

Barcelona Foundation & Bachelor's Programs

Academic Year 23-24



#StartHere





07 Experience EU

21 Barcelona

29 Programs

47 Beyond the Classroom

57 At Home in Barcelona

63 A Network for Life

Websites & Blog

euruni.edu
barcelona.euruni.edu

EU Today TV

euruni.tv



Welcome to EU Business School.

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

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

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

You will face many challenges as you push boundaries within yourself and in the world around you. You will not be alone – we will accompany you along your path to success. You will have a network of over 30,000+ alumni and business professionals to encourage you, inspire you and guide you, as you establish yourself in the world of business. So if you are looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus.

Carl Craen
EU Business School
Managing Director



Experience EU

Educating future business leaders and entrepreneurs with proven practical methods.



Swiss Values, an International Mindset and a Pragmatic Approach

EU Business School is a global network of professionally accredited, multicultural, high-ranking business schools with headquarters in Switzerland.

Since 1973, our international business school has provided high-quality instruction in a competitive learning environment. Through our network of campuses in Barcelona, Geneva and Munich, as well as on our Digital Campus, the EU Business School curriculum promotes managerial skills, business ethics and entrepreneurial initiative vital to pursuing jobs in today's global market.

Our high-caliber faculty is made up of entrepreneurs, consultants, business leaders and full-time academics. Our faculty works with students on an individual basis to create a cooperative and caring learning environment where human values flourish. All our programs are student-oriented, flexible, personalized and taught in English.

We use a combination of classroom theory and hands-on experiential learning that draws on both the American business education model and European learning methodologies. EU's pragmatic approach to business education prepares you for careers in today's rapidly evolving and globalized business world.

The EU Barcelona campus offers various programs at the foundation, bachelor's, master's and MBA levels. These include business administration, communication, tourism management, international relations, sports management, digital business, international business, marketing, finance, enterprise and human resources management, among others.



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

EU Business School continuously explores affiliation opportunities with world-class academic institutions. At EU Barcelona, we offer degree programs from the University of Derby, U.K.; London Metropolitan University, U.K.; and Universidad Católica San Antonio de Murcia (UCAM), Spain.

Our network of international partners also includes Dublin Business School, Ireland; Tecnológico de Monterrey (ITESM), Mexico; Pace University in New York, U.S.A.; Stamford International University in Bangkok, Thailand; and University of California in Riverside, U.S.A., among others.

EU is a member of OMNES Education Group. This alliance allows us to provide further international and academic opportunities to our students.

If you want an international, flexible and innovative business education, we invite you to read through this brochure and contact our admissions department at admission.bcn@euruni.edu.

You can also come and visit us on campus where you will meet our dynamic, creative and welcoming team and experience EU Business School firsthand.

TOP REASONS TO STUDY AT EU

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

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

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

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

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

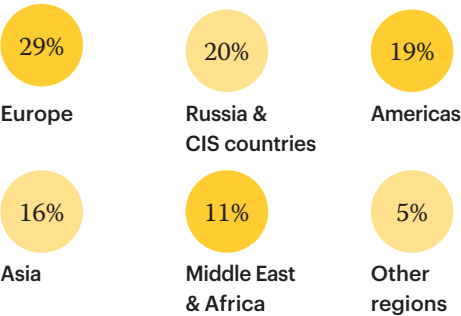
Ranked among the best: Programs within our network are consistently featured in the top tier of global and European rankings.

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

Our Numbers Talk

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

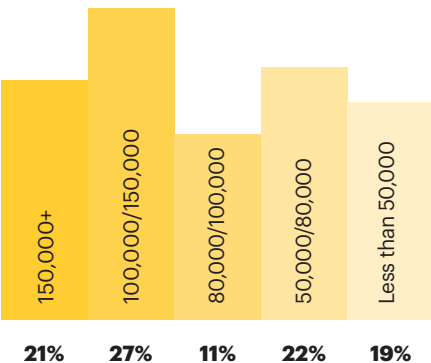
STUDENTS BY REGION



FEMALE TO MALE RATIO



SALARY AFTER GRADUATION (IN EUROS)



20% OF OUR STUDENTS BECOME ENTREPRENEURS

93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

95% INTERNATIONAL STUDENTS

3.5 AVERAGE LANGUAGES SPOKEN

17-26 BACHELOR'S STUDENT AGE RANGE

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%

#EUCIass



come
ement ceremony

#StartHere



EQUIS | Business School

Commencement Ceremony

#EUClass



eu Business School



 **Business
School**





Accreditations and Qualifications

EU BACHELOR'S (BBA/BA) PROGRAMS IN ONE OF SIX SPECIALIZATIONS:

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

Upon completing the EU bachelor's programs, you will earn a university bachelor's degree (*título propio*) from Universidad Católica San Antonio de Murcia (UCAM), Spain, and a bachelor's degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua. In addition, they will be awarded a state-recognized BA (Hons) in Business Management degree from University of Derby in the U.K.



DIPLOMA OF ADVANCED STUDIES (DAS) IN ONE OF SIX SPECIALIZATIONS:

You may also study an additional semester of your specialization and earn a Diploma of Advanced Studies (*título propio*) in this subject awarded by Universidad Católica San Antonio de Murcia (UCAM) in Spain.



BA (HONS) IN ONE OF SEVEN PATHWAYS:

- Business Management (International Business)
- Business Management (Marketing)
- Business Management (Finance)
- Business Management (Enterprise)
- Business Management (Human Resources Management)
- Business Management (Business Technology)
- Business Management (Supply Chain and Logistics)

Upon successful completion of the BA (Hons) program, you will earn a U.K. state-recognized BA (Hons) in Business Management (in your specific pathway) degree from the University of Derby, U.K. This program is additionally accredited by the Chartered Management Institute (CMI), which gives you the possibility of achieving an extra international qualification: CMI's Diploma in Management and Leadership.



Rankings and Memberships

EU Business School sees international recognition and institutional value as a foundation for educational success. Throughout its history, the school has been acknowledged for the high quality of its programs. Over the years, it has also developed strong bonds with leading national and international professional organizations. The high standard of our programs, achievements of our students and professionalism of our faculty are reflected in these business school rankings.



