Barcelona MBA Programs

#StartHere
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.
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 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 students 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 international business; communication & public relations; international marketing; global banking & finance; leisure & tourism management; entrepreneurship; digital business; sports management and blockchain management, among others.

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.
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. Our MBA students in Barcelona earn accredited degrees on campus, thanks to partnerships with the Universidad Católica San Antonio de Murcia in Spain and the University of Roehampton in London, U.K.

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.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.
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.

**STUDENTS BY REGION**

- Europe: 29%
- Russia & CIS countries: 20%
- Americas: 19%
- Asia: 16%
- Middle East: 11%
- Other: 5%

**20% OF OUR STUDENTS BECOME ENTREPRENEURS**

**93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION**

**95% INTERNATIONAL STUDENTS**

**FEMALE TO MALE RATIO**

- 54% Female
- 46% Male

**3.5 AVERAGE LANGUAGES SPOKEN**

**23-46 MBA STUDENT AGE RANGE**

**37% OF STUDENTS TAKE ADVANTAGE OF OUR TRANSFER OPPORTUNITIES**

**SALARY AFTER GRADUATION (IN EUROS)**

- 150,000+: 21%
- 100,000/150,000: 27%
- 80,000/100,000: 11%
- 50,000/80,000: 22%
- Less than 50,000: 19%

**WORK PLACEMENT BY REGION**

- Europe: 32%
- Americas: 18%
- Russia & CIS countries: 17%
- Asia: 15%
- Middle East: 14%
- Other: 4%
Welcome to the 2019 commencement ceremony.

#EUClass19
Accreditations and Official Qualifications

MBA PROGRAMS IN ONE OF 11 MAJORS:
• International Business
• Communication & Public Relations
• International Marketing
• Global Banking & Finance
• Leisure & Tourism Management
• Entrepreneurship
• Digital Business
• Sports Management
• Human Resources Management
• Design Management
• Blockchain Management

Upon successful completion of the above-mentioned MBA programs, students earn a state-recognized university MBA degree accredited by Universidad Católica San Antonio de Murcia, Spain, (título propio), and a degree from EU Business School Switzerland that is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua.

Dual Qualifications

Msc in International Management
MBA

While completing one of the EU MBA programs, students can also earn a state-accredited degree from the University of Roehampton in London, U.K.

MEMBERSHIPS:

RANKINGS:

TOP TIER

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

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

4 STARS
Awarded four stars for excellence in business education by QS Stars

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
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. Chairman of Siemens and Mærsk, Jim Hagemann Snabe, addresses students and guests at an EU Learning from Leaders conference in Barcelona

2. EU boasts several successful student sports teams

3. Students meet with potential employers at the EU annual Careers Fair

4. Students and alumni visit Google Campus Madrid

5. COO of Manchester City F.C. and EU Business School alumnus, Omar Berrada, talks to EU students about his career and business in sport

6. Students visit the Desigual headquarters for a company talk
EU Barcelona campus
Ganduxer building
Barcelona

A vibrant smart city, Barcelona leads the way in entrepreneurship, commerce, education, entertainment, media, fashion, science and art.
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 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.
<2 hours by plane to:
1. London
2. Munich
3. Rome
4. Paris
5. Geneva
6. Lisbon

Explore:
- Sagrada Familia
- Montjuïc Castle
- Les Rambles
- Parc Güell
- Picasso Museum
- Parc de la Ciutadella
- Barceloneta beach
- Tibidabo

€10.20:
The T-10 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

"If it were up to me, I would stay in Barcelona for the rest of my career."

Lionel Messi
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 La 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 vibe and 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 and La Barceloneta beach
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 Avinguda 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.
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.

"The mix of students at EU Business School gave me a global outlook and opened me up to meeting new people from different cultures. You can’t buy this kind of experience, one that enriches you as a person. This is the huge advantage of studying at EU."

