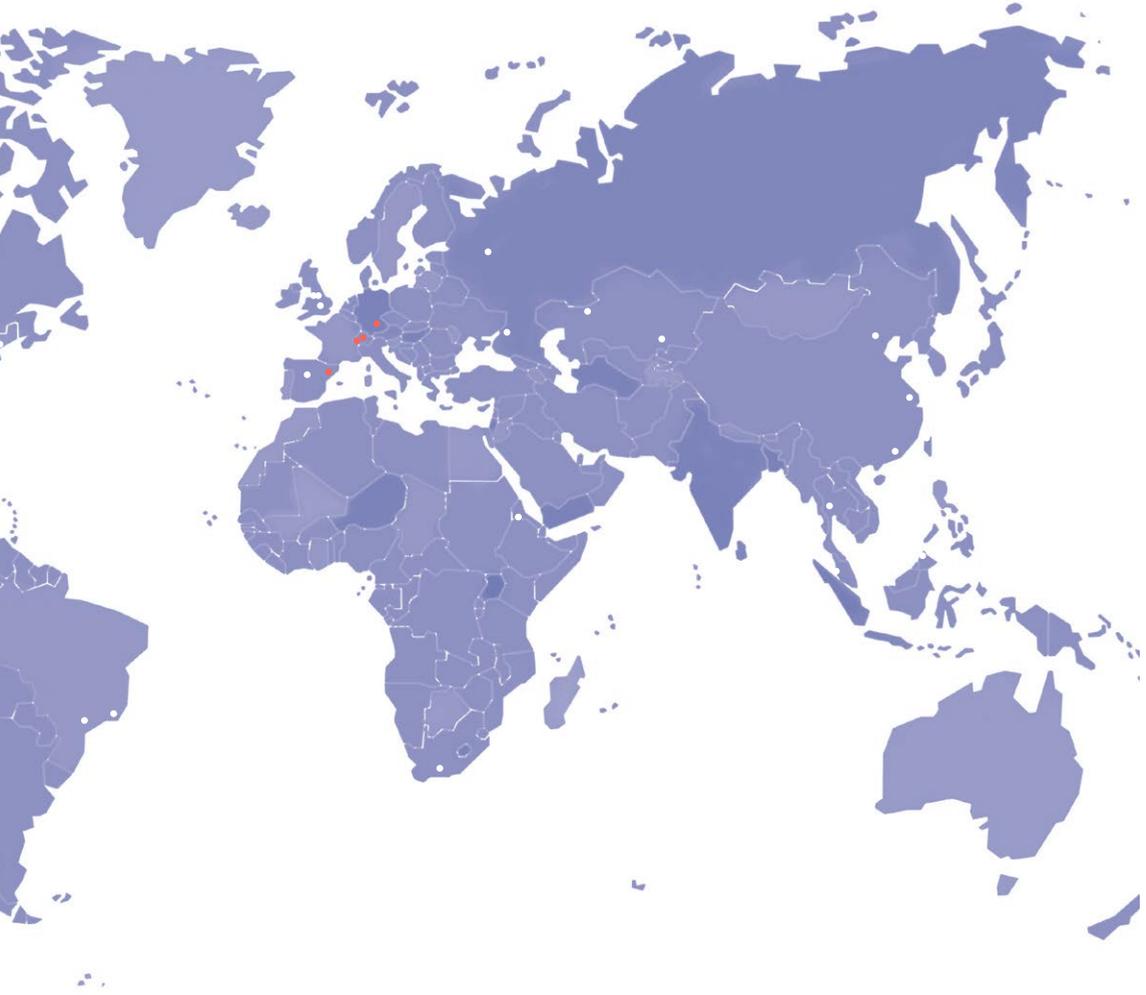
● EU's main campuses

○ Exchange opportunities

RANKINGS:

1

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



A EUROPEAN IDENTITY A GLOBAL NETWORK

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

TOP TIER

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

5

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

6

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

TOP 20

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

Your life at EU

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



Students share their culture and make connections at student-organized events



Students visit UEFA headquarters and receive an in-depth presentation about the organization from the secretary general