RANKINGS



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



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



EU's MBA ranks #2 in Spain by Forbes



Awarded four stars overall for business education by QS Stars



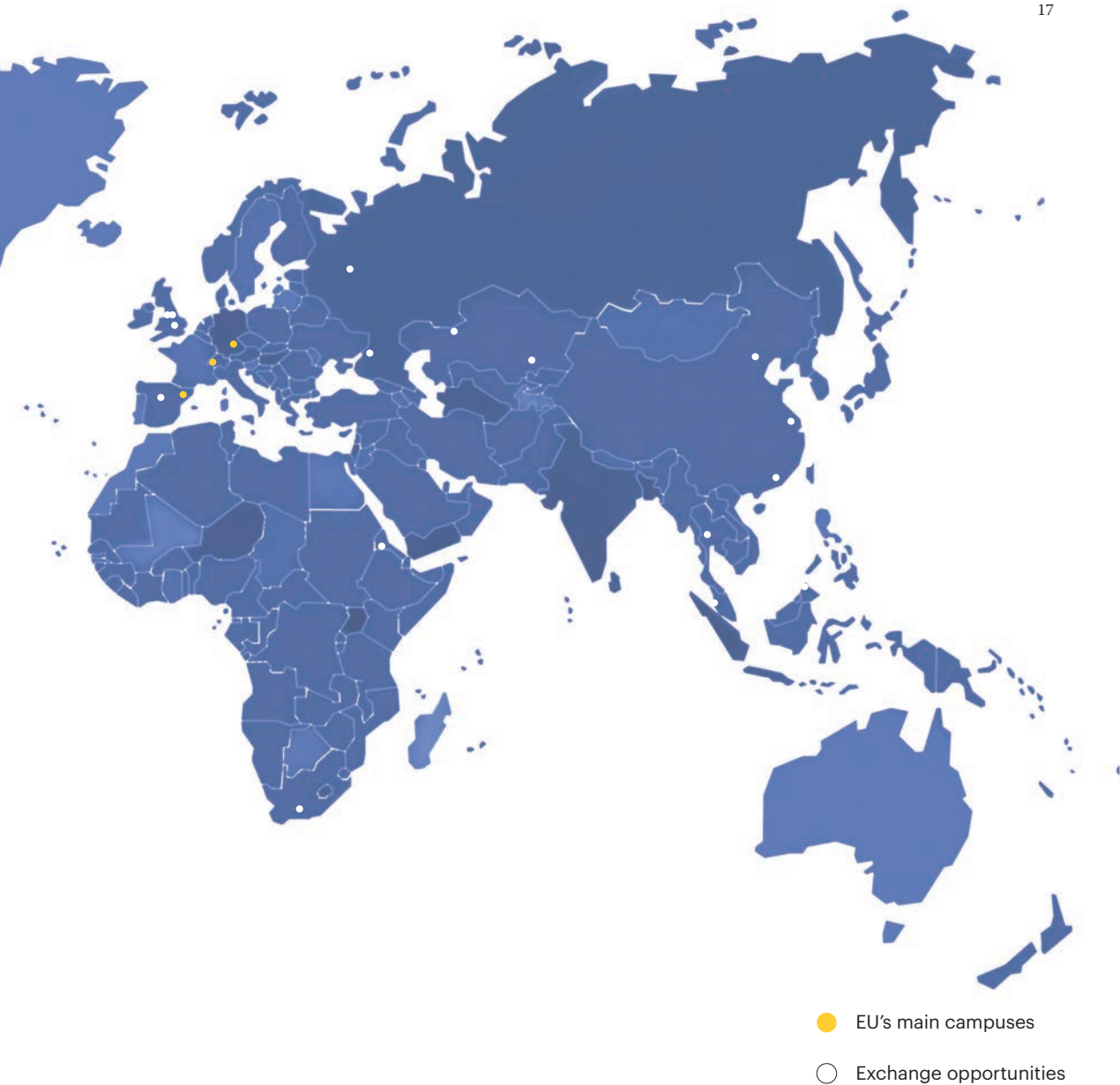
Ranked #20 worldwide by América Economía in its global MBA rankings



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

MEMBERSHIPS





A EUROPEAN IDENTITY A GLOBAL NETWORK

EU Business School develops partnerships with world-class universities and educational institutions around the globe to provide a superior education for you. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, you will be able to add a truly global perspective to your education.

Your Life at EU

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



1. The EU football team after winning the student league championship
2. Students make connections and friendships that last a lifetime
3. EU students enjoying a break by the beach
4. Former Chairman of Credit Suisse, Alexandre Zeller, addresses students, alumni and guests at the Commencement Ceremony
5. Students take part in tours of Barcelona and team-building events during orientation week
6. Chief Football Operations Officer of City Football Group and Manchester City FC and EU Business School alumnus, Omar Berrada, talks to EU students about his career and business in sports



"Discovering different cultures, seeing how the world's leading organizations operate and having a new perspective about today's business world are valuable experiences that EU Business School offers."

Myriam Katar
BA student



Barcelona

A vibrant smart city, Barcelona leads the way in entrepreneurship, commerce, education, entertainment, media, fashion, science and art.



The view from Montjuïc



Modern art on La Barceloneta beach

The Capital of Culture and Business on the Mediterranean Sea

A major economic power in Spain, Barcelona prides itself on a collection of innovative entrepreneurs and growing business industries. With a very reasonable cost of living and endless opportunities to play sports and socialize, Barcelona is the perfect location for your international business education.

With the city and beach at its doorstep and many flourishing businesses, Barcelona has rapidly become a center for young, creative talent, with hundreds of startups and entrepreneurs embarking on business ventures here. Home to FC Barcelona and the works of acclaimed artists such as Salvador Dalí and Antoni Gaudí, the city has made a name for itself as the cosmopolitan capital of the Mediterranean coast.

A global city with a local identity, Spanish and Catalan influences can be seen at every turn. While the city celebrates its traditional ties, it also welcomes new ideas with open arms. Barcelona is one of the world's most popular conference cities, hosting renowned events such as the MWC (Mobile World Congress), which attracts exhibitors from more than 200 countries.

While your courses will require a great deal of dedication, you should take time to explore this wonderful city. We encourage you to take advantage of the numerous resources available locally and on our social media pages to familiarize yourself with Barcelona. We're sure you will feel at home in no time at all. The EU Barcelona experience will immerse you in this vibrant, innovative city, renowned for its dedication to technology and entrepreneurship.

