

Employability Report 2022



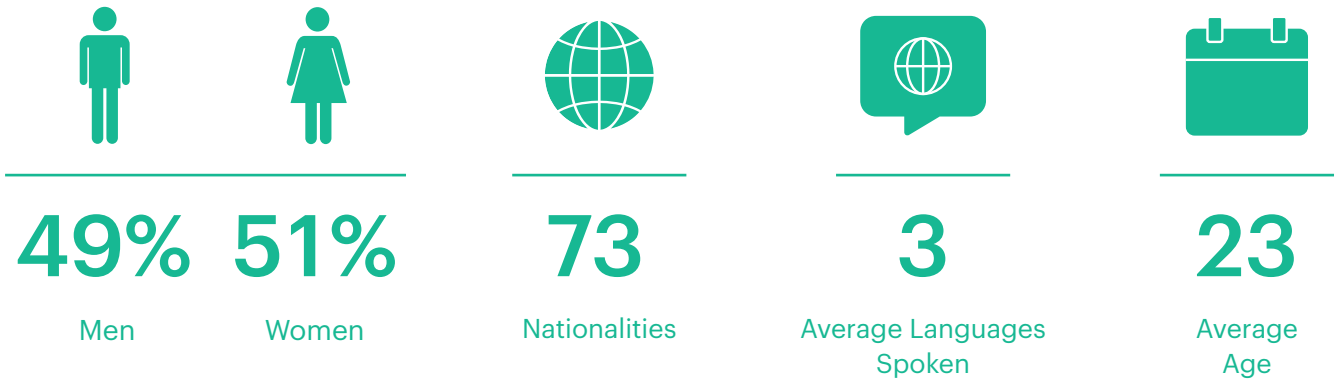
Each year since 1973, EU Business School has sent a diverse and innovative graduating student body out into the world. Our alumni go on to work for major multinationals, SMEs, NGOs and start-ups: many of them go on to create their own companies.

EU's Employability Report is a celebration of our graduates' success stories. The information enclosed here highlights the fantastic results of the EU experience: we hope that it will inspire you to define your own unique career path.

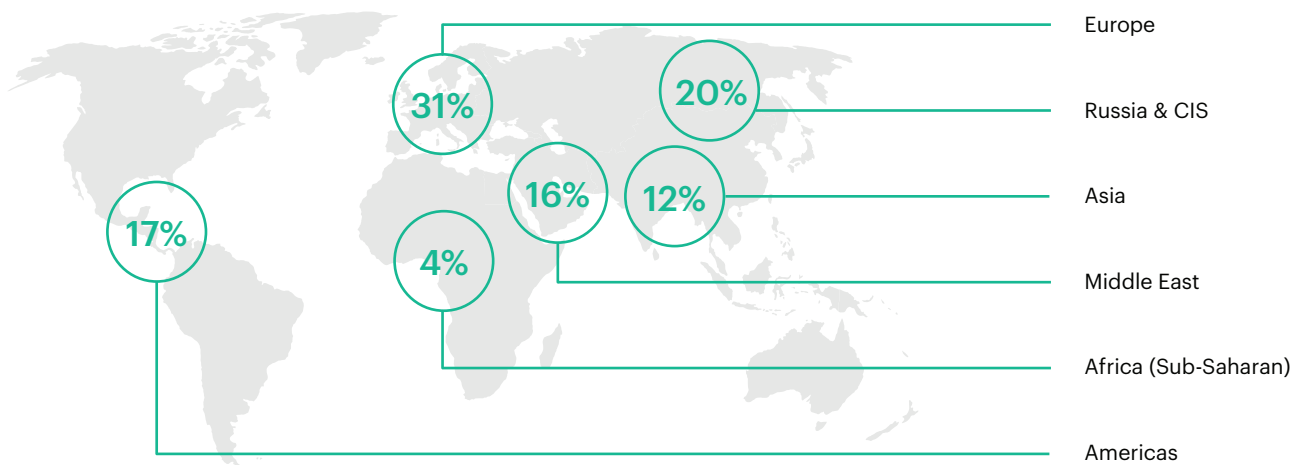
Bachelor's Graduates

Our 2022 bachelor's graduates came to EU from around the world. They opted to study a wide range of programs, creating solid foundations for exciting and diverse career paths.