CEO of the Montreux Jazz Festival, Mathieu Jaton, addresses students, alumni and guests



Students visit Villars for the annual EU Ski Trip

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

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



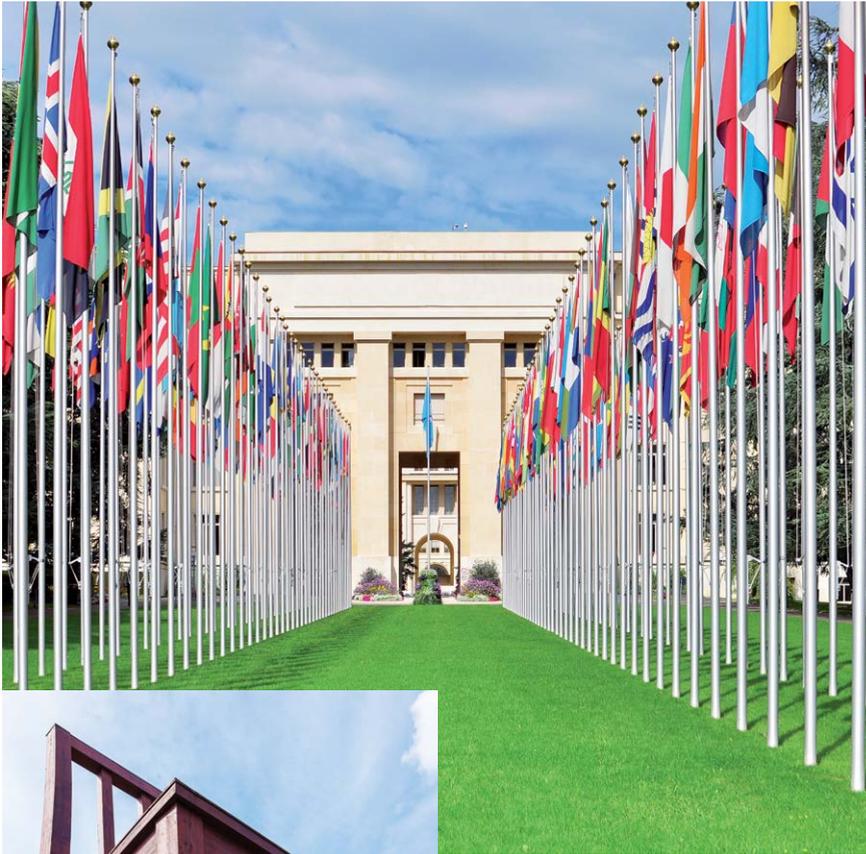


Geneva & Montreux

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

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 Broken Chair sculpture by Daniel Berset

Nestled between the Jura mountains in 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 has become the diplomatic center of world.

Jet d'Eau



The Celestial Sphere in Ariana Park



Geneva Flower Clock

It is the second-largest city in Switzerland and the most international city 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.

#8

on Mercer's 2016 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

EU Geneva campus life

The EU Geneva campus is located alongside the Rhône river close to the Pont du Mont-Blanc. This central location puts you at the heart of the world's leading businesses and just a five-minute walk from the financial district and the main shopping area.

You'll feel right at home in your new neighborhood, surrounded by eclectic architecture and steps away from artisanal shops, trendy bars and restaurants. The area is well connected by public transportation, so you can easily move about and explore this charming city.

Head for a scenic lunch break at Philosopher's Island and Parc des Bastions. Need a quiet place to study? One of the biggest libraries in the city, is a few minutes away on foot. In summer, you can take a refreshing swim in Lake Geneva at Bain de Pâquis beach or take a stroll through the flea market in Plainpalais. With the Alps just a short, one-hour drive away, you can hit the slopes every weekend. Geneva is also home to a number of music festivals and the Nuits de Bain - gallery nights that take place in the hip art district of Quartier des Bains.