Ricardo Gómez
BA and MBA alumnus
Jean-Claude Biver
President of LVMH Watch Division, Chairman of Hublot, Chairman of Zenith Watches and CEO of TAG Heuer
Programs

**MBA programs in one of 11 majors:**
- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

**Dual qualifications on campus:**
MSc in International Management
MBA
(both awarded by the University of Roehampton)
About our MBA Programs

Today’s employers are on the lookout for MBA candidates with international experience that can succeed in the global business world.

EU Barcelona MBA programs are tailored to accommodate each student’s needs. We offer a variety of specializations, ranging from the traditional to the most up-to-date areas of international business. All classes are taught in English and take place in the afternoon or evening from Monday to Friday. The program lasts one year, full time (three terms of 10 weeks each), or two years, part time (six terms of 10 weeks each), with intakes in October, January and March.

Within the MBA path, students can choose from 11 business majors. In these programs, students explore, examine and analyze various topics to develop their own business personality. The first two terms cover the essential skills for understanding core business concepts and the last term focuses on the student’s major.

After completing the program, students earn a state-recognized university MBA degree accredited by the Universidad Católica San Antonio de Murcia, Spain, (título propio), and an internationally accredited MBA degree from EU Business School Switzerland.
Students can also earn a dual qualification, a state-accredited MSc in International Management or a state-accredited MBA from the University of Roehampton in London, U.K., while studying on our Barcelona campus.

You can add to your international experience by studying a term abroad at one of our other campuses in Germany and Switzerland or online. Potential employers consider candidates who have lived in other countries and immersed themselves in different cultures to be adaptable, independent and better at solving problems.

**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 a stimulating and 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.

**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 having a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.
About the MBA

The MBA is a one-year, full-time or two-year, part-time program (90 ECTS) that deepens your knowledge and understanding of business to help you develop management and leadership skills. The MBA has a wide spectrum of benefits and bespoke options. Students earn a state-recognized university MBA degree accredited by the Universidad Católica San Antonio de Murcia, Spain, \textit{(título propio)}, and an internationally accredited MBA degree from EU Business School Switzerland.

Internationally renowned, EU Business School has been awarded a four-star rating in business school excellence in the prestigious QS Stars Ratings. Our MBA programs are ranked in the top tier for global and European MBA programs by CEO Magazine. Moreover, QS MBA Guide ranks EU Business School fifth for the best MBA salary uplift in Europe in their Return of Investment Report.

As an MBA student, you will develop your business personality and hone your management skills through lectures, company visits, seminars, workshops, group projects and business simulations, among others. You will discuss topics about the modern business environment while taking an in-depth look at subjects ranging from marketing to economics.

With the full-time MBA option, you can expect to spend 30 to 40 hours per week on MBA-related work. We also offer a two-year, part-time option for busy professionals who require flexibility in their studies. The MBA program culminates in a dissertation.

\textbf{Within the MBA degree path, you can choose from one of 11 majors in:}

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

The \textit{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.
Dual Qualifications on Campus

While completing the EU MBA program, you also have the opportunity to earn a second distinct qualification, a U.K. state-accredited degree from the University of Roehampton (UoR) in London. Choose to study either an MSc in International Management or an MBA on our Barcelona campus.

In order to obtain your second qualification, you must complete 120 ECTS. This is achieved through the completion of a final EU business competency simulation and a UoR dissertation in addition to your EU MBA coursework.

The UoR MSc program is designed for aspiring professionals with less than two years of work experience, while the UoR MBA is for working professionals and those who have previously held managerial roles.

Both qualifications can be earned in one year of full-time study. We also offer a two-year, part-time option for professionals who want to continue focusing on their careers while upgrading their skill set.

Choose from one of the following programs:

MSc in International Management
MBA

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.
Students completing this major pursue careers in:

- International management
- Multinational corporations
- Import and export
- Marketing

Today’s successful professionals must demonstrate a varied skill set, adaptable to the diverse and international nature of the global market. This major equips you with the tools to navigate a world with rapidly diminishing borders. In this program, you will develop a broad understanding of the global economic playing field through extensive case study research accompanied by a diverse range of topics that relate to international business, including: finance, law, media, communications and management.