€0

is how much you will pay for Barcelona's best museums on the first Sunday of each month

2026

is the expected completion date of the Sagrada Família, Antoni Gaudí's architectural *magnum opus*

#1

beach city in the world according to National Geographic and Discovery Channel

1,900+

startups are based in Barcelona



<2 hours by plane to:

1. London
2. Munich
3. Rome
4. Paris
5. Geneva
6. Lisbon

Explore:

- Sagrada Família
- Montjuïc Castle
- Les Rambles
- Parc Güell
- Picasso Museum
- Parc de la Ciutadella
- La Barceloneta beach
- Tibidabo

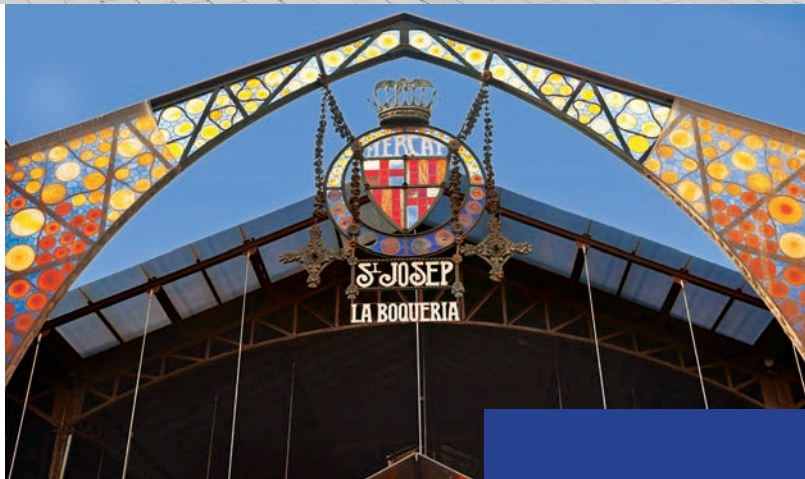
€11.35:

The T-Casual is valid for 10 metro, bus and tram trips that will take you anywhere in Barcelona

Barcelona is home to:

- CaixaBank
- Puig
- Vueling
- Estrella Damm
- Mango
- Desigual
- SEAT
- Almirall
- Planeta Publishing
- softonic.com
- Google

Boqueria Market



Sagrada Família



"Barcelona is a great city and Spain is a great country to live in".

Shakira

The City and the Sea

Whether it's exploring the narrow streets of the Gothic Quarter, catching a free concert during the La Mercè festival or gazing at the Mediterranean from the Barceloneta beach, live Barcelona and make the experience yours.



Barcelona is a thriving setting for music, culture, sport, gastronomy and nightlife, famous for its cosmopolitan style and sun-soaked beaches. Barcelona has something for everyone and can be enjoyed throughout the seasons, from the biggest and best music events like Sónar and Primavera Sound in the summer, to beachside nightclubs and traditional street festivals. Barcelona's proximity to the Pyrenees mountain range means that you can spend the weekend on the slopes whenever the desire hits you. And the Costa Brava, famous for its crystal clear waters, hidden coves and renowned hiking trails, is just a little further up the Catalan coastline.

This foodie paradise is home to more than 20 Michelin-starred restaurants and the world-famous Boqueria market. However, the true beauty of Barcelona lies in its relaxed way of life. Terraces are open all year long and there is always a cultural event or concert to go to. If you truly want to live like a local, then pull up a chair in any of Barcelona's beautiful squares and while away the hours chatting with friends, sharing a vermouth and watching the world go by.

Like a local:

Keep a weekend free in January or February for a *calçotada*; an outdoor event that involves roasting *calçots*, a regional delicacy similar to leeks and served with a delicious *romesco* sauce.





1. Panorama of Barcelona
2. Castellers or 'human towers'
3. Joan Miró Park
4. Primavera Sound Festival
5. Camp Nou, home of FC Barcelona
6. W Hotel on the seafront





Two State-of-the-Art Campus Buildings

EU Barcelona is centrally located in the affluent neighborhood of La Bonanova and the upscale Diagonal business district, home to major companies and financial organizations. Our campuses are just a short trip away from buzzing Plaça Catalunya and the famous Rambles as well as Tibidabo, the highest point in the city.

At EU Barcelona, you will be studying in the heart of one of the most beautiful and dynamic cities on the Mediterranean coast. Our centrally located campus buildings are close to a wide array of shops and cafés. The excellent public transport connections mean you can reach Barcelona's enchanting historic quarter in just five minutes. In addition, Camp Nou, the home field of FC Barcelona, is nearby so you will never have to worry about missing a football match!

Our main campus building overlooks the Avenida Diagonal, one of the city's largest and most famous avenues. This ten-floor building features cutting-edge facilities that have been specifically designed to optimize the student experience. The five-floor Ganduxer building is in the leafy and elegant La Bonanova neighborhood, favored by embassies and consulates.





6,000m²

across two customized
campus buildings

40+

spacious and airy
classrooms

1,400

students of 100+
nationalities

5 min

to Plaça Catalunya

"Traveling and
meeting new
people is the
best way to learn.
An international
business school like
EU provides you
with that
experience."

Fanny Lancot
BA alumna



The classrooms in both campuses are fully equipped with the latest technology, and benefit from huge windows and lots of natural light to promote learning and student wellbeing. Each have bright and airy study rooms and a library, ideal for reading, catching up on assignments and revising. When class is over, head to the spacious and inviting lounges where you can relax, grab a snack, play a game of foosball or catch up with friends.

Join our international community of 1,400 students at our Barcelona campus and you will enjoy superb facilities both inside and outside the classroom.

Paul Bulcke
Chairman of Nestlé
Nestlé®



Programs

FOUNDATION PROGRAMS:

English Foundation

Business Bridging

BACHELOR'S PROGRAMS:

EU Bachelor's degrees

BBA - Bachelor of Business Administration

BA - Bachelor of Arts in Communication & Public Relations

BA - Bachelor of Arts in Leisure & Tourism Management

BA - Bachelor of Arts in International Relations

BA - Bachelor of Arts in Sports Management

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

Bachelor of Arts (Hons) degrees

BA (Hons) in Business Management (International Business)

BA (Hons) in Business Management (Marketing)

BA (Hons) in Business Management (Finance)

BA (Hons) in Business Management (Enterprise)

BA (Hons) in Business Management (HR Management)

BA (Hons) in Business Management (Business Technology)

BA (Hons) in Business Management (Supply Chain and Logistics)

Foundation Programs

Our bachelor's programs require a certain level of English and academic achievement. If you do not meet these requirements, we offer two preparatory programs which may only be taken as a precursor to our degrees. The English Foundation program is for those who need to improve their language skills while our Business Bridging program is for those who need to improve their academic level. Upon successful completion of these courses and in addition to your high school diploma or GED, you will be admitted to our bachelor's programs.

"The 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 student



English Foundation

If you need to improve your English to meet our requirements, this specialized program will help you refine your language skills and prepare you for our bachelor's programs. All EU classes are taken in English, including assignments, exams, courses and dissertations.

English is 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. You will take a final exam at the end of the course. Upon satisfactory completion of the program, you will be eligible to enroll in one of our bachelor's degree programs.