The campus building houses state-of-the-art learning facilities. Wi-Fi access is available across campus and every classroom has a SMARTboard with a high-tech sound system.

1947

is the year the World Trade Organization was established

300+

non-governmental organizations (NGOs) call Geneva home

25%

of the city is covered by parks and green spaces





My experience at EU 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, gateway to the Alps

Sport, 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's largest 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 Experience offers

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



Chillon Castle



Freddie Mercury Statue

If you want peace
of soul, come to
Montreux.

Freddie Mercury

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 hills just an hour drive away, most locals like to spend their weekends on the slopes. In November and December, the annual Christmas market, Montreux Noël, offers up 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 Yvoire and take a wine tour. It's a short drive from the EU Montreux campus.

Explore:

- The 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

EU Montreux campus life

EU Montreux is located in Villa Ormond, a manor house on the shores of Lake Geneva, in downtown Montreux. With many activities within walking distance of campus, it is the perfect location for both studying and socializing.



Known as the Swiss Riviera, Montreux has a unique microclimate which keeps temperatures in the city four to five degrees above the regional average. These exceptional temperatures allow for the growth of flora typical of the Mediterranean, including cypresses and even palm trees. The campus is surrounded by luscious gardens that are perfect for an outdoor lunch or study break, and there is also a beautiful veranda at your disposal.

You can easily explore the quaint streets of Montreux and beyond with one of EU's bicycles which are avail-

able for you to use, free of charge, on campus.

Hop on a bike or walk just a few steps to reach the seven-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.

EU provides you with an outstanding learning environment that caters to all of your needs. The campus building houses state-of-the-art learning facilities with Wi-Fi access and every classroom has a SMART-board with a high-tech sound system.



580km²

is the surface area of Lake Geneva, the largest lake in Western Europe



25

is the number of years Charlie Chaplin lived in the area

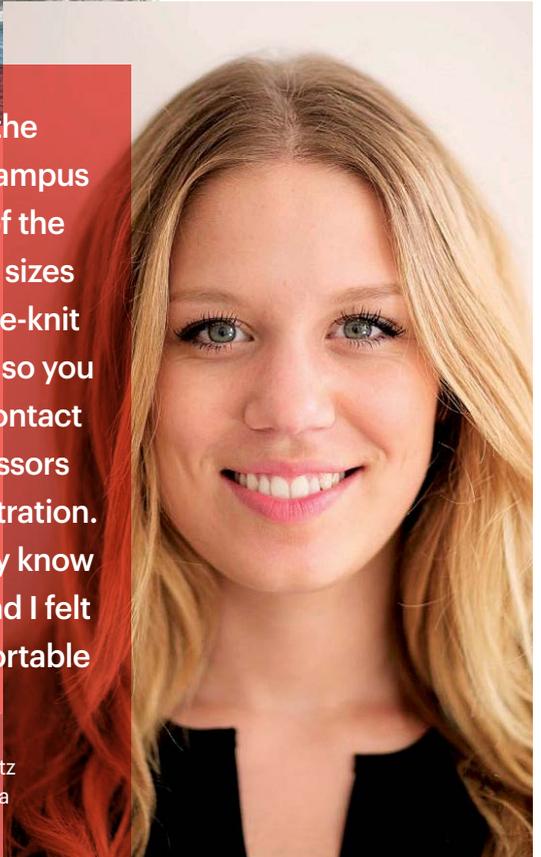


40min

to the nearest ski resort, Villars

I chose the Montreux campus because of the small class sizes and its close-knit community, so you have real contact with professors and administration. You basically know everyone and I felt really comfortable there.

Jessica Putz
BS alumna





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 Business Finance

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

DUAL QUALIFICATION ON CAMPUS:

BSc (Hons) in International Business

(awarded by the University of Roehampton)



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 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







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

The EU Switzerland undergraduate programs are six-semester, three-year programs (210 ECTS) that allow you to transfer to campuses in Barcelona and Munich. The first-year core courses provide you with a solid base in all fundamental business areas. Specialization subjects are incorporated 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.