A sample of the program courses:

- Business Policy & Strategy
- International Finance
- Technology & Change Management
Communication & Public Relations

Students completing this major pursue careers in:

- Event management
- Corporate communications
- Public relations
- Press relations

The skills required for communication and public relations have been drastically redefined by changes in social and digital media. Professionals in the field are required to coordinate increasingly complex public relations campaigns now that consumers and brands are so interconnected. This program will provide students with the know-how to stay ahead of current trends and to apply the latest technologies and communication strategies.

A sample of the program courses:

- Public Relations
- Organizational Communication
- Practical Applications in PR

International Marketing

Students completing this major pursue careers in:

- Marketing consulting
- Advertising
- Media
- Brand management

The marketing of products and services is an important aspect of any business. Effective delivery of a company’s offerings is key to success in today’s constantly evolving and diverse business world. This program provides the framework for understanding markets, competitors, product portfolios and consumer behavior from an international perspective. You’ll learn about the latest developments in digital marketing strategies, advertising and media, preparing you for a career in international marketing.

A sample of the program courses:

- Sales Management
- Digital Marketing Strategies
- Advertising & Media
Leisure & Tourism Management

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

- Hotel management
- Digital tourism
- Event and conference management
- Tour operators

Tourism is the fastest-growing industry in today’s business world and companies continue to require academically qualified managers to afford them an insight into the industry. This specialization explores the theories, practices and business models that make up the tourism and leisure field. Focusing on the development of executive skills and strategic aptitudes, this program will deliver the key competencies required in the industry while developing understanding of international and intercultural management needs.

A sample of the program courses:

- Strategic Tourism Marketing
- Environments of Tourism
- Digital Business in Tourism

Global Banking & Finance

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

- Investment banking
- Financial management and planning
- Strategic acquisitions
- Credit strategy management

This major covers a diverse range of areas in the finance industry, from the financial organization, operations and challenges of the economy at large to issues of financial management in firms and financial institutions. This program equips you with the analytical foundation and tools necessary to deal with important practical issues in a finance-centered career. This program is the perfect preparation for management positions in the fields of corporate finance, investment management and other areas of banking and finance.

A sample of the program courses:

- Financial Investments
- Financial Planning
- Short-Term Financial Management
Entrepreneurship

Students completing this major pursue careers in:

• Innovation management
• Entrepreneurship
• Venture capital
• Management consulting

Growing businesses need to adapt to environmental and technological changes. This major prepares you for the challenges of establishing and growing a business in today’s dynamic climate. We’ll help you build the framework for your new venture and provide you with the skills necessary to become an entrepreneurial leader. You will develop key capabilities for success in the areas of new product and service development as well as small and family business management.

A sample of the program courses:

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New Product Development
Innovation & Leadership
Technology & Change Management

Digital Business

Students completing this major pursue careers in:

• Online marketing and sales
• Consulting
• Digital commerce
• Entrepreneurship

The success of a business today depends on its online presence. Accordingly, digital business is one of the fastest growing and most in-demand modern industries. The digital business program prepares you to thrive in an online business context, examining a broad range of topics from online architecture to usability, while covering many of the relevant issues that managers face in internet-based environments. You will be well-equipped to start your own online business, join an existing company or invent new ways of doing business online.

A sample of the program courses:

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Digital Marketing Strategies
Digital Business Design
The Digital Consumer
Sports Management

Students completing this major pursue careers in:

- Team and club management
- Marketing and promotions management
- Sports media and public relations
- Corporate sponsorship

The sports market is a multibillion-dollar industry, experiencing rapid expansion in regions such as China, Russia, Brazil and the Middle East. The industry offers diverse and dynamic opportunities to graduates, ranging from professional sports to managing events and corporate sponsorship. Professionals who want to work in this field require an increasingly specialized skill set. This program prepares you to meet these challenges through courses in sports marketing and management, and financial management as applied to sport and sponsorship.