A sample of the program courses:

- _____ English for Academic Purposes
 - _____ Structured Writing & Grammar
 - _____ Reading & Text Analysis
 - _____ Business English
-

Business Bridging

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

The Business Bridging program is a one-semester (13-week) course that acts as a bridge to the first year of our undergraduate programs. You will strengthen their academic, communication and business English skills while studying management and economic concepts. You can enroll in the program in October, February and June. Upon successful completion, you will be automatically admitted into the first year of our bachelor's programs.

A sample of the program courses:

- _____ Business & Society
 - _____ Management Basics
 - _____ Introduction to Business Law
 - _____ Introduction to Economics
-



About EU's Bachelor's (BBA/BA) Programs

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

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

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

The first-year core courses provide a solid base in all fundamental business areas. Specialization subjects are incorporated into the curriculum in the third, fourth and fifth semesters. In the third year, you will focus on business management modules, which will equip you with key managerial concepts, theories and tools necessary for any business field. From strategic planning to finance and corporate development, you will become more analytical, creative and independent in your thinking.

On the successful completion of two final case studies and a dissertation, you will graduate with a university bachelor's degree (*título propio*) from Universidad Católica San Antonio de Murcia (UCAM), Spain, and an internationally accredited bachelor's degree from EU Business School Switzerland. In addition, you will earn a state-recognized BA (Hons) in Business Management degree from the University of Derby, U.K.

The credits earned in each of the courses of these bachelor's programs follow the European Credit Transfer and Accumulation System (ECTS), the European standard for credits, as established in the Bologna Process.



If you wish to further your knowledge in one of the six specializations, you can take an additional semester and earn a Diploma of Advanced Studies (*título propio*) of 30 ECTS awarded by Universidad Católica San Antonio de Murcia (UCAM) in Spain.

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

Example of EU Bachelor's programs structure:

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

You can choose from one of these six bachelor's programs:

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Communication & Public Relations
- BA - Bachelor of Arts in Leisure & Tourism Management
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Digital Business, Design & Innovation

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

The **University of Derby** (UoD) is a public university recognized by the U.K. government's higher education authorities. It is audited by the Quality Assurance Agency (QAA), the official quality assurance body for the Office of Students, the regulator for higher education in England. The university ranked 16th in the subject areas of business, management and marketing in The Guardian University Guide 2021.



BBA - Bachelor of Business Administration

Students completing this specialization pursue careers in:

- Marketing
- Management
- Finance
- Entrepreneurship

The Bachelor of Business Administration is a comprehensive degree that will prepare you for a full range of functions within the business world, making you a valuable asset to any organization. This program develops the business acumen required to conduct business on a global scale. You will cover international negotiation, cultures and languages, while exploring the complexity of multinational organizations, with their intricate hierarchies, social frameworks and administrative challenges.

A sample of the program courses:

- _____ Knowledge Management
 - _____ Decision Analysis
 - _____ International Strategic Management
-

BA - Bachelor of Arts in Communication & Public Relations

Students completing this specialization pursue careers in:

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

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

A sample of the program courses:

- _____ Interpersonal Communication in Global Contexts
 - _____ Public Relations Strategies, Campaigns & Platforms
 - _____ Mass Media Ethics & Legislation
-



BA - Bachelor of Arts in Leisure & Tourism Management

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

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

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

A sample of the program courses:

- _____ Tourism Marketing
 - _____ Event Management
 - _____ Sustainable Tourism: Policies & Ethics
-

BA - Bachelor of Arts in International Relations

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

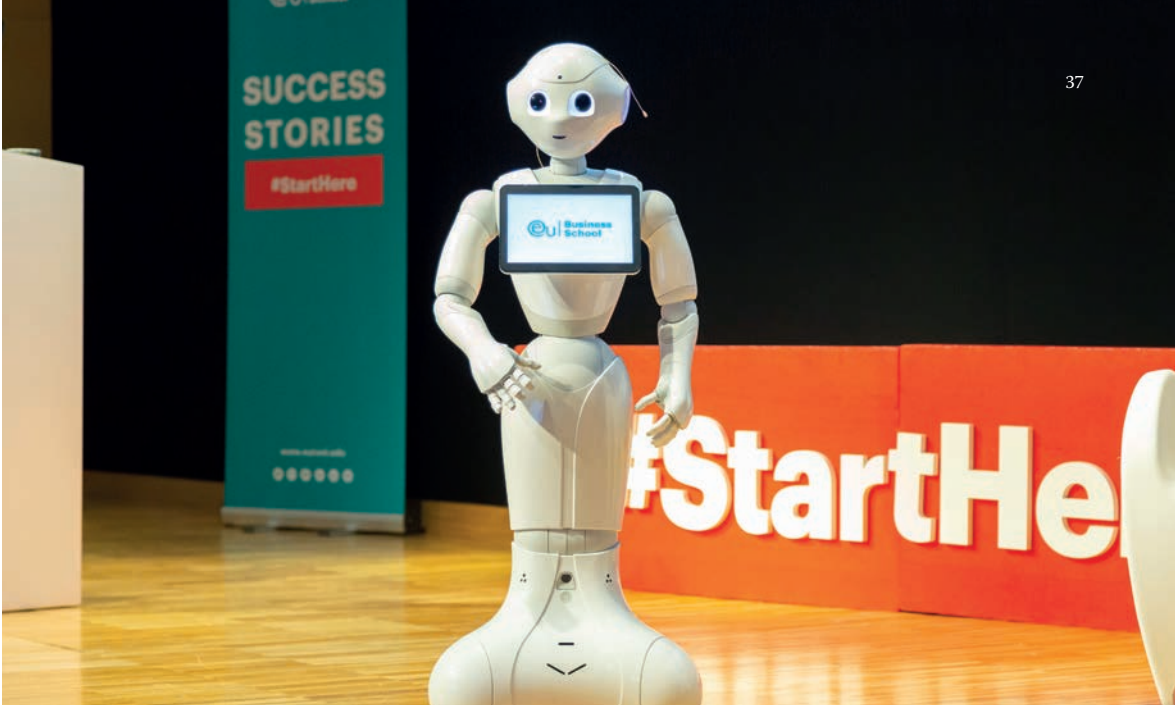
- Diplomacy and foreign policy
- International corporate development
- Public, civil service and local government
- International communications

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

A sample of the program courses:

- _____ Cross-Cultural Business Issues
 - _____ Diplomacy & Foreign Policy
 - _____ Conflict Management
-





BA - Bachelor of Arts in Sports Management

Students completing this specialization pursue careers in:

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

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

A sample of the program courses:

- Public & Media Relations in Sport
- Sports Broadcasting
- Sports Data Analysis

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

Students completing this specialization pursue careers in:

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

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

A sample of the program courses:

- Digital Skills Development
- Web Design & Web Analytics
- Entrepreneurship in Digitalization



A European Identity A Global Network

Barcelona

Geneva

Munich

Digital



Admini
Depart



About the Bachelor of Arts (Hons) Program

The BA (Hons) is a three-year, six-semester program with seven pathways (180 ECTS) which is designed for you to hone your management skills and specialize in a particular area of business. The first year comprises core courses to give you a solid grounding in all essential business disciplines, while the second and third years incorporate your chosen pathway, in addition to the core courses.

