

**Barcelona**  
Master's  
Programs



**#StartHere**

# About Us

Established in 1973, EU Business School (EU) is an international, high-ranking business school that offers foundation, bachelor's, master's and MBA programs. We provide small, dynamic classes in English, with the best of both North American and European academic curricula.

Our high-caliber faculty of academics, entrepreneurs, consultants and business

leaders combine the academic and professional to support a unique and exceptional quality of learning.

Blending traditional teaching methods with company visits, guest speaker sessions and study tours, our experiential approach to learning, provides students with the knowledge and tools to thrive in today's rapidly evolving business world. Our master's

programs are the perfect choice for students who want an international, flexible and personalized business education.

We invite you to read through the information provided here, and contact our admissions staff at [admission.bcn@euruni.edu](mailto:admission.bcn@euruni.edu) with any questions you might have.

## EU BUSINESS SCHOOL GROUP

### PROFESSIONAL ACCREDITATIONS:



### ACADEMIC PARTNERS:



### RANKINGS:

# 1

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

# TOP TIER

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

# 4 STARS

Awarded four stars for overall 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



## Barcelona: 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.

### TOP REASONS TO STUDY AT EU

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

**Small class sizes:** greater interaction between students and faculty guarantees heightened academic achievement

**All classes taught in English:** including assignments, lectures, exams and the final business plan.

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

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

**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

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

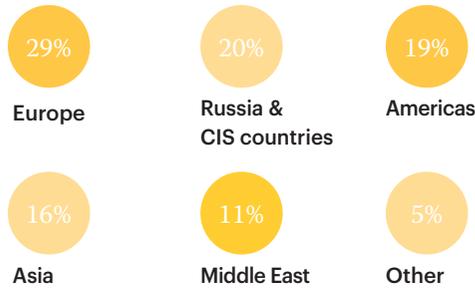
A global city with a local identity, Spanish and Catalan influences can be seen at every turn. While the city celebrates its traditional ties, it also welcomes new ideas with open arms. Barcelona is one of the world's most popular conference cities, hosting renowned events such as the MWC (Mobile World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

# Our Numbers Talk

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

## STUDENTS BY REGION



**20%** OF OUR STUDENTS BECOME ENTREPRENEURS

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

## FEMALE TO MALE RATIO

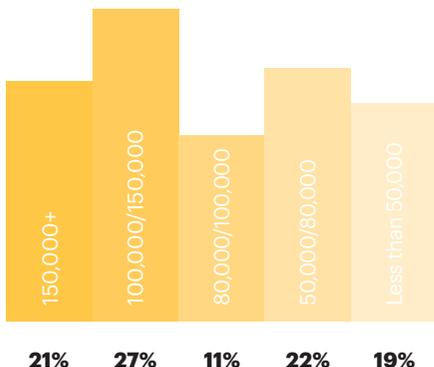


**95%** INTERNATIONAL STUDENTS

**3.5** AVERAGE LANGUAGES SPOKEN

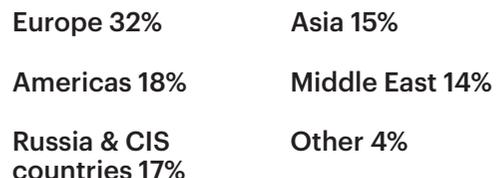
**21-35** MASTER'S STUDENT AGE RANGE

## SALARY AFTER GRADUATION (IN EUROS)



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

## CAREERS AFTER GRADUATION BY REGION



# Master's Programs

The EU Business School Barcelona master's programs are three-term, one-year full-time programs (60 ECTS). Starting in October, January and March, they are designed to prepare students for a specialized area of business while providing a balanced understanding of fundamental concepts.

As a master's student at EU Barcelona, you will develop your business personality and hone your management skills through lectures, company visits, guest speaker sessions, seminars, individual assignments, group projects and business simulations. You will discuss topics integral to modern business and develop an innovative mindset in preparation to shape the future. You will complete a final business plan, a multifaceted assignment that is a culmination of your study experience.

With the completion of one of the seven programs offered at EU, you earn a state-recognized, university master's degree awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, (*título propio*), as well as an internationally accredited master's degree from EU Business School Switzerland.

## Master in Management

### Students completing this master's pursue careers in:

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

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

A sample of the program courses:

- International Business Management
- Innovation Management
- Entrepreneurship

## Master in Marketing

### Students completing this master's pursue careers in:

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

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

A sample of the program courses:

- Strategic Marketing
- Marketing Communications
- Digital Marketing

## Master in Finance

### Students completing this master's pursue careers in:

- Asset management
- Financial analysis
- Investment banking
- Fintech

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

A sample of the program courses:

- Portfolio Management
- Risk Management in Financial Markets
- Fundamentals of Blockchain Technologies



## Master in Tourism & Hospitality Management

### Students completing this master's pursue careers in:

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

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

### A sample of the program courses:

- Cross Cultural & Team Mgmt.
- Digital Tourism: Marketing Strategies & Online Commercialization
- Hospitality Management

## Master in Innovation & Entrepreneurship

### Students completing this master's pursue careers in:

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

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

### A sample of the program courses:

- Boosting Creativity
- Strategic Management of Innovation
- Entrepreneurship Strategy

## Master in Digital Business

### Students completing this master's pursue careers in:

- Digital management
- Digital commerce
- Change management

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

### A sample of the program courses:

- Digital Technologies & Change Management
- Social Media & Web Analytics
- Entrepreneurship & Startups



**Jim Hagemann Snabe, chairman of Siemens and Mærsk**, gives an in-depth presentation to students.

## Master in Fashion & Luxury Business

### Students completing this master's pursue careers in:

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

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

A sample of the program courses:

- International Brand Management
- Luxury Industry
- Design Innovation

## Career Services

From career counseling and mentoring to advice on personal branding and networking, EU's career services department is on hand to provide one-to-one careers coaching and access to a network of over 27,000 alumni. In addition, the annual EU Careers Fair and global alumni events are held to give students a platform on which to build strong business connections.

### SOME OF THE COMPANIES WHERE OUR ALUMNI WORK:



## Admission Requirements

1 certified copy of bachelor's degree and transcripts or equivalent

Proof of English level: TOEFL score 89 (internet-based), 233 (computer-based); IELTS 6.5; CAE C1 with a minimum score of 176; PTE 59; or equivalent; or English native

1 copy of your CV/résumé

2 letters of recommendation

1 written or video essay

### Applicants must also meet one of the following:

A GPA of 3.0 on a 4.0 scale

A satisfactory score on the GMAT or GRE

An interview with the academic dean

Visit [euruni.edu](http://euruni.edu) for a list of additional supporting documents or contact our admissions department at [admission.bcn@euruni.edu](mailto:admission.bcn@euruni.edu)

[barcelona.euruni.edu](http://barcelona.euruni.edu)

**Start dates:**  
October/January/March

**Duration:**  
One year (three terms)

**Total tuition fee:**  
€13,800

**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

**Other campuses in:**

**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

**Munich**

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

**Online**

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

**Programs in:**

Moscow & Rostov-on-Don (Russia) | Almaty, Astana  
& Aktobe (Kazakhstan) | Taipei (Taiwan) | Hong  
Kong, Shenzhen, Shanghai & Beijing (China) | Kuala  
Lumpur & Kota Kinabalu (Malaysia)

**Partnered with:**



**Follow us on:**

