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Websites & Blog
eumunich.com
euruni.edu

EU Today TV
eumunich.com/tv
The world is changing. EU is ready. Are you? Start here.
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 information 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 27,000 alumni and business professionals to encourage you, inspire you and guide you, as you establish yourself in the world of business. So if you’re looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus.

Dr. Dirk Craen
EU Business School
President
Experience EU

Educating future business leaders and entrepreneurs with proven practical methods.
Swiss Values, an International Mindset and a Pragmatic Approach

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, Montreux, Munich and online, the EU Business School curriculum promotes the 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 of our courses are taught in English with programs that are student-oriented, flexible and personalized. We use a combination of classroom theory and hands-on experiential learning that draws on both the American business education model and European learning methodologies. EU’s pragmatic approach to business education prepares students for careers in today's rapidly evolving and globalized business world.

The EU Munich campus offers various programs at the foundation, bachelor’s, master’s and MBA levels. These include: international business, business management, marketing, finance, enterprise and human resources management, among others. All these programs culminate in a state-accredited degree and have been approved by the Ministry of Education in Bavaria, Germany.

With our global network, we encourage students 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. In partnership with the University of Roehampton in London, U.K., and the University of Derby, in Derby, U.K., our students in Munich earn state-accredited degrees. Additionally, degree partnerships with Universidad Católica San Antonio de Murcia (UCAM) in Murcia, Spain; Tecnológico de Monterrey (ITESM) in Monterrey, Mexico; Pace University in New York, U.S.A.; Stamford International University in Bangkok, Thailand; and the University of California in Riverside, U.S.A., among others, offer students the chance to obtain further qualifications in diverse and enriching environments.

For students who want an international, flexible and innovative business education, we invite you to read through this brochure and contact our admissions department at admission.muc@eumunich.com.

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.

**Job-seeking visa:** Students are eligible to apply for a 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.
We are different.
We are innovative.
We are flexible.
We are global.
Our Numbers Talk

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

<table>
<thead>
<tr>
<th>STUDENTS BY REGION</th>
<th>20% OF OUR STUDENTS BECOME ENTREPRENEURS</th>
<th>93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION</th>
<th>95% INTERNATIONAL STUDENTS</th>
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<tr>
<td>Europe 29%</td>
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<tr>
<td>Russia &amp; CIS countries 20%</td>
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<tr>
<td>Americas 19%</td>
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<td>Asia 16%</td>
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<td>Middle East 11%</td>
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<td>Other 5%</td>
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| FEMALE TO MALE RATIO | 54% FEMALE TO 46% MALE |

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<tr>
<th>SALARY AFTER GRADUATION (IN EUROS)</th>
<th>37% OF STUDENTS TAKE ADVANTAGE OF OUR TRANSFER OPPORTUNITIES</th>
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<tbody>
<tr>
<td>Europe 32%</td>
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<td>Americas 18%</td>
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<td>Russia &amp; CIS countries 17%</td>
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<td>Asia 15%</td>
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<td>Middle East 14%</td>
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<td>Other 4%</td>
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<th>WORK PLACEMENT BY REGION</th>
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<td>Other 4%</td>
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</tbody>
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Experience EU Business School

Commencement Ceremony 2019

#EUClass19

Welcome to the 2019 commencement
Experience EU Business School

A European Identity
A Global Network

Barcelona
Geneva
Montreux
Munich
Online
Official Qualifications

**BSc (Hons) in International Business with One of Seven Minors:**
- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Digital Business, Design & Innovation
- Business Finance

Upon completing the above BSc (Hons) program, students earn both a state-accredited degree from the University of Roehampton in London, U.K., and a Certificate of Specialization in one of the seven minors from EU Business School Switzerland.

**BA (Hons) in One of Five Pathways:**
- Business Management
- Business Management (Marketing)
- Business Management (Finance)
- Business Management (Enterprise)
- Business Management (Human Resources Management)

Upon successful completion of one of the BA (Hons) programs, students earn a state-accredited degree from the University of Derby, U.K. These programs are additionally accredited by the Chartered Management Institute (CMI), which gives students the opportunity to earn an extra international qualification: CMI’s Diploma in Management and Leadership.