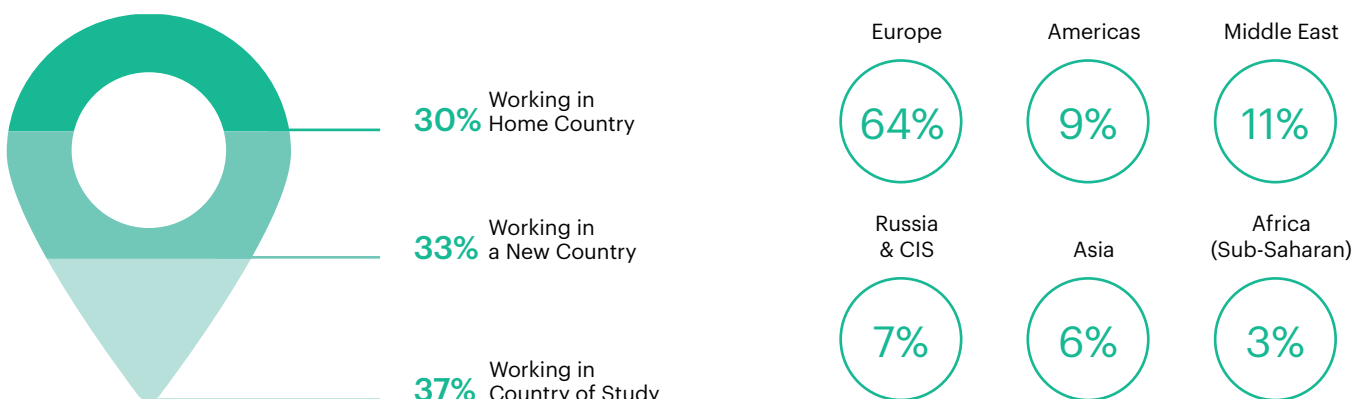
Key Facts



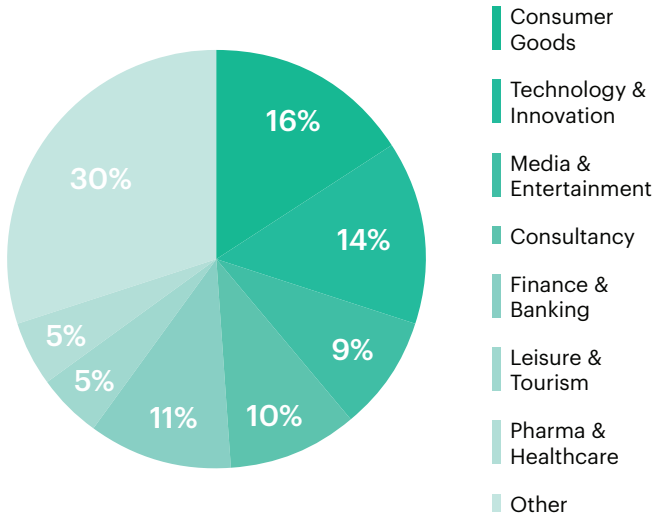
Home Countries



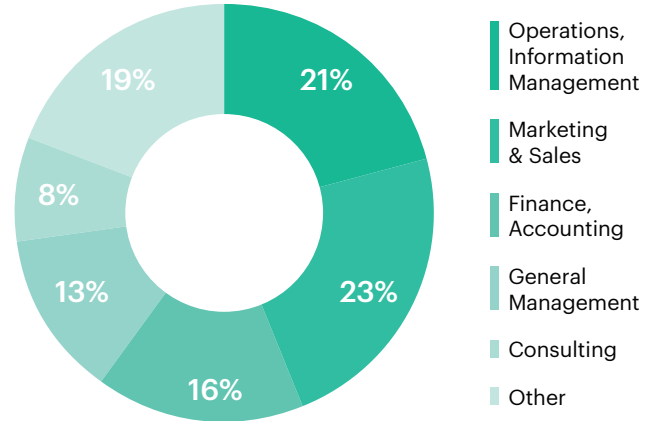
Current Location



Industries

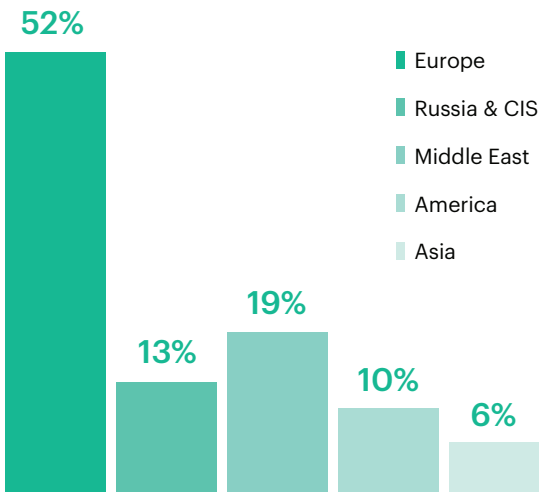


Functions



17% of our graduates become entrepreneurs

Further Studies Location



Top Hiring Companies



Internship Testimonial



I think it's very important to do an internship as you get to apply the practical knowledge that you acquire in school and gain experience. Companies will often look for internship experience when hiring at entry level and it gives you a chance to experiment and see if you would really enjoy the field you want to go into.

Pawan Kim
 Business Developer at MBE Worldwide
From: South Korea - **Lives in:** Spain
Studied: Bachelor of Business Administration

Career Path Testimonials



My academic experience at EU provided me with a foundational understanding of business research and strategy, key elements that I use every day in my role at Publicis Groupe. Courses like Strategic Marketing and Management Information Systems were particularly beneficial in helping me understand brand management and digital analytics. These skills have empowered me to derive actionable insights from data, which I apply to shape effective communication strategies for high-profile brands.

Jio El Wadi

Executive – Strategy & Insights at Publicis Groupe

From: Austria - **Lives in:** United Arab Emirates

Studied: Bachelor of Business Administration