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 Business Finance
- 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





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 governments
- 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, 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 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 client's 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 Business Finance program courses:

- _____ Bank & Treasury Management
 - _____ Security Analysis
 - _____ Financial Derivatives
-





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 skill set, 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 the Business & Design Management program courses:

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



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 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 this one-year intensive program.

A sample of the Executive BBA program courses:

- Ethics in Business
 - Customer Relationship Management
 - Managerial Economics
-

Dual qualification on campus

While completing the EU bachelor's program, you have the possibility to earn a second distinct qualification, the BSc (Hons) in International Business, a U.K. state-recognized degree from the University of Roehampton (UoR), on our Geneva or Montreux campuses.

Students completing this program pursue careers in:

- Multinational management
- International foreign policy advisory
- Business development
- Global marketing management

The Bachelor of Science (Hons) seven-semester program can be completed in three years on the EU Switzerland campuses.

In order to obtain both EU and UoR qualifications you must complete 240 ECTS. This is achieved through the completion of five semesters of the EU curriculum in your chosen major followed by six modules over two semesters, two final case studies and an EU dissertation.

Upon completion of the program, you will graduate with a U.K. state-recognized Bachelor of Science (Hons) in International Business awarded by UoR in addition to your EU degree.

A sample of the International Business program courses:

- _____ International Business Environment
- _____ Corporate Strategy
- _____ International Marketing



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

Make Europe your campus

Add to your international experience by studying at one of our other campuses in Germany and Spain. 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.

Munich



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.

Barcelona, Spain

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

Barcelona





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 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 South-east 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 talent available, providing for a number of enriching professional opportunities. On a personal level, you are able to interact with 12 to 15 of the foremost international companies, while also enjoying the chance to discuss your CV, job prospects and skills, in short interviews with recruitment experts. Students across all campuses are invited to participate in our career fairs.

EU Career Services Department workshops:

- The Importance of Personal Branding and Social Presence
- Successful Job Interviews
- How to Manage Your Social Networks
- Job Search Strategies
- Portfolio Development Techniques
- Practical Guidance on Your Job Search
- Creating Your Portfolio
- E-Reputation and Social Media

Past internships attained in Switzerland:

- United Nations
- World Trade Organization
- World Intellectual Property Organization
- World Health Organization
- Olympic Foundation
- Ernst & Young
- 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

Our career services counselor can help you:

01

Edit your cover letter

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

02

Optimize your CV

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

03

Find exclusive internship offers

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

04

Prepare for your interview

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

05

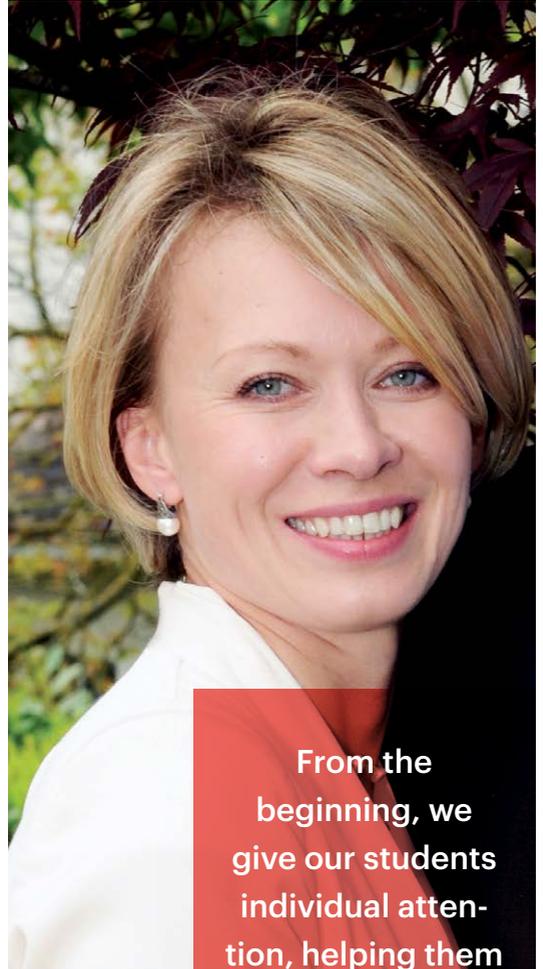
Choose the right outfit

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

06

Build your professional online identity

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



From the beginning, we give our students individual attention, helping them to 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