All bachelor’s programs are approved by the Bavarian State Ministry for Education, Culture, Science and Arts.
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 known for high program quality and, over the years, 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:**

1
EU’s Online MBA ranked top in CEO Magazine’s online global rankings

5
Ranked fifth in the QS MBA Guide Return on Investment Report for salary uplift in Europe

6
Placed sixth as best business school for female students by Capital magazine

15
EU’s Online MBA ranked 15th in the world by QS Top MBA

**TOP TIER**

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

**4 STARS**

Awarded four stars for excellence in business education by QS Stars
EU Business School develops partnerships with world-class universities and educational institutions around the globe to provide a superior education for our students. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, students are able to add a truly global perspective to their education.

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 our students. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, students are able to add a truly global perspective to their education.
Your Life at EU

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

1. Students wearing traditional Bavarian dresses celebrate at Oktoberfest
2. Students make connections and friendships that last a lifetime
3. Students take part in tours of Munich and team-building events during orientation week
4. Students go on exclusive company visits for an unparalleled practical learning opportunity
5. Making friends at the EU welcome party
6. Chairman of Siemens and Mærsk, Jim Hagemann Snabe, addresses students and guests at an EU Learning from Leaders conference
"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
Munich

The economic capital of Germany, this flourishing metropolis offers its residents the best in culture, sport and education.
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.

In Munich, you will find a kaleidoscope of contrasts – from rococo opera halls to cutting-edge skyscrapers and from Western European heritage to American modernity. Along with the beautiful, 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. Through initiatives that help local startup companies with logistics and providing a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.

While your courses will require a great deal of dedication, you should explore this wonderful city every chance you get. We encourage you to take advantage of the numerous resources available to you in the city and on our social media pages to familiarize yourself with Munich. We’re sure you will feel at home in no time. Your EU Munich experience will immerse you in this forward-thinking, progressive city, renowned for its business vision.
You needn’t bother going anywhere else. I can tell you: you can’t beat Munich.

Ernest Hemingway
A City for all Seasons

Filled with activities and festivals all year round, Munich is a lively and culturally diverse metropolis that honors the old and celebrates the new.

1. Allianz Arena, home of FC Bayern Munich
2. Surfing the Isar River
3. Christmas market
4. English Garden
5. Munich Oktoberfest
Munich brings together the best things in life: good food, good music and fun. From its world-famous Oktoberfest and Christmas markets to music festivals, alpine skiing, FC Bayern and summer beer gardens, you’ll never run out of new things to experience – you can even go river surfing on the Isar or attend an opera at one of its rococo opera halls! When it comes to celebrating life and culture, in Munich there is so much to see and to take part in that you’ll never get bored.

Like a local:
Did you know that in Bavaria you can bring your own food to any beer garden? It’s been a practice since the 19th century, but remember you must buy your drinks from the establishment and eat at the long wooden tables outside.

2007
the first year of the EU Oktoberfest alumni event

20kg
the average weight carried by an Oktoberfest server per trip

7.7M
liters of beer are served at Oktoberfest each year
The EU Munich campus is centrally located across the street from the historic and lively Theresienwiese fairground, home to the world-famous Oktoberfest. The area is full of parks and recreational spaces, designed in accordance with the city’s urban plan for a greener and more compact environment. There are plenty of cafés and traditional Bavarian restaurants with terraces in the area around the campus which are perfect for relaxing after a day of study.

The bright and modern campus building features state-of-the-art learning facilities that have been specifically designed to optimize the student experience. The customized classrooms are arranged around a leafy central courtyard, where students can relax between lectures. All classrooms and study areas are fully equipped with the latest technology, and benefit from huge windows and lots of natural light to promote learning and student wellbeing. There is a library, ideal for reading, catching up on assignments and revising. The cozy and inviting lounge has sofas and snack machines where you can relax, grab some coffee or catch up with friends.

A pleasant stroll from the city’s beautiful historic center, the EU Munich campus is in close proximity to top companies and startup hubs.