I took some working student opportunities to add to my professional experience and boost my employability. Some of my EU courses are still useful in my work today and the soft skills like time-management we developed during our studies are invaluable.

Krisnanda Neno

CRM at Flix

From: Indonesia - **Lives in:** Germany

Studied: Bachelor of Science (Hons) in International Business



During my studies, I founded and participated in the Business Club in Munich in which I learned leadership skills and how to be proactive. We worked on several case studies which helped me a lot during consulting interviews. Participating in business competitions was also beneficial since companies can see your skills live in action and it gives you the opportunity to build a larger network. I got my current consulting job through my participation in START Hack.

Toshiro Michael Kato Maldonado

Strategy & Consulting Analyst | Financial Services at Accenture

From: Japan - **Lives in:** Germany

Studied: Bachelor of Science (Hons) in International Business



I gained a double qualification that put me ahead of the job market. I had already started working as a talent acquisition specialist during my studies, which was only possible due to the flexibility of the program, and then joined the graduate trainee program at Siemens Energy in which I rotate in different countries and functions, and after two years will decide on a fixed role with my mentor.

Julia Roizman Ayscough

HR Business Partner at Siemens

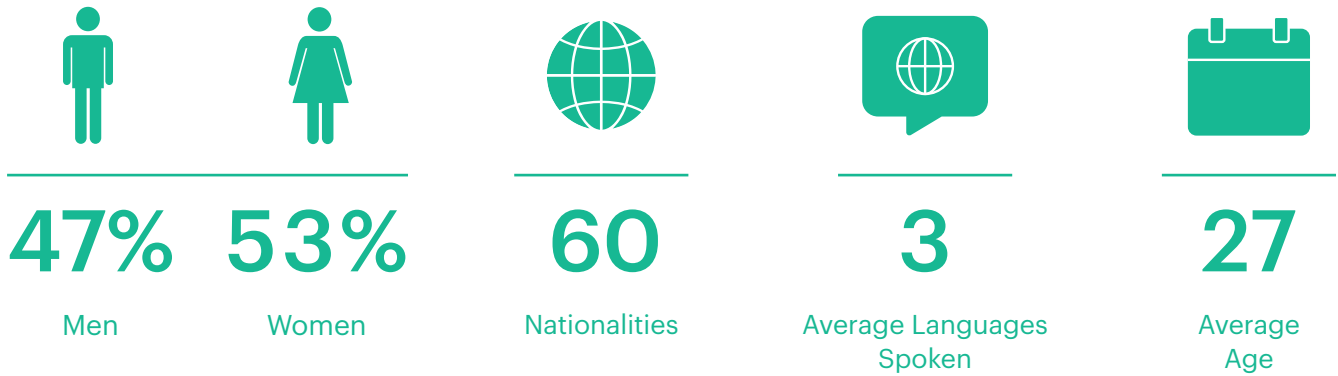
From: Brazil - **Lives in:** Germany

Studied: Bachelor in International Relations and BA (Hons) in Business Management