A solid business education is the basis for any successful career. Acquiring a specialized skill set in addition to core knowledge is what will make you stand out in today's competitive market. The BA (Hons) in Business Management has seven pathways to provide students with deep insight into major business disciplines: international business, marketing, finance, enterprise, human resources management, business technology as well as supply chain and logistics.

After completing the program, you will earn a U.K. state-recognized BA (Hons) in Business Management (in your specific pathway) degree awarded by University of Derby in the U.K. This BA (Hons) program is additionally accredited by the Chartered Management Institute (CMI), which gives you the opportunity to earn an extra international qualification: CMI's Diploma in Management and Leadership.

The **University of Derby** (UoD) is a public university recognized by the U.K. government's higher education authorities. It is audited by the Quality Assurance Agency (QAA), the official quality assurance body for the Office of Students, the regulator for higher education in England. The university ranked 16th in the subject areas of business, management and marketing in The Guardian University Guide 2021.

You can choose from one of these seven pathways:

- BA (Hons) in Business Management (International Business)
- BA (Hons) in Business Management (Marketing)
- BA (Hons) in Business Management (Finance)
- BA (Hons) in Business Management (Enterprise)
- BA (Hons) in Business Management (Human Resources Management)
- BA (Hons) in Business Management (Business Technology)
- BA (Hons) in Business Management (Supply Chain and Logistics)



BA (Hons) in Business Management (International Business)

Students completing this pathway pursue careers in:

- Purchasing
- International sales
- Business development
- Program management

The Business Management (International Business) pathway gives you a cohesive education touching upon all aspects related to the international business arena. You will analyze international environments through economics, strategy, law, finance, marketing and trade. The program prepares you for today's increasingly globalized world of business from a cross-cultural perspective. As a graduate, you will be prepared to start your own international business, join an already existing company or help to expand a local company's international reach.

A sample of the program courses:

- Marketing Across Cultures
- Sustainable Development and International Business Law
- International Political Economy

BA (Hons) in Business Management (Marketing)

Students completing this pathway pursue careers in:

- Marketing
- Trade marketing
- Consumer insights
- Media planning

The Business Management (Marketing) pathway gives you the right knowledge and tools to excel in today's postmodern marketing environment. You will be introduced to the fundamentals of the field and understand how marketing functions within the different departments of real businesses and with customers. The ability to combine elements of different business disciplines is vital to your career, and key to your development as a successful "marketeer". The skills you learn through the program will help you excel in the marketing field.

A sample of the program courses:

- Digital and Social Media
- Marketing Strategy
- Content, Copywriting and Creativity



BA (Hons) in Business Management (Finance)

Students completing this pathway pursue careers in:

- Cost analysis
- Financial analysis
- Accounting
- Financial planning

The Business Management (Finance) pathway trains you in specialized skills that will enable you to take up a position in the finance industry. You will be introduced to the key concepts of accounting that will expand your knowledge in financial analysis and financial projections and develop your teamwork, leadership and project management skills through the work and assessments you undertake. In addition, you will learn to critically evaluate strategic business issues while refining your financial decision-making processes and problem-solving skills.

A sample of the program courses:

Managing Financial Resources

Financial Statement Analysis

International Business Performance Appraisal

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

Dr. Svetlana Elinova
Group Academic Director,
EU Business School



BA (Hons) in Business Management (Enterprise)

Students completing this pathway pursue careers in:

- Entrepreneurship
- Business consultancy
- Innovation management
- Business development

The Business Management (Enterprise) pathway is designed to prepare you to be a future entrepreneur, with the skills and knowledge to start your own business or to run departments within larger companies. The program presents a general business outlook while developing your integrated perspective of business. This program helps to create a compelling personal point of view which will help you land your leading role. You will also develop your skills in venture management, team project-planning and launching a business.

A sample of the program courses:

- Enterprise, Entrepreneurship and Strategic Growth
- Innovation and Implementation
- Freelancing Skills and Working For Yourself

BA (Hons) in Business Management (Human Resources Management)

Students completing this pathway pursue careers in:

- Talent acquisition
- Compensation and benefits
- Human resources
- Training and development

The Business Management (Human Resources Management) pathway is set in the broader field of business, management and corporate strategy. The curriculum emphasizes how human resources strategies and management decisions have an important and lasting impact on the performance of organizations, regardless of size, type or sector. You will develop the techniques and soft skills to maximize employee performance from social, cultural and political perspectives.

A sample of the program courses:

- Employment Law in the Workplace
- People Resourcing and Talent Planning
- Employee Engagement and Wellbeing



BA (Hons) in Business Management (Business Technology)

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

- Innovation management
- Business analysis
- Data science
- Technology consultancy

The Business Management (Business Technology) pathway teaches you essential business management skills and provides you with a critical understanding of the IT universe within business. In this pathway, you will develop the analytical skills needed to effectively define business problems and learn how to define the technical specifications needed to achieve optimal solutions. You will also develop the practical skills needed to design and implement scalable databases and will acquire know-how on how to achieve an effective IT customer/supplier relationship.

A sample of the program courses:

- _____ IT Business Analysis
 - _____ The Corporate IT Landscape
 - _____ Databases
-

BA (Hons) in Business Management (Supply Chain and Logistics)

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

- Distribution management
- Supply chain management
- Procurement
- Demand planning

The Business Management (Supply Chain and Logistics) pathway gives you comprehensive knowledge of business management as well as specialist knowledge in supply chain management. Within this pathway, special emphasis is placed on the strategic implications of supply chain and how it can be used by organizations to gain competitive advantage. You will consider the latest critical and evaluative thinking in supply chain strategy and will learn how sustainability and international supply chain management are becoming increasingly important to organizations across different sectors.

A sample of the program courses:

- _____ Sustainable Supply Chains
 - _____ International Purchasing and Supply Chain Management
 - _____ Supply Chain Strategy
-

Make Europe Your Campus

Add to your international experience by studying at one of our other campuses in Switzerland, Germany or on our Digital Campus. 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.