From our campus, students regularly go on company visits to the headquarters of global enterprises such as
"I always say that the experience at EU Business School has taught me independence. I’ve made friends from around the world and we’ve shared this amazing experience of living abroad and learning about new cultures and stories together."

Dina Ayman Mattar Fawzy
BA student

2,200 m²
in a modern campus building

700
students from across the globe

5 min
from Marienplatz with public transit

BMW, Siemens, Paulaner, Coca-Cola, MAN Trucks, Audi and Porsche. These visits offer students an opportunity to gain unique insights into the way that successful businesses operate. Senior-level employees regularly visit the EU Munich campus to share their knowledge and provide case studies to our students.
Programs

FOUNDATION PROGRAMS:

English Foundation
Business Bridging

BACHELOR’S PROGRAMS:

Bachelor of Science (Hons) degree
BSc (Hons) in International Business
with one of the following minors:
• Business Administration
• Communication & Public Relations
• Leisure & Tourism Management
• International Relations
• Sports Management
• Digital Business, Design & Innovation
• Business Finance

Bachelor of Arts (Hons) degrees
BA (Hons) in Business Management
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)
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 a language necessary for any successful career in international business. The English Foundation program is a one-semester (13-week) course with start dates in September, February and June. The program is divided into three levels, each lasting four weeks with evaluations at the end of each. Students will take a final exam at the end of the course. Upon satisfactory completion of the program, students will be eligible to enroll in one of our bachelor’s degree programs.

A sample of the program courses:

- English for Academic Purposes
- Structures of 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. Students will strengthen their academic, communication and business English skills while studying management and economic concepts. Students can enroll in the program in October, February and June. Upon successful completion, students are automatically admitted into the first year of our bachelor’s programs.

A sample of the program courses:

- Business & Society
- Management Basics
- Introduction to Business Law
- Introduction to Economics
Thierry Geerts
CEO of Google Belgium and Luxembourg

Google
About the Bachelor of Science (Hons) in International Business Program

The BSc (Hons) in International Business is a six-semester, three-year program (180 ECTS). Our summer fast-track option gives you the opportunity to complete your degree in just two and a half years. During semesters one through four, you can choose to study on any of our campuses in Barcelona, Geneva, Montreux or Munich. The final two semesters of your degree must be completed in Munich. The program content includes company visits and guest speakers.

You will earn a BSc (Hons) in International Business, a state-accredited degree from the University of Roehampton in London, U.K., and a Certificate of Specialization from EU Business School Switzerland in your chosen minor. Intake takes place four times per year in October, February, June and August. The program is recognized by the Bavarian Ministry of Education and you are eligible to apply for a job-seeking visa upon successful completion of the program requirements.

The University of Roehampton (UoR) 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.

During the program, you will take five courses within one of these seven minors:

- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Digital Business, Design & Innovation
- Business Finance
BSc (Hons) in International Business

As an international business student you will learn how to:

• understand international business principles and demonstrate developed global perspectives.
• communicate and work with individuals from various cultures.
• analyze both the global and local business environment and how they interact.
• use practical, ethical and critical thinking skills in business situations.

From day one, you will experience the complexity of an international business environment, debating and working with classmates from around the world. The current international business climate is complex. Both small-to-medium enterprises and large corporations working in a global context must contend with different cultures, regulations, legal systems and types of risks; international teams and satellite offices are usually managed across long distances and time zones. The Bachelor of Science (Hons) in International Business program will equip you with an understanding of how to navigate transnational challenges and analyze how to adapt your business strategy to ensure success.

This program will prepare you for a management position in a diverse range of business areas such as analysis, development, sales, marketing and human resources.

A sample of the program courses:

Marketing Management
Entrepreneurship & New Venture Creation
Cross-Cultural Management
Managing Innovation
About the Bachelor of Arts (Hons) Programs

The BA (Hons) six-semester, three-year programs with five pathways (180 ECTS) are designed for you to hone your management skills and specialize in a particular business area. The core courses taught during the first year will give you a solid grounding in all essential business disciplines, while the second and third years incorporate your chosen pathway.

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) has five pathways to provide students with deep insight into major business disciplines: business management, marketing, finance, enterprise and human resources management.