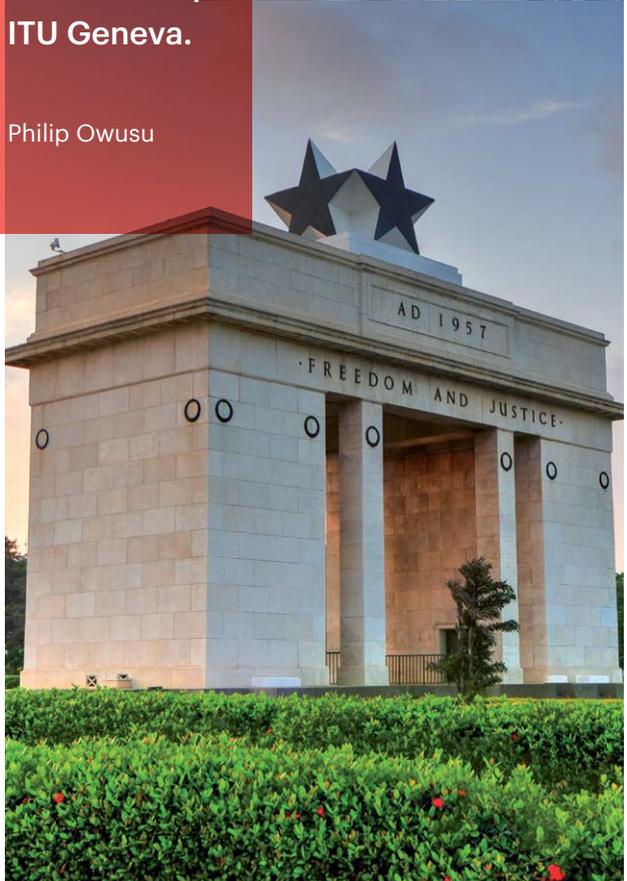
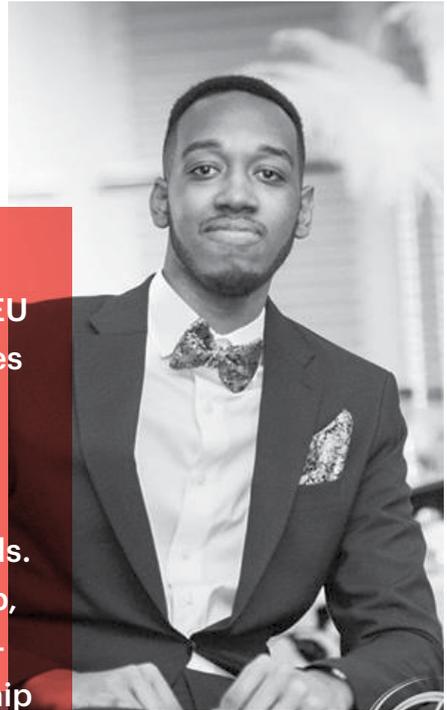
Internship at International Telecommunication Union (ITU) Geneva

Internship at KPMG

Logistics at International Telecommunication Union (ITU) 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

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 Geneva & EU Montreux 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
- Catalyx Summer Union Suisse

EU students attend events including:

- Change the World Model United Nations (CWMUN)
- Baselworld
- Morpheus Cup
- Entrepreneurship School
- Swiss Economic Forum
- Geneva Chamber of Commerce Workshops
- High Performance Leadership Program
- Executive Work Breakfast
- TEDx
- Alumni Afterwork Cocktail
- Afterwork Networking Event
- Guest speaker events

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

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

Guest speakers often visit the EU Geneva and EU 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 industrial visits to companies such as Nestlé, Swatch Group and the Hewlett Packard Enterprise Innovation Center. These industrial visits give you behind-the-scenes access and a privileged look at how businesses operate. Both opportunities allow you to interact firsthand with industry leaders. Guest speakers have even been known to help students find employment through their extensive network of contacts, providing additional opportunities for keen students.



