

Digital Campus Master's Programs

Academic Year 23-24



About Us

Since 1973, EU Business School (EU) has been educating future entrepreneurs and business leaders. We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs, taught exclusively in English, in Barcelona, Geneva and Munich as well as on our Digital Campus.

Our innovative programs are specifically designed to respond to the latest demands of business and

have been recognized by top global ranking institutions including QS, which has awarded us four stars for excellence in business education.

Our pragmatic and experiential learning approach gives students the knowledge and skills to excel in the workplace of the future.

Our diverse and multicultural community of 100+ nationalities fosters the international perspective and global mindset crucial for career success, and our 30,000+ alumni

provide networking opportunities around the globe.

Our master's programs are the perfect choice for you if you are looking for an international, flexible and personalized business education.

We invite you to read through the information provided here, and contact our admissions staff at info.dgtl@euruni.edu with any questions you might have.

EU BUSINESS SCHOOL DIGITAL CAMPUS

PROFESSIONAL ACCREDITATIONS



VALIDATING & ACCREDITING PARTNERS



RANKINGS

#1



EU's Online MBA ranked #1 worldwide by CEO magazine

#1



EU's MBA program ranked #1 globally for class and faculty diversity by QS

#2



EU's MBA ranked #2 in Spain by Forbes

4



Awarded four stars for overall excellence in business education by QS Stars

#20



Ranked #20 worldwide by América Economía in its global MBA rankings

#24



EU's Online MBA ranked #24 in the world by QS Top MBA

Top 50



Ranked in the Top 50 of the QS European MBA Rankings



Online Education: Learning Without Borders

Digitalization and the widespread adoption of AI have revolutionized educational delivery, with EU Business School leading the way.

Studying on our Digital Campus at EU instantly connects you to new friends and business mentors from all over the world. Our online programs are designed to allow you to study at your own pace and on your own schedule, giving you the freedom to combine study with work, travel and personal commitments.

Our personalized online classes combine practical, hands-on learning with the flexibility of individualized study. In this dynamic learning environment, you will discuss, debate and collaborate with your peers while being fully supported by our faculty of highly qualified working professionals and academics. You will make friends from around the world and learn from global business experts right in your own home.

EU's Digital Campus delivers a unique learning experience. Classes are delivered in real time on an easy-to-use platform and are conveniently recorded to allow you to study anytime, anywhere, and to re-visit lectures for enhanced understanding.

As a student of EU's Digital Campus, you will not only have the chance to meet interesting people and build your skills—when you graduate, you will acquire the entrepreneurial skills and creative mindset to lead the digital future.

TOP REASONS TO STUDY ON OUR DIGITAL CAMPUS

Tailor-made: Curriculum adapted to market needs and interests.

Flexible programs: Study and work at your own pace on easy-to-use web platforms.

Blended education: Progressive teaching methods with on-campus and virtual activities for networking.

Experiential learning: Learn by doing through case-based projects and business simulations, among others.

Intercampus transfers: Transfer to any of our four European campuses for an on-site student experience.

Expert faculty: Leading academics, entrepreneurs and business executives selected from around the world ensure educational excellence.

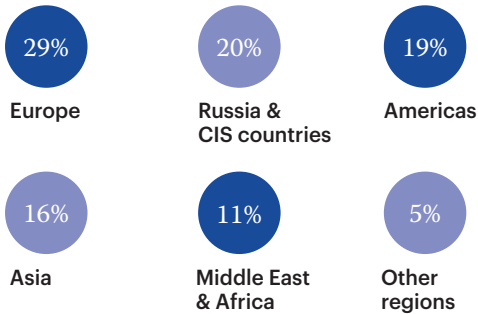
Multicultural: Connect with classmates from all corners of the globe.

Networking: Join a network of 30,000+ alumni for meet-ups and regular careers events.

Our Numbers Talk

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

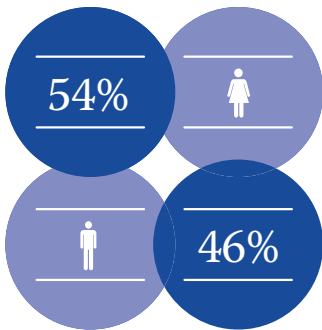
STUDENTS BY REGION



20% OF OUR STUDENTS BECOME ENTREPRENEURS

93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

FEMALE TO MALE RATIO

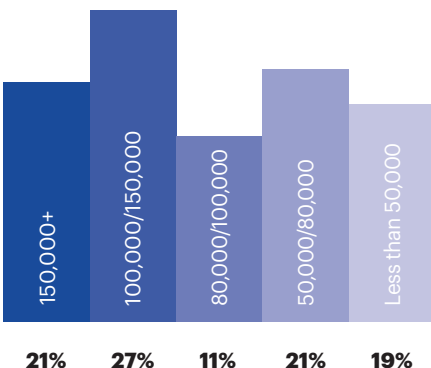


95% INTERNATIONAL STUDENTS

3.5 AVERAGE LANGUAGES SPOKEN

21-35 MASTER'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 & Africa 14%
Russia & CIS countries 17%	Other regions 4%

Master's Programs

The master's programs studied on EU Business School's Digital Campus are one-year, three-term, full-time programs (60 ECTS). With start dates in October, January and March, these English-taught degrees provide flexible learning for professionals who wish to specialize in a specific area of business and take their careers to the next level.

Students on our Digital Campus can choose from six master's programs: Management; Marketing; Innovation & Entrepreneurship; Fashion & Luxury Business; Digital Marketing, Transformation & Design Thinking; and Business Analytics & Data Science.