After completing your program on campus, you earn a U.K. state-accredited BA (Hons) degree awarded by our academic partner, the University of Derby in the U.K. These bachelor’s programs are 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.

You can choose from one of these five pathways:

- BA (Hons) in Business Management
- 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)

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 was ranked one of the top 30 universities by The Guardian University Guide 2019.
BA (Hons) in Business Management

As a business management student you will learn how to:

• understand organizations and their management within global and local spheres.
• develop an understanding of the analytical tools of business.
• apply business theories, concepts and frameworks to the real-world environment.
• master general business concepts and skills through research, critical analysis and evaluation.

The Business Management program equips you with the concepts, theories and techniques to pursue a successful career in business leadership. You’ll cover essential competencies, from finance and marketing to data analysis, ethics and social responsibility. You’ll become more analytical, creative and independent in your thinking. Your management qualifications will equip you for a rewarding career in many areas of business.

Graduates of this program have progressed to roles such as operations manager, business analyst, business development manager, executive sales manager, lead marketing officer and human resources advisor.

A sample of the program courses:

- Managing the Dynamic Organization
- Improving Business Performance
- Delivering Winning Projects
- Enhancing Personal Leadership
As a business management student with a pathway in marketing you will learn how to:

- foster a customer-led approach toward all business opportunities.
- inform of new product and service development.
- apply innovative concepts and techniques to achieve key marketing opportunities.
- evaluate contemporary marketing theory and strategies to meet stakeholder needs.

The Business Management (Marketing) program 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.

Being able 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:

- Brand Impact & Popular Culture
- Digital & Social Media
- Consumer Behavior
- Marketing Across Cultures
BA (Hons) in Business Management (Finance)

As a business management student with a pathway in finance you will learn how to:

- develop specialist skills that include financial analysis and projections.
- contextualize the local and global financial environment.
- apply financial theories and analysis to real business functions.
- manage financial decision-making processes and problem-solving.

The Business Management (Finance) program trains you in specialized skills that will enable you to take up a position in the finance industry. During the first stage of the program you will be introduced to the key concepts of accounting that will expand your knowledge of financial analysis and financial projections. You’ll also 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:

- Business Accounting
- Financial Management
- Improving Business Performance
- Investing & Financial Markets
BA (Hons) in Business Management (Enterprise)

As a business management student with a pathway in enterprise you will learn how to:

• self-direct in the planning and implementation of projects at a professional level.
• foster entrepreneurial skills that will enhance your employability, marketability and career choices.
• identify potential business opportunities and assess their practicalities.
• develop a holistic approach of venture creation and an understanding of its environment.

The Business Management (Enterprise) program 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 assists you in creating a compelling personal point of view to help you land a leading role. You will also develop your skills in venture management, team project planning and launching a business. Graduates of this program often go on to start their own companies, take over a family business or work as business consultants and management analysts, among other ventures.

A sample of the program courses:

Innovation & Knowledge Transfer
Developing Entrepreneurial Networks
Enterprise Strategy & Concepts
Sustainable Development & International Business Law
BA (Hons) in Business Management (Human Resources Management)

As a business management student with a pathway in human resources management you will learn how to:

• understand human resources management practices and their importance in managing people.
• direct human capital within an ever-changing business environment.
• build functional knowledge of the strategic aspects of human resources management.
• manage information and communication effectively both as an individual and as a team member.

The Business Management (Human Resources Management) program is set within the broader fields 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. Your case studies will center on real work-based issues with strategic implications. You will learn about managing people from a social, cultural and political point of view while developing personal skills, through working in a group.

A sample of the program courses:

- Employment Law in the Workplace
- Global Talent Management
- Developing & Managing Performance
- Principles and Practices of Leadership & Management
Make Europe Your Campus

Add to your international experience by studying at one of our other campuses in Switzerland and Spain. Based on program availability, you can choose to 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.

Montreux, Switzerland
This Swiss city sits on the northeast corner of Lake Geneva. It offers plenty of old-world charm, and a stunning natural landscape to explore. Complemented by a dynamic population of multilinguals and known worldwide for the Montreux Jazz Festival, this picturesque city has been home to legendary artists including David Bowie, Freddie Mercury, Igor Stravinsky and Vladimir Nabokov.