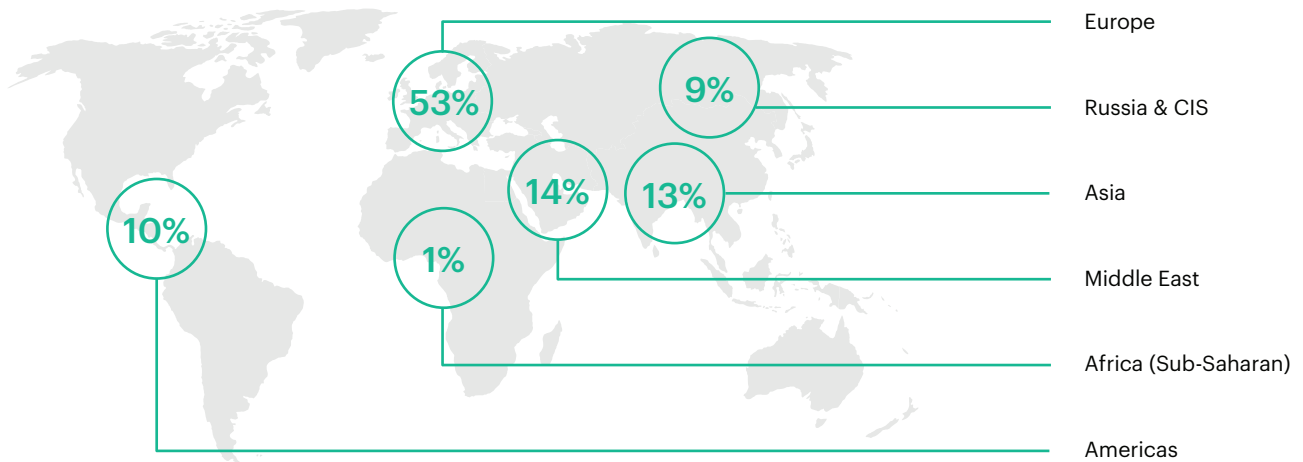
Master’s & MBA Graduates

Our Master’s and MBA students combined theoretical and practical studies, leading to invaluable networking experiences and sought-after employment opportunities.

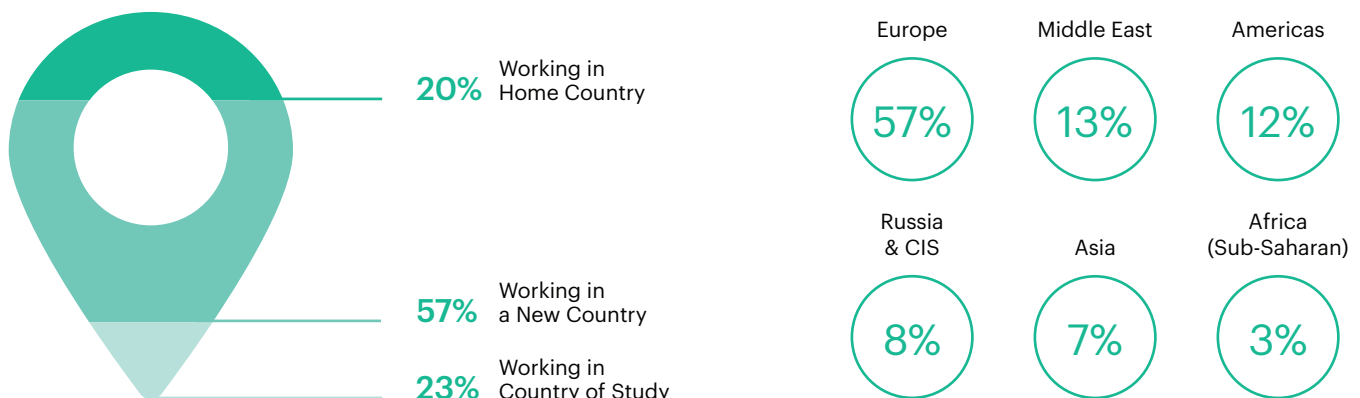
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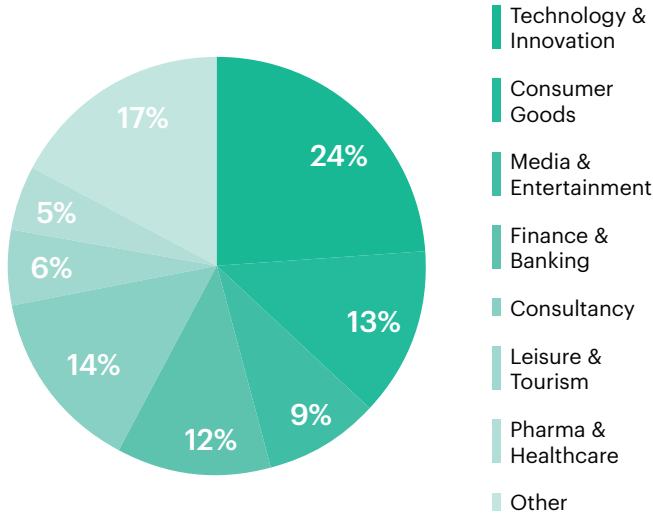
Home Countries