You will learn through live interactive webinars, case studies, business simulations, conferences with global leaders and group discussions, among others, and will be taught by lecturers from across the world who offer real-time, personalized tutoring. Classes are recorded for maximum flexibility and convenience to give you the freedom to organize your studies around professional and personal commitments. You will also have the opportunity to attend an on-campus week in either Barcelona, Geneva or Munich where you will be immersed in a real-world business environment. Activities include company visits, guest lecture sessions and business seminars which you will undertake while networking with peers, faculty and students. These programs are completed with a final business plan, a multifaceted assignment that is a culmination of your study experience.

On completion of one of the six master programs, you will earn a university master's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain and a master's degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQaa.

Master in Management

Students completing this master's pursue careers in:

- Corporate leadership
- Division/Business unit management
- Strategic management
- Strategic planning

Rapid political, economic, social and technological changes are taking place across the world. In order to cope with and actively shape these complex changes, new leadership is required. This program explores the realities of being a leader in the 21st century, from making strategic decisions, managing people and negotiating effectively, to operational and marketing management. Focusing on the development of critical thinking and executive skills, this master's will give you the tools to be an effective leader and to adapt to future changes in business.

A sample of the program courses:

- Managing in a New Era
- Strategic Planning & Business Development
- Managing Corporate Growth & Innovation

Master in Marketing

Students completing this master's pursue careers in:

- Marketing management
- Brand management
- Marketing research
- Digital marketing

Markets are ever-changing with increasingly sophisticated consumers. Now more than ever, companies require innovative, qualified marketing experts to implement creative changes. From effective use of social media marketing to understanding your target audience, this program explores modern marketing methods and theories from various perspectives, giving you an insight into how marketing decisions relate to the analytical, strategic and operational areas of a business.

A sample of the program courses:

- Strategic Marketing
- Marketing for International Businesses
- Data-driven Marketing: The Power of Analytics

Master in Innovation & Entrepreneurship

Students completing this master's pursue careers in:

- Entrepreneurship & new venture creation
- New product development
- Innovation management

In an ever-changing business landscape shaped by increasingly competitive markets, an entrepreneurial mindset is crucial for creative changes and growth. This program explores the main components of innovation and new venture creation and provides an insight into entrepreneurial endeavor and the conditions within which it can be cultivated effectively. Focusing on the development of creative thinking and executive skills, you will discover entrepreneurial challenges and solutions, while taking the opportunity to evaluate and conceptualize business models.

A sample of the program courses:

- The Entrepreneurial Cycle: Idea to Business
- Creativity & Innovation
- Corporate Identity & Intellectual Property



Master in Fashion & Luxury Business

Students completing this master's pursue careers in:

- Fashion & luxury brand management
- Advertising & communication
- Luxury retail

The fashion and luxury industry has played an important role in society for centuries. Focusing on business management skills and consumer attitudes toward luxury products with an emphasis on design and creativity, this program prepares you for the projection of a brand. With elements such as advertising strategy, communication skills and innovative thinking, you are given an in-depth insight into how to effectively manage and position a unique brand.

A sample of the program courses:

- The Luxury Experience
- International Luxury Brand Management
- Luxury & Fashion Business Management

Master in Digital Marketing, Transformation & Design Thinking

Students completing this master's pursue careers in:

- Digital business transformation
- Digital marketing
- Search engine optimization
- Design strategy

The digital transformation of business is accelerating, and customers are increasingly empowered and selective. This program will give you the skills needed to design effective digital marketing campaigns, apply strategic approaches to digital transformation and re-design and re-imagine businesses and products through new technologies. You will also learn to understand consumer motivation and the fundamentals behind search engine algorithms. You will also develop innovative ideas using design thinking among other ideation techniques.

A sample of the program courses:

- Digital Marketing Strategies & Social Media
- Analytics, Metrics & UX
- Tech & Future Trends

Master in Business Analytics & Data Science

Students completing this master's pursue careers in:

- Data analytics
- Business analysis consultancy
- Operations analysis
- Data science

Advances in technology have dramatically changed the way companies function. Expertise in business analytics and data science is essential to leverage technology for optimal results. Applying a hands-on approach, this program gives you a comprehensive foundation in data science, using leading software, tools and applications. You will gain practical experience with advanced web-based applications and toolsets, understand how to use data as a strategic resource and learn to apply data management skills to a business setting in order to effectively implement data-driven solutions.

A sample of the program courses:

- Unlocking the Power of Big Data
- Data Visualization & Communication
- From Data to KPI

Career Services

From career counseling and mentoring to advice on personal branding and networking, EU's career services department is on hand to provide one-to-one careers coaching and access to a network of over 30,000+ alumni. In addition, the annual EU Talent Day, as well as global alumni events, are held to give students a platform on which to build strong business connections.

SOME OF THE COMPANIES WHERE OUR ALUMNI WORK:



Admission Requirements

1 certified copy of bachelor's degree and transcripts

Proof of English level: TOEFL score 89 (internet-based), 233 (computer-based); IELTS 6.5; CAE C1 with a minimum score of 176; or equivalent; or English native

1 copy of your CV/résumé

2 letters of recommendation

1 written or video essay

Applicants must also meet one of the following:

A GPA of 3.0 on a 4.0 scale

A satisfactory score on the GMAT or GRE

An interview with the academic dean

Visit euruni.edu for a list of additional supporting documents or contact our admissions department at info.dgtl@euruni.edu

Start dates:
October/January/March

Duration:
One year (three terms)

Tuition fee per term:
€5,200

Digital

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info.dgtl@euruni.edu

Other campuses in:

Barcelona

Diagonal Campus:
Diagonal 648 bis
08017 Barcelona
Spain

Ganduxer Campus:

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08021 Barcelona
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