Geneva, Switzerland

Home to the headquarters of leading international organizations such as the United Nations, World Trade Organization, World Health Organization and the Red Cross, Geneva is also a global financial hub. Good food, a high quality of life and easy access to other metropolises around Europe make Geneva an attractive cosmopolitan city.

Munich, Germany

The economic capital of Germany is home to a kaleidoscope of contrasts from a rococo opera hall to cutting-edge skyscrapers. Alongside old buildings, narrow streets with charming cafés and lively open-air beer gardens, you will find state-of-the-art architecture and a vibrant nightlife. Nicknamed the center of “laptops and lederhosen”, business is also vital to the city’s identity. From creating programs to help startups with logistics to providing a welcoming environment for multi-nationals, the city actively promotes the presence of business, commerce and innovation.

Geneva



Munich





New York City

Go the Distance

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

New York, Pace University

Study in the Big Apple and experience the wonder of Times Square, the Statue of Liberty and the bright lights of Broadway for yourself. Located in the heart of New York's financial district, Pace University offers an unparalleled experience of the world's business capital. Pace University was established in 1906 and its Lubin School of Business is professionally accredited by AACSB.

California, University of California, Riverside

Enjoy a beachside lifestyle in the American capital of sun, snow and nature. Time magazine ranked University of California, Riverside (UCR) number one for graduation rate, affordability and financial aid available to students. The UCR faculty includes 48 Fulbright fellows, 19 Guggenheim fellows and 49 National Endowment for the Humanities fellows. Graduates are eligible for optional practical training, which allows them to work in the United States for up to one year.

Boston, Fisher College

Surround yourself with greatness by studying in the world's higher education capital. Fisher College has been providing a top-class education in Boston since 1903. This academic institution covers a wide range of subjects and has specialist undergraduate and graduate courses in business administration. Fisher College stands out in its field for its highly qualified faculty, 90% of whom hold the highest possible degree in their subject.

Bangkok, Stamford International University

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



Beyond the Classroom

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

Our Career Services Department Will Help You Reach Your Professional Goals

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

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

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

EU Talent Days

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

EU Career Services Department workshops:

- Achieve your goals through personal branding
- How to be a star candidate
- The art of networking
- The power of LinkedIn
- Successful job applications

Past internships attained in Barcelona:

- Vueling
- Mandarin Oriental
- Ritz Carlton
- Duracell
- PTC
- SEAT
- Euroleague Baseball
- Schneider Electric
- TravelClick
- TransPerfect
- Danone
- Inditex
- Accenture
- W Hotels
- Bloomberg
- Telefónica



Our Career Services Counselors Can Help You:

01

Build your professional online identity

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

Find exclusive internship offers

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

02

03

Optimize and tailor your CV

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

Edit your cover letter

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

04

05

Prepare for your interview

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



"We coach students so they understand their strengths and discover where their competitive advantage lies."

Luis Diaz
Head of Career Counseling
Barcelona campus



Ivo Morera Andreu

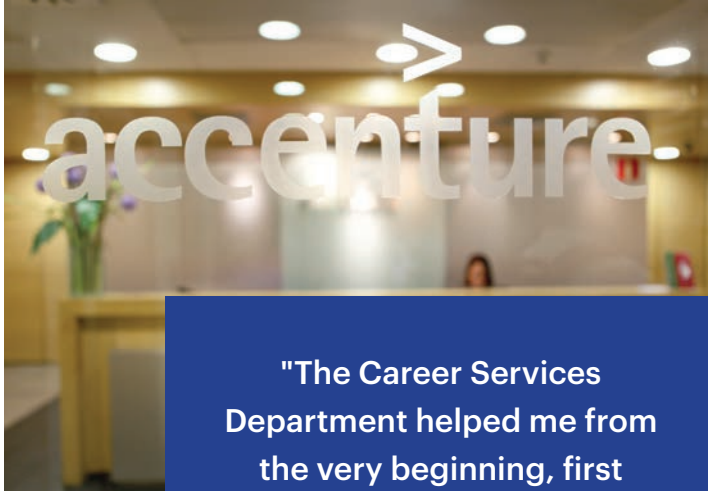
Spain

Bachelor of
Business
Administration

Career services
counseling

Internship at
Accenture
as a strategy
analyst

Sales
Representative
at Eurotech S.A.



"The Career Services
Department helped me from
the very beginning, first
working with me on my CV
and then when I applied to
companies. They helped me
through the entire interview
process with Accenture."

Ivo Morera Andreu



Networking

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

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

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

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

EU Barcelona is proud to partner with:

- Barcelona Global
- British Chamber of Commerce
- Belgian-Luxembourg Chamber of Commerce
- TEDxBasel
- AIESEC
- Seed & Click

Companies created by EU Barcelona alumni:

- Be Mobile
- Gambit IT
- Alizée Lifestyle
- Sports Fan TV
- Pulse Group
- MBJ London

EU students attend events including:

- Change the World Model United Nations in New York (CWMUN)
- Entrepreneurship School
- iWorkin Sport
- World Football Summit
- EU-Startups Summit
- Baselworld
- B-Travel Show
- Barcelona International Community Day
- Google Campus Madrid
- Morpheus Cup
- Pitch Bootcamp
- TEDx

Dreams & Details

Re-inventing large organization



Jim Hagemann Snabe
Chairman of Siemens

SIEMENS



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

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

Guest speakers often visit the EU Barcelona campus to share their expertise. Past speakers have ranged from established business professionals to successful entrepreneurs. Students also connect to Barcelona's local and international business world through visits to companies such as Inditex and Estrella Damm. These 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 internships and employment through their extensive network of contacts, providing additional opportunities for keen students.

We
bring
business
to life.

LEARNING FROM LEADERS:



Adolf Ogi
Former President of Switzerland delivered a powerful speech on leadership and his career as a top diplomat and head of state.