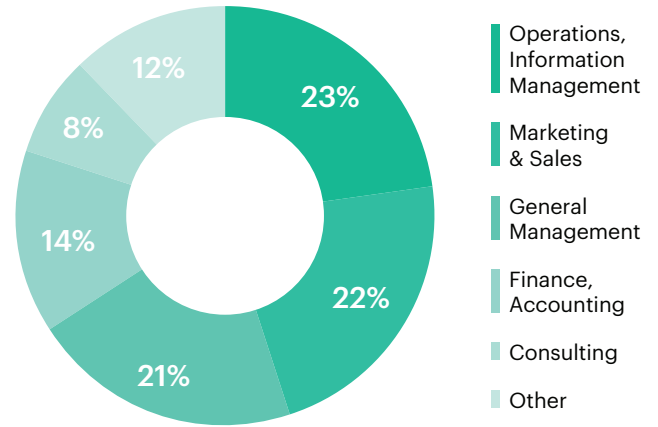
Current Location



Industries



Functions

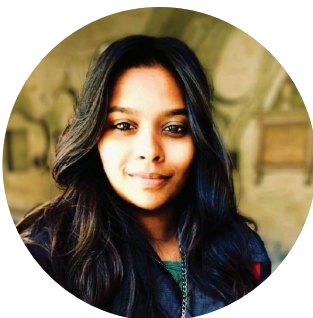


21% of our graduates become entrepreneurs

Top Hiring Companies



Internship Testimonial



The greatest advantage (of doing an internship) is that you get to understand why you're studying what you're studying. I did my internship in digital communications while doing my studies at EU, they went hand in hand and at times I saw them feeding into each other.

Swarna Rajesh
 Head of Sales & Marketing at Omida Group
From: India - **Lives in:** Spain
Studied: Master of Business Administration

Career Path Testimonials



After I finished my MBA at EU, I started an internship in an international company based in Barcelona. From day one, I worked hard and apply all the things I already knew and improved my skills by researching new technologies, which I could apply to my daily work. After a 6-month internship, the company offered me a permanent position and now, I am leading their marketing department.

Andrey Molyak
Digital Marketing Specialist at INSPIRE Property Experts
From: Russia - **Lives in:** Spain
Studied: Master of Business Administration in Entrepreneurship



The skills and topics I studied in my classes, such as design thinking and marketing strategies including developing creative ideas for different brands or new products helped me to improve my employability and helped me move from a junior manager position to PR-CSR manager within half a year, where I was involved in charity projects and working with influencers and media. In addition, I attended lectures on writing a good resume, which also helped me a lot in creating a clear and effective resume.

Kateryna Pidmohylina
Marketing Manager at BetInvest Ltd.
From: Ukraine - **Lives in:** Ukraine
Studied: Master in Fashion & Luxury Business



In June 2022, I completed my MBA and embarked on a quest for a new role that effectively blended the knowledge I gained during my studies with my experience as a marketing manager. This led me to my current position at BCG Munich, where I utilize the knowledge gathered in human resources to strategically position BCG as a valuable employer while leveraging my know-how in marketing to achieve this endeavor.

Daniel Guerra
Global Paid Media Manager at The Boston Consulting Group
From: Mexico - **Lives in:** Germany
Studied: Master of Business Administration in Global Banking & Finance



During my studies, I tried to focus on soft skills to improve my employability especially during courses specifically dedicated to authentic leadership and business development. I still use the management and organization skills that I learned at EU in my current role.

Fatimaezzahra Damali
Functional Consultant for Microsoft Dynamics 365 Business Central at Inetum
From: Morocco - **Lives in:** Morocco
Studied: Master in Management

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