A sample of the program courses:

- Sports Sponsorship
- Sports Marketing Management
- Crafting Unique Sports Events

Human Resources Management

Students completing this major pursue careers in:

- Recruitment
- Personnel management
- Compensation management
- Labor relations

People are the most valuable asset of any company and now, more than ever, organizations are committed to the happiness and retention of great employees. The human resources management major focuses on managing people from a social, cultural and political point of view while developing management skills. You will learn effective talent scouting and management in addition to the trends and techniques necessary to build a top-notch team of business professionals.

A sample of the program courses:

- International HR Management
- HR Development & Training
- People Management
Design Management

Students completing this major pursue careers in:

• Brand strategy
• Advertising
• Packaging design development
• Marketing management

Companies now have more options than ever to promote their products and brands. Practical knowledge of design, current trends and how they affect corporate practices is quickly becoming a key component of running a successful organization. Through this program, you will gain a general understanding of design history and aesthetics while learning how to best apply them to business and productive management practices.

A sample of the program courses:
- Luxury & Design
- Architecture & Hotel Design
- Photography & Management

Blockchain Management

Students completing this major pursue careers in:

• Fintech
• Transformation management
• Banking
• Financial consulting

One of the most influential and important emerging technologies in modern business, blockchain promises to shape the 21st century in various sectors. This major explores how blockchain can revolutionize economics while addressing some of the most pressing problems in society such as trust, transparency, inclusive participation and fair trade. You will gain an in-depth, panoramic understanding of the fundamentals of blockchain, while critically evaluating the processes, practices and tools of this disruptive technology.

A sample of the program courses:
- Business Strategy Simulation
- Cryptocurrencies & Fintech
- Blockchain & Sustainable Development
Beyond the Classroom

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

**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 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.

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**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.

**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

**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
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 site, which also serves as your profile for employers.

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 like you would during a face-to-face interview.

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

Anna Wlodek
Head of Career Counseling
Barcelona campus
I had a meeting with the EU Career Services Department. They had a look at my career path and gave me great advice, and then helped me apply for a position in sales at the W Hotel in Barcelona. I’m grateful for their help.

Diogo Pessoa e Costa
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.
Peter Brabeck-Letmathe
Emeritus Chairman of Nestlé
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.

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, President of ALDE and MEP, spoke about the challenges of the European Union and gave insights about its inner workings.

Paul Bulcke
Chairman of Nestlé inspired students by speaking of the importance of values and the business challenges in a VUCA world.

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:

01
Bloomberg

02
PTC

03
CALZEDONIA

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Telefonica

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accenture

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SELLBYTEL / GROUP

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Jordi Gual
Chairman of CaixaBank
shared his views about the European Union and the challenges and opportunities it faces.

Mathieu Jaton
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.
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**

**MBA with a major in:**
- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

**Dual qualifications on campus:**
**MSc in International Management**
**MBA**
(both awarded by the University of Roehampton)

**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: euruni.edu/admissions

**Step 3: Submit your application**

In addition to other documentation, you will need a certified copy of your bachelor’s degree and an official copy of your academic transcripts.

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 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. With the support of EU’s Accommodation Office, you will be able to find the perfect place to call home in no time.

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 12 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 concept 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: studentservices.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 €400 per month while living alone starts from €700 per month. The remainder will be for basic necessities and leisure.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meal at an inexpensive restaurant</td>
<td>€12</td>
</tr>
<tr>
<td>One liter of milk</td>
<td>€0.90</td>
</tr>
<tr>
<td>Café latte</td>
<td>€1.65</td>
</tr>
<tr>
<td>A beer</td>
<td>€2</td>
</tr>
<tr>
<td>Movie at the cinema</td>
<td>€9</td>
</tr>
</tbody>
</table>
A Network for Life

Lukas Fischer
Regional Account Manager for Retail, Footwear & Apparel, PTC
Class of 2015
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 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.

“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

For more information, please email alumni@euruni.edu
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

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"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
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