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.



Peter Brabeck-Letmathe
Former CEO and Chairman of Nestlé

spoke about industrial food production, the future of nutrigenomics and the management of the world's water resources in relation to agriculture.



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.

EU STUDENTS VISIT:



01



02

CERN

03

BASELWORLD

04



05



06



07



08



09



10



We
bring
business
to life.



Brian Cookson OBE
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.



At Home in Switzerland

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 Business Finance

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

Dual qualification on campus:

BSc (Hons) in International Business

(awarded by the University of Roehampton)

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 website:

www.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 temporary, 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, as the visa is affixed to your passport before you depart.

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 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 photocopies.
- E form.
- O form and/or 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).
- P 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:

In the case that 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 photocopies.
- 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 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 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 the EU website:

www.euruni.edu/admissions

Living in Switzerland

As cities popular to both study and work in, 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. Along 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 fit your needs:

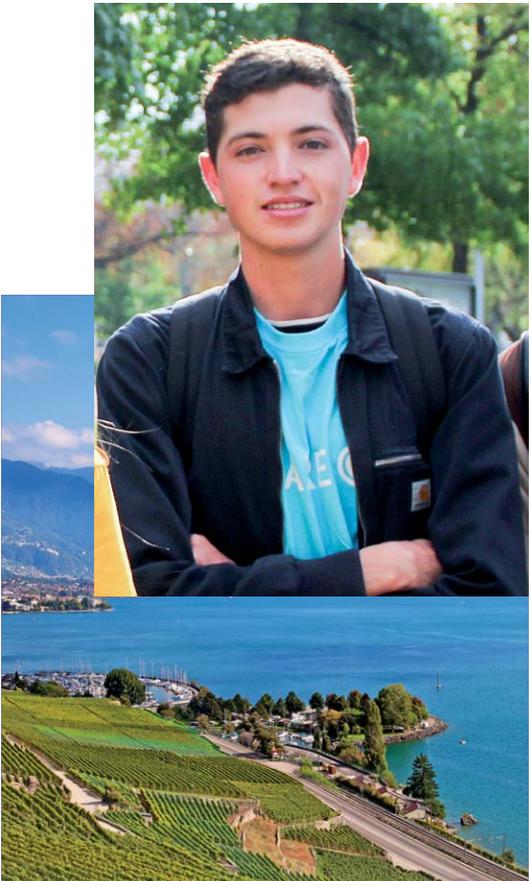
Do you like to socialize?	
A	24/7
B	Not really
C	Only on the weekends

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	Risky 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.

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 semester (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 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. 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 in no time. 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

