

Geneva & Montreux
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.gva@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



Geneva: the Center of Diplomacy and Finance

Geneva is a leading financial center and home to the highest number of international organizations in the world, including the United Nations, the World Trade Organization, the World Health Organization and the Red Cross. An ideal global destination for international conferences and negotiations, Geneva is the location of over 200 diplomatic missions and 119 financial institutions.

Nestled between the Jura mountains to the west and the French Alps to the east and situated on the bank of Western Europe's largest lake, Geneva is easily one of the most picturesque cities in Europe. With its central location and numerous international organizations, it is no wonder that a city of 200,000 inhabitants is the diplomatic center of the world.

TOP REASONS TO STUDY AT EU

International:

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

All classes taught

in English: including assignments, lectures, exams and the final business plan

Outstanding

faculty: our team is composed of highly qualified academics, entrepreneurs, consultants and business leaders

Building a business

personality: we are committed to encouraging students to build the most valuable brand they can market: themselves

Small class sizes:

greater interaction between students and faculty guarantees heightened academic achievement

Experiential learning:

the case study method and a pragmatic approach are two of our most effective tools

Ranked among the

best: programs within our network are consistently featured in the top tier of global and European rankings

Montreux: the Gateway to the Alps

Set against the backdrop of the snow-covered Swiss Alps and nestled on the shores of Lake Geneva, Montreux is known as the "Pearl of the Swiss Riviera". Famed for its beautiful surroundings and spellbinding views, the city also has plenty to offer by way of culture, sport and business.

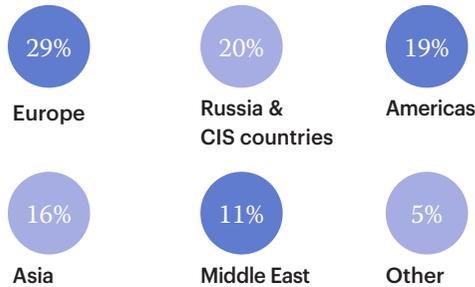
The city is best known for the legendary Montreux Jazz Festival, which began in 1967. Each year, thousands of visitors descend upon this charming Swiss enclave to enjoy an eclectic mix of musical acts from a variety of genres.

With a dynamic mix of multilinguals and a large student population, you will quickly feel part of Montreux's close-knit community. The city is an ideal size with everything you need just a pleasant walk away.

Our Numbers Talk

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

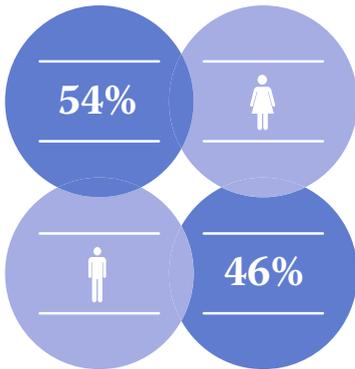
STUDENTS BY REGION



20% OF OUR STUDENTS BECOME ENTREPRENEURS

93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

FEMALE TO MALE RATIO