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

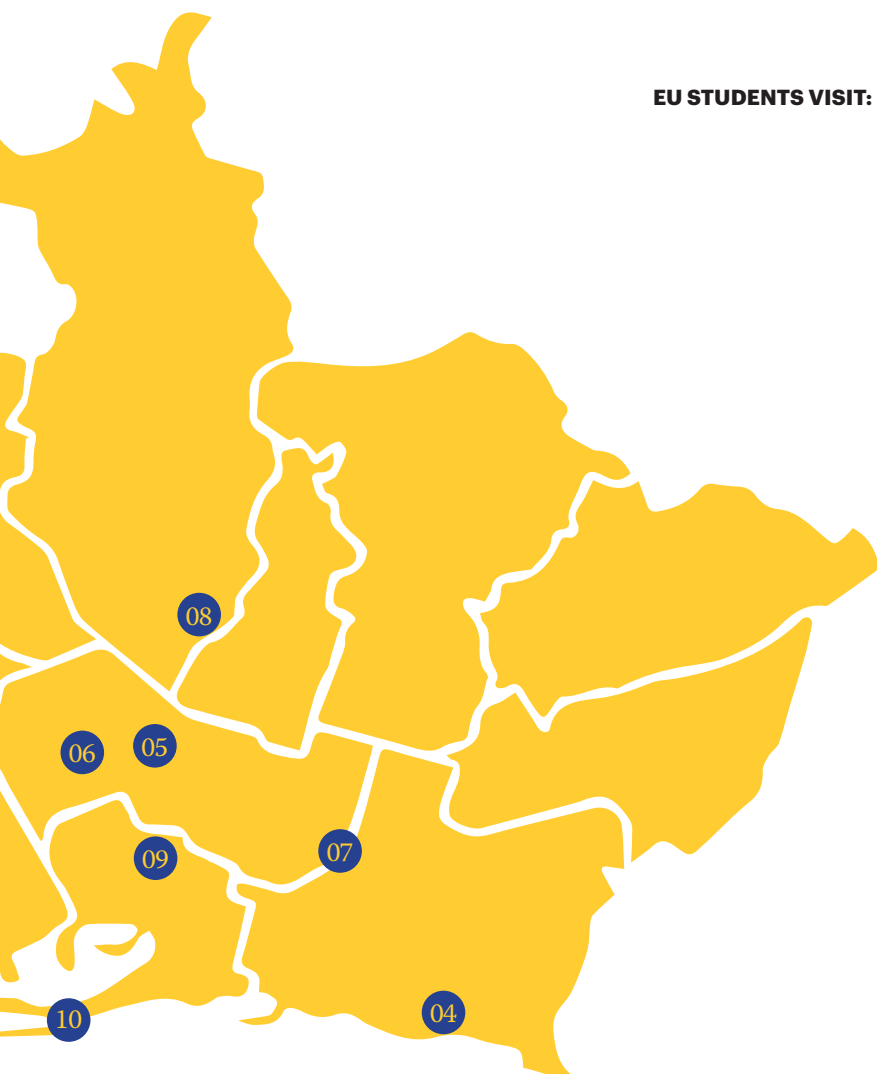


Jean-Claude Biver
LVMH Group, Non-Executive President of the Watch Division, Chairman of Hublot & Zenith Watches, spoke about innovative thinking and living in paradise every day by doing what you truly love.



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

EU STUDENTS VISIT:



01

Bloomberg

02

PTC[®]

03

CALZEDONIA

04

Telefonica

05

King

06

accenture

07

SELLBYTEL/GROUP

08

 **TravelClick[™]**

09


MANDARIN ORIENTAL
THE HOTEL GROUP

10


W
HOTELS

Jordi Gual
Chairman of CaixaBank

shared his views about the European Union and the challenges and opportunities it faces.



Mathieu Jatton
CEO of the Montreux Jazz Festival

spoke to students about passion and drive in the music business and shared the secret to nurturing creativity in one of the world's biggest festivals.



Zara English
Partner at Loftus Bradford

introduced the capacity for diversity in today's candidate-driven market.



Joaquim de Toca
President and CEO of Muji Iberia

explained how Muji spends very little on marketing and advertising and contributes its success to word-of-mouth recommendations.



At Home in Barcelona

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

SUCCESS STORIES

#StartHere

How to Apply

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

Step 1: Choose your program

- English Foundation
- Business Bridging
- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Communication & Public Relations
- BA - Bachelor of Arts in Leisure & Tourism Management
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Digital Business, Design & Innovation
- BA (Hons) in Business Management (International Business)
- BA (Hons) in Business Management (Marketing)
- BA (Hons) in Business Management (Finance)
- BA (Hons) in Business Management (Enterprise)
- BA (Hons) in Business Management (HR Management)
- BA (Hons) in Business Management (Business Technology)
- BA (Hons) in Business Management (Supply Chain and Logistics)

Step 2: Check the entry requirements

The admission process at EU Business School is clear and straightforward. You must fulfill specific academic and English language requirements before we can make you an offer.

For details on the documentation you will need to submit, visit our website:

euruni.edu/admissions

Step 3: Submit your application

If you are completing:

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

Submit your application online at:

euruni.edu/apply

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:

euruni.edu/admissions

Visas

Before coming to Barcelona, it is essential to find out whether you need a visa to enter, travel and study in Spain. 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. Therefore, it is important to start early and allow enough time for the consulate or embassy to process your request. The visa must be issued in your home country and is only valid for 90 days.

You will not need a visa if you are:

- A citizen of the European Union in possession of a valid European Union identification card or passport
- Staying in Spain for three months or less

If the above criteria do not apply, you will need a visa before arriving in Spain. You must apply at the Spanish embassy or consulate general in your home country or country of residence, as the visa will be affixed to your passport before you depart. This must be presented to immigration officials upon your entry into Spain. Within 30 days of arrival, all international students must register as residents and apply for either the *Número de Identidad de Extranjero* (NIE) or *Tarjeta de Identidad de Extranjero* (TIE).

We strongly recommend that you complete all documents necessary for the application process as soon as possible. Spanish translations of all documents are also required.

Required documents:

- Completed visa application forms
- Four passport-size photos (stapled onto each copy of the application)
- Medical certificate issued within the last three months
- Final acceptance documents from EU Business School Barcelona and photocopies
- Proof of health insurance
- Passport valid for six months before the date of application and photocopies



- Background check issued within the last three months
- Proof that you have sufficient funds to support yourself while living in Spain
- Proof of accommodation in Barcelona

Please bear in mind that the visa requirements may change. Therefore, we recommend that you contact your local Spanish embassy or consulate general to ensure that the requirements are up to date.

Please note:

Each visa application is reviewed individually, therefore the necessary documents may vary. The embassy reserves the right to ask for additional documents at any time. The submission of the above documents does not guarantee the issuance of a visa. Submission of an incomplete set of documents will lead to a refusal of your visa application. Once a visa has been issued, the purpose of the trip may not be altered. Please note that there is no such thing as an urgent or express visa.

Registering as a resident (all students):

Every student wishing to pursue studies in Barcelona (both European Union and non-European Union students) MUST register as a resident in the city. The process is called *empadronamiento* and you can register at your nearest city hall. Once registered, EU citizens need to apply for the NIE and non-European Union citizens must apply for the TIE by booking an appointment at the Comisaría General de Extranjería y Fronteras. Please visit the student services office on campus to register for an appointment. Here you will receive detailed information about the process while double checking that you have correctly filled out the paperwork.

