

**Munich
Master's
Programs**

Academic Year 23-24



#StartHere

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 small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals.

Our pragmatic and experiential approach, which includes case studies, business simulations, company visits, conferences with world-renowned leaders as well as a dedicated Business Immersion Week, ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provides networking opportunities around the globe. Intercampus and global exchange

programs further enhance our students' international experience.

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 admission.muc@eumunich.com with any questions you might have.

EU BUSINESS SCHOOL GROUP

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



Munich: A Cultural, Educational and Business Hub at the Heart of Europe

As the major economic power in Germany, this city prides itself on innovative industry and an excellent quality of life. With the strongest growth and employment rates in the country, it is the perfect location for your world-class business education.

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 business plan.

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.

Job-seeking visa: Students are eligible to apply for an up to 18-month job-seeking visa and most find employment within six months.

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.

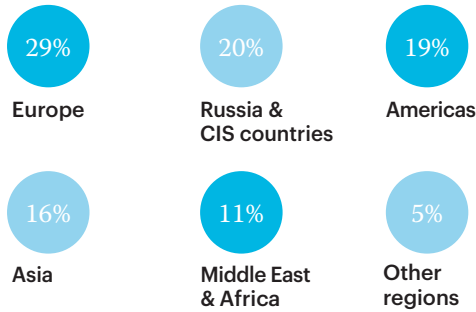
Munich is home to the HQs of top multinationals, a highly developed startup ecosystem and a flourishing tech industry which includes 500+ of Europe's most innovative companies. Thanks to the city's global reputation as a dynamic and successful business hub, Apple has allocated most of its recent €1bn Germany expansion budget to Munich, making the Bavarian capital even more attractive for job-seekers and entrepreneurs.

The city also ranks highly for quality of life. The medieval charm of the Old Town (Altstadt), the proximity of the Bavarian Alps and the efficient infrastructure combine to make Munich the world's third most liveable city, according to the latest Quality of Living rankings by Mercer. It is also one of the greenest, with extensive parks, 1200 kilometers of bike paths and an ambitious and forward-thinking agenda for sustainability. The annual Oktoberfest is world-famous, but this proud capital showcases Bavarian culture and traditions in an array of festivals and events throughout the year.

Our Numbers Talk

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

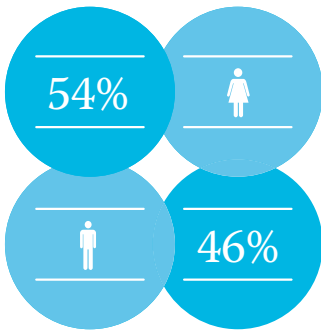
STUDENTS BY REGION



20% OF OUR STUDENTS BECOME ENTREPRENEURS

93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

FEMALE TO MALE RATIO

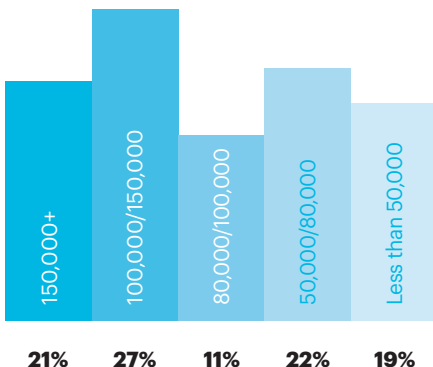


95% INTERNATIONAL STUDENTS

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 (*título propio*)

The master's programs (*título propio*) at EU Business School (EU) in Munich are one-year, three-term full-time programs (60 ECTS) taught exclusively in English. With start dates in October, January and March, they are designed to prepare you for a specialized area of business while providing a balanced understanding of fundamental concepts.

As a master's student at EU Munich, you will develop your business personality and hone your management skills through lectures, company visits, guest speaker sessions, conferences, seminars, individual assignments, group projects and business simulations. In small classes, our highly-qualified faculty of academics and business professionals will share real-world experiences to provide privileged insights into the specialization of your choice. You will discuss topics integral to the modern business world and develop an innovative mindset to shape the future of business. You will complete a final business plan, a multifaceted assignment that is a culmination of your study experience.

On the successful completion of one of these nine programs, you will earn a university-specific master's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, as well as a Certificate of Advanced Studies from EU Business School Switzerland.

The master's programs (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, were authorized to be offered at EU Business School Munich GmbH on April 13, 2021, following article Art. 86 Abs. 3 BayHSchG. For more information about university-specific degrees (*título propio*), please refer to the section Degrees at EU Business School on our website at eumunich.com/degrees.

Master in Management

(*título propio*)

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

(*título propio*)

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 Finance

(*título propio*)

Students completing this master's pursue careers in:

- Asset management
- Financial analysis
- Investment banking
- Fintech

New financial paradigms are emerging. With shifts in regulations and ethical thinking, the ability to understand and decipher the complex world of finance is a quality that is more important than ever before. As an applied branch of economics, this program explores challenging technical theory and a wide range of topics, including asset pricing, portfolio management, derivative securities and blockchain fundamentals. From its foundations to the future of finance, you will gain a balanced understanding of one of the most crucial aspects of business.

A sample of the program courses:

- Corporate Investment & Financial Policy
- Securities, Markets & Blockchain
- Mergers, Buy-Outs & Corporate Restructuring



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 and global alumni events are held to give students a platform on which to build strong business connections.

Start dates:
October/January/March

Duration:
One year (three terms)

Tuition fee per term:
€5,200

Master in Tourism & Hospitality Management

(titulo propio)

Students completing this master's pursue careers in:

- Hospitality management
- Event management
- Conference management
- Digital tourism

An increasingly globalized world has led tourism to become the fastest growing industry in business today. Modern companies require academically qualified, visionary leaders to create new business models and understand changes in technology and consumer trends. Focusing on the development of executive skills and strategic aptitudes, this program explores the theories, practices and frameworks that make up the tourism and hospitality fields, while developing understanding of international and intercultural management needs.

A sample of the program courses:

- _____ Digital Business in Tourism
- _____ Innovation in the Tourism Industry
- _____ Hospitality Management

Master in Innovation & Entrepreneurship

(titulo propio)

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, the 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 Digital Business

(titulo propio)

Students completing this master's pursue careers in:

- Digital management
- Digital commerce
- Change management

Digital transformation is no longer a future paradigm, but a key reality. The business world is becoming digitalized at an astounding pace and companies actively seek digital visionaries to leverage their expertise and insight into any corporation that seeks to stay competitive. This program explores the theoretical and practical foundations, implementation and business models that make up digital business and delivers all key competencies required in the corporate world today.

A sample of the program courses:

- _____ Digital Business Ecosystems
- _____ Digital Marketing Strategies & Social Media
- _____ Digital Business Design & E-Reputation Management

Admission Requirements

SOME OF THE COMPANIES

WHERE OUR ALUMNI WORK:



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 eumunich.com for a list of additional supporting documents or contact our admissions department at admission.muc@eumunich.edu

Master in Fashion & Luxury Business

(titulo propio)

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 advertisement 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

(titulo propio)

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. They 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

(titulo propio)

Students completing this master's pursue careers in:

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

Technology advances have dramatically changed the way businesses 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

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VALIDATING & ACCREDITING PARTNERS



MEMBER OF