Barcelona, Spain
As a major economic power in Spain, Barcelona prides itself on its innovative entrepreneurs and growing business industries. With a very reasonable cost of living and endless opportunities to play sports and socialize, the city has made a name for itself as the cosmopolitan capital of the Mediterranean coast. The home of FC Barcelona, 1,300+ startups and the works of acclaimed artists such as Salvador Dalí and Antoni Gaudí, Barcelona has rapidly become a center for young, creative talent, with hundreds of enterprises and entrepreneurs embarking on business ventures here.
Go the distance

After completing six semesters in Munich, you will have the opportunity to study two semesters at one of our partner universities and earn two accredited qualifications.

**New York, Pace University**
Study in the 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 the University of California, Riverside (UCR) number one for graduation rate, affordability and financial aid available to students. The UCR faculty includes 48 Fulbright fellows, 19 Guggenheim fellows and 49 National Endowment for the Humanities fellows. Graduates are eligible for optional practical training, which allows them to work in the United States for up to one year.

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

During our annual EU Careers Fair in Barcelona, 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 career fairs.
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.

02 **Find exclusive internship offers**
Exclusive offers are found on our Career Center, which also serves as your profile for employers on the site.

03 **Optimize and tailor your CV**
Have several CVs that you can tailor to the position you are applying for.

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

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 tell all of our students: 'your career begins on your first day at EU Business School.' They combine their passion with business."

Nora Bielek
Career Services Counselor
Munich campus
"It was much easier getting a foot in the door with the existing connection between businesses and EU Business School. Without the constant updates from EU, I would have not known about those interesting openings."

Maximilian Eisermann
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 our students an abundance of networking opportunities. At these events, they 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 our students.

Throughout the year, EU hosts several networking events around the world to bring students, 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 students to participate in a number of events around the world.
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 from Grammy winners to successful entrepreneurs regularly visit the EU Munich campus to share their expertise. You are also connected to Munich’s local and international business world through visits to companies such as BMW and Germany’s largest daily newspaper, Süddeutsche Zeitung. These company visits give you behind-the-scenes access and a privileged look at the organizations. Both opportunities allow you to interact firsthand with industry leaders. Guest speakers have even been known to help students find employment through their extensive network of contacts, providing additional opportunities for keen students.

LEARNING FROM LEADERS:

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

Omar Berrada
Chief Operating Officer of Manchester City FC presented the global strategy behind Manchester City FC and gave students top tips for a successful career in sports.

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

Alexandre Zeller
Chairman of Crédit Suisse inspired students about their future in business and the significance of finance and ethics in this fast-moving world.
EU STUDENTS VISIT:

Jens Bay
Industry Manager in Media & Entertainment at Google Munich shared his insights on marketing, life at Google and working with a Grammy award-winning team. He asked: “What keeps you up at night?”

Simone Dappert
Human Resources Expert and Partner & Founder of Konsultwerk broke down the essentials of applying for a job in today’s highly competitive market; it’s more than just what’s on your CV.

Kai Friedrich
CEO of Consorsbank and DAB BNP Paribas explained the strategic importance of CSR and how it uses the three P’s – people, planet and profit – to focus corporate strategy on what is important.

Kai Boschmann
Chief Marketing & Communications Officer at International SOS spoke to students about how to be an effective marketer in today’s business sphere.
At Home in Munich

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

Applicants are evaluated on the strength of their applications as a whole. Consideration is given to the 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
- BSc (Hons) in International Business
- BA (Hons) in Business Management
- 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)

**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 an offer of admission. For details on the documentation you will need to submit, visit our website: eumunich.com/admissions

**Step 3: Submit your application**
If you are close to completion or have completed one of these options:

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

Submit your application online at: eumunich.com/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 Munich website: eumunich.com/admissions
Visas

Before arrival, it is essential to know your visa requirements to enter, travel and study in Germany. There may be many requirements to fulfill depending on your country of origin and it may take up to three months after submission to receive an answer, with no possibility to expedite the process. There’s no shortage of students applying for visas, so it is vital to book your appointment well in advance.