For more information, please refer to:
info.euruni.edu/visa-barcelona

Living in Barcelona

Finding accommodation in Barcelona can be a real challenge. Therefore, we encourage you to begin your housing search while waiting for your final enrollment documents.

We believe that a comfortable and inspirational living environment is an important part of any educational experience. This section gives you an overview of the accommodation options available to you. With the support of EU's Admissions Services, you will be able to find the perfect place to call home in no time.



"The multicultural environment at EU Business School prepares you for today's globalized business world."

Julian Baladurage
CEO and Co-Founder MBJ
London
Class of 2012

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

Do you like to socialize?

A	24/7
B	Not really
C	Only on the weekends

You want to live near...

A	Other students
B	The EU campus
C	The city center or the beach

What is your budget?

A	I'm flexible
B	Money is not a problem
C	The cheaper, the better

Are you a risk-taker?

A	Not at all
B	I like calculated risks
C	Risk-taking is my business

How much Spanish do you speak?

A	Nada
B	A little bit
C	I'd like to learn more

Answers

Mostly As: student dorms

Mostly Bs: private apartments

Mostly Cs: apartment-sharing



Student dorms

Living in student dorms allows you to meet new people and gives you a structured living environment without having to worry about household chores and the stress of dealing with rental agencies. Living close to other students helps you adapt to the city and your new lifestyle. This type of accommodation is welcoming and ensures you always have someone to talk to.

EU Barcelona has partnerships with several student residences in various parts of the city. The dorms are located in different districts, ranging from a five-minute walk from EU Barcelona to 30 minutes via public transport. Aside from this, there are also many privately run student dorms in Barcelona that offer exceptional service.

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 five months before starting. Apply for a place in our partner residences immediately after enrollment by contacting our accommodation officer. Placements are limited.

Private apartments

Having your own apartment will appeal to you if you enjoy the quiet, like to be alone and don't want to compromise on personal space. You can choose to get an apartment anywhere in the city without limiting yourself to student dorm availability or location. This type of accommodation is ideal for independent people.

Most apartments are rented through an agency. However renting directly from the owner generally saves tenants a lot of money in agency fees, which are usually one month's rent in addition to other deposits and commissions. You can contact rental agencies directly or visit websites which post availabilities such as idealista.com or enalquiler.com, among many others.

Apartment-sharing

Sharing an apartment is a popular option in Spain and a lot cheaper than living on your own. Shared housing is a flexible option and, with international roommates, you will be able to learn other languages. But you must be willing to compromise.

For more information about housing, email our accommodation officer at:

admissionsservices.bcn@euruni.edu

Planning your budget

Barcelona is not an expensive city, but you need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a living expenditure of at least €1,000 per month. Shared accommodation is around €500 per month while living alone starts from €700 per month. The remainder will be for basic necessities and leisure.

-
- _____ Meal at an inexpensive restaurant €12
 - _____ One liter of milk €1
 - _____ Café latte €1.80
 - _____ A beer €2
 - _____ Movie at the cinema €9
-



Thomas Ruschke
Senior Client Partner
Class of 2012

facebook

A Network for Life

Join a network of more
than 30,000+ with the EU
Alumni Association.

Life After Your Studies

The EU Alumni Association brings together alumni from cities all across the world. The association holds regular networking events, webinars, presentations, talks and seminars designed to further promote connections between alumni, such as “How To Survive a Zombie Apocalypse in Your Company”. These initiatives are specially designed to support active and engaged members of the international business community.



**"We established
a great working
culture and will
remain in touch
for many years
to come."**

Lena Woodward
Banking Marketing Lead,
Deloitte Switzerland
Class of 2015

Alumni Hub

The online platform created by the EU Alumni Association gives access to information regarding workshops, networking events and career development opportunities. Members use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer career opportunities and mentor others, sharing their expertise and inspiring the next generation of business leaders.

New graduates benefit from having the solid base of professional contacts the alumni network provides. The 30,000-strong network is full of established professionals who share similar ideologies and can provide support for business ventures or mentorships.

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

For more information, please email alumni@euruni.edu

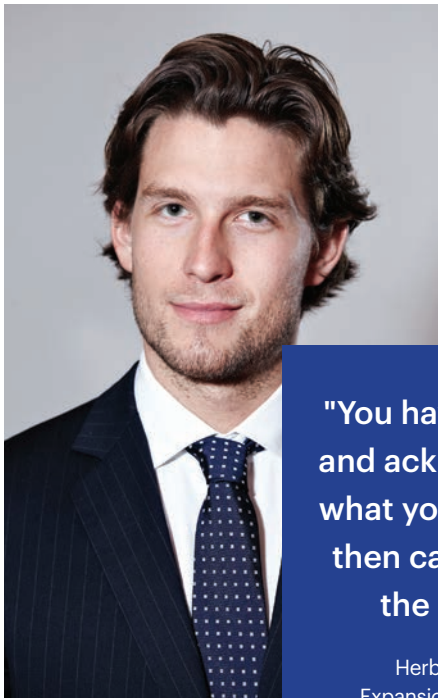
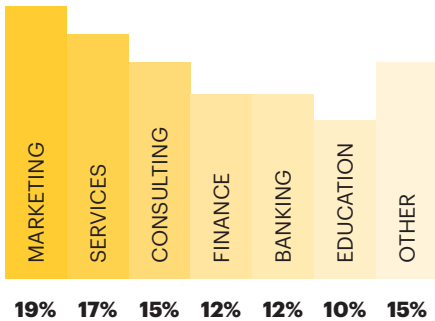
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

30,000+

SECTOR



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

Herbert Petz
Expansion Manager,
Arnold Investments
Class of 2010

LINKEDIN SUBGROUPS

17

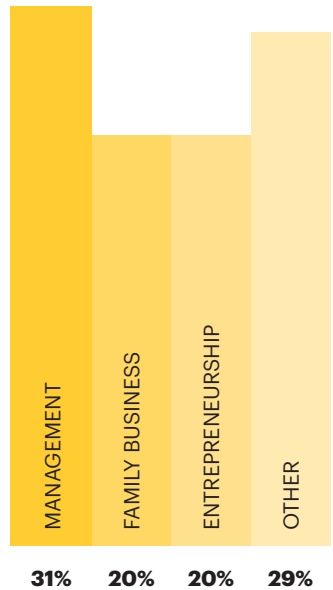
STUDENTS GO ON TO

ACTIVE USERS ON THE EU ALUMNI HUB

2,000+

ALUMNI NATIONALITIES

100+



OUR ALUMNI WORK AT





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