EU Montreux: 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
-



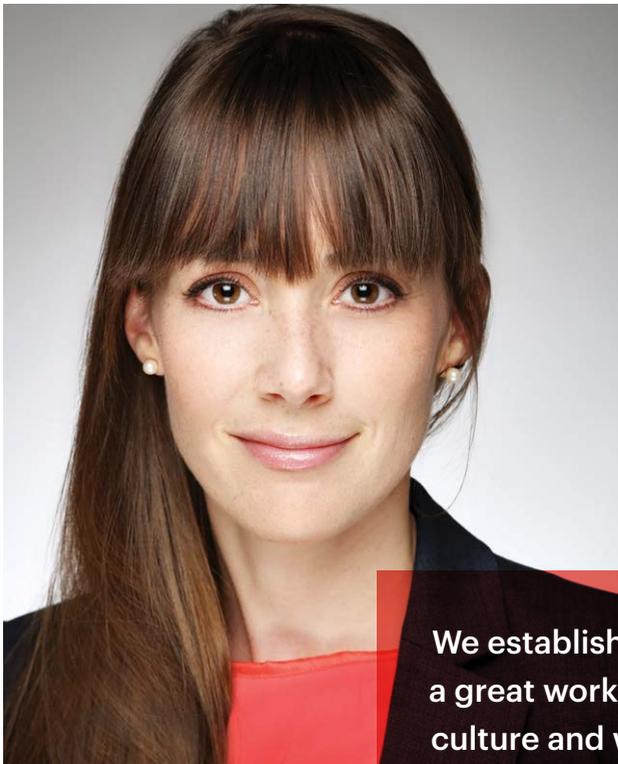


A Network for Life

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

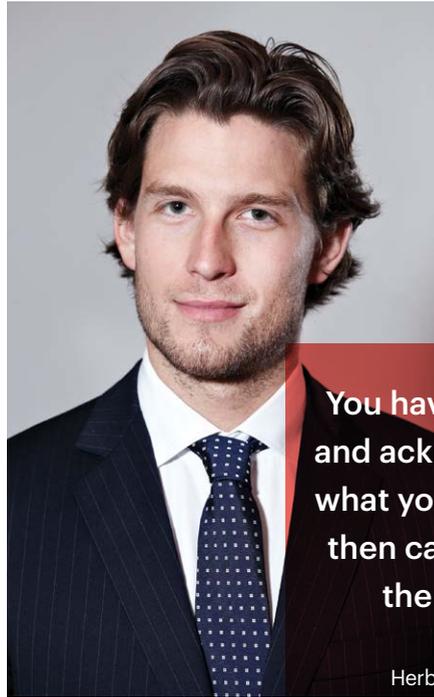
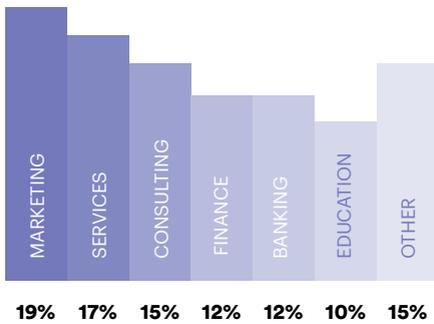
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

26,000+

SECTOR



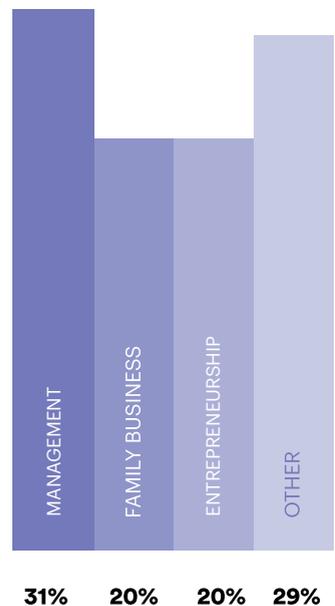
You have to love and acknowledge what you do; only then can you be the best.

Herbert Petz
Investment Consultant,
CBRE
Class of 2010

LINKEDIN SUBGROUPS

17

STUDENTS GO ON TO



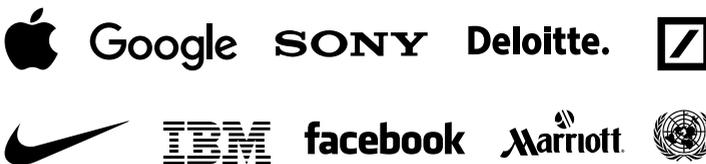
ACTIVE USERS ON THE EU ALUMNI HUB

1,000+

ALUMNI NATIONALITIES

100+

OUR ALUMNI WORK AT





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

Business

#ExperienceEU

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info.gva@euruni.edu

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F +41 21 964 84 68
info.mtx@euruni.edu

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Programs in:

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

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