You will not need a visa if you are:
- A citizen of the EU/EEA/EFTA countries
- A partner or child of an EU/EEA/EFTA national, but only if you are traveling together
- You will not need a visa for short-term stays (up to 90 days) if you are a holder of a diplomatic or special passport from Chad, Ghana, Philippines, Thailand or Turkey
- You will not need a visa for short-term stays (up to 90 days) if you are a holder of a diplomatic passport from Albania, Algeria, Bosnia and Herzegovina, Georgia, India, Jamaica, Kenya, Macedonia, Malawi, Moldova, Montenegro, Morocco, Namibia, Pakistan, Peru, Russian Federation, Serbia, South Africa, Tunisia, Ukraine or United Arab Emirates
- You will not need a visa for short-term stays (up to 90 days) and may be eligible to apply for a residence permit directly in Germany (those marked with *), if you are a citizen of one of the following countries: Albania, Chile, Malaysia, San Marino, Antigua & Barbuda, Costa Rica, Mauritius, Serbia, Argentina, El Salvador, Macedonia, Seychelles, Australia*, Guatemala, Mexico, Singapore, Bahamas, Honduras, Monaco, St. Kitts & Nevis, Barbados, Hong Kong (SAR passports), Montenegro, Taiwan (only passports with an ID number), Bosnia & Herzegovina (only biometric passports), Israel*, Nicaragua, U.S.A.*, Brazil, Japan*, New Zealand*, Uruguay, Brunei, South Korea*, Panama, Vatican City, Canada*, Macao (RAE only), Paraguay and Venezuela.

All other nationalities will need to apply for a visa.

Note that the requirements for obtaining visas might change. Contact your local German embassy to ensure you have the most up-to-date list of requirements.

Required documents:
- Two completed visa application forms in German with all the required photos and signatures
- Health insurance covering at least the first 90 days of your stay. Once you move to Germany, you will need to register with a German insurance provider
- Passport and photocopies
- Motivation letter and CV
- Evidence of previous academic performance/degree certificates
- EU Business School acceptance letter
- English level certificate (IELTS/TOEFL/CAE)
- Students must prove they have at least €8,640 per year at their disposal. There are three options:
  1. Deposit a security payment into a blocked account;
  2. A resident in Germany provides the Munich Foreigners Office with a guarantee letter to cover your expenses;
  3. Scholarship confirmation of at least €720 per month from a certified institution.

It is strongly recommended that you complete all documents accurately and provide translations for all documents that are in any language other than German.

The requirements for obtaining visas may change, therefore, we recommend that you contact your local German embassy or consulate general to have the most up-to-date list of requirements.

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

For more information, please refer to: eumunich.com/student-services
Living in Munich

As one of the fastest growing cities in Europe and a magnet for thousands of jobseekers and people pursuing further education, accommodation in Munich is highly sought after. Therefore, we encourage all new students to begin their housing search while waiting for their final enrollment documents.

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

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

<table>
<thead>
<tr>
<th>Do you like to socialize?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A 24/7</td>
<td></td>
</tr>
<tr>
<td>B Not really</td>
<td></td>
</tr>
<tr>
<td>C Only on the weekends</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>You want to live near...</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Other students</td>
<td></td>
</tr>
<tr>
<td>B The EU campus</td>
<td></td>
</tr>
<tr>
<td>C Marienplatz</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What is your budget?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Flexible</td>
<td></td>
</tr>
<tr>
<td>B Money is not a problem</td>
<td></td>
</tr>
<tr>
<td>C The cheaper the better</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Are you a risk-taker?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Not at all</td>
<td></td>
</tr>
<tr>
<td>B I like calculated risks</td>
<td></td>
</tr>
<tr>
<td>C Risk-taking is my business</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do you speak German?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Nein</td>
<td></td>
</tr>
<tr>
<td>B A little bit</td>
<td></td>
</tr>
<tr>
<td>C I was born to speak German</td>
<td></td>
</tr>
</tbody>
</table>

"I love EU’s international community; studying here makes my network broader and the world smaller."

Nathasya Octaviane
BA student

Answers
Mostly As: student dorms
Mostly Bs: private apartments
Mostly Cs: apartment-sharing
Student dorms
Living in student dorms provides for a culturally diverse experience; it allows you to meet new people and gives you a structured living environment. A studio in a student dorm is one of the most sought after accommodation options for international students in Munich. This type of accommodation is welcoming and ensures you always have someone to talk to.

EU Munich has secured a limited number of student dorm placements with our residential partners. The dorms are located in different districts, each easily within reach of the EU campus via a direct line of public transport. Aside from this, there are also many privately run student dorms in Munich 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 at least three months prior to your expected arrival date, as thousands of German and international students arrive in Munich during fall to commence their studies.

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

Private apartments
Having your own apartment 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.

For more information about how to find your own flat, please contact our accommodation officer at: accommodation@eumunich.com

Apartment-sharing
Sharing an apartment is a popular concept in Germany 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.

If you are interested in this option, we highly recommend you arrive in Munich before you begin your studies in order to meet potential housemates and landlords personally. For more information about how to find a shared apartment, please contact our accommodation officer.

Planning your budget
When you’re studying, it’s very important to have a budget. You will need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a monthly living expenditure of about €1,200. For accommodation expenses, you should budget around €600–800 per month to live in student dorms, €1,000 or more to live alone and €700–800 for shared accommodation. The remainder will be for basic necessities and leisure.

For more information on student dorms, private apartments and apartment sharing, please email our accommodation officer at: accommodation@eumunich.com

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meal at an inexpensive restaurant</td>
<td>€7–€12</td>
</tr>
<tr>
<td>One liter of milk</td>
<td>€0.80</td>
</tr>
<tr>
<td>Cappuccino</td>
<td>€3.50</td>
</tr>
<tr>
<td>½ liter of domestic beer on tap</td>
<td>€4.50</td>
</tr>
<tr>
<td>Cinema ticket</td>
<td>€11</td>
</tr>
</tbody>
</table>
Thomas Ruschke
Senior Client Partner
Class of 2012
facebook
A Network for Life

Join a network of more than 27,000 with the EU Alumni Association.
Life After Your Studies

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

Alumni Hub

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

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

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

"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 LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

27,000+

SECTOR

MARKETING 19%
SERVICES 17%
CONSULTING 15%
FINANCE 12%
BANKING 12%
EDUCATION 10%
OTHER 15%

LINKEDIN SUBGROUPS

17

"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

STUDENTS GO ON TO

ACTIVE USERS ON THE EU ALUMNI HUB

2,000+

ALUMNI NATIONALITIES

100+

OUR ALUMNI WORK AT

MANAGEMENT 31%
FAMILY BUSINESS 20%
ENTREPRENEURSHIP 20%
OTHER 29%
On EU campuses, students from all over the world join together to create a global community that speaks the same international language: business #ExperienceEU
Programs in:
Moscow & Rostov-on-Don (Russia) | Almaty, Astana & Aktobe (Kazakhstan) | Taipei (Taiwan) | Hong Kong, Shenzhen, Shanghai & Beijing (China) | Kuala Lumpur & Kota Kinabalu (Malaysia)

Other campuses in:

**Munich**
Theresienhöhe 28
80339 Munich
Germany
T +49 89 5502 9595
F +49 89 5502 9504
info.muc@eumunich.com

**Geneva**
Quai du Seujet 18
1201 Geneva
Switzerland
T +41 22 779 26 71
F +41 22 779 26 73
info.gva@euruni.edu

**Montreux**
Villa Ormond
Rue du Lac 18
1815 Clarens-Montreux
Switzerland
T +41 21 964 84 64
F +41 21 964 84 68
info.mtx@euruni.edu

**Barcelona**
Diagonal Campus:
Diagonal 648 bis
08017 Barcelona
Spain
T +34 93 201 81 71
F +34 93 201 79 35
info.bcn@euruni.edu

Ganduxer Campus:
Ganduxer 70
08021 Barcelona
Spain
T +34 93 201 81 24
onlinecampus@euruni.edu

Online
T +34 93 201 81 24
onlinecampus@euruni.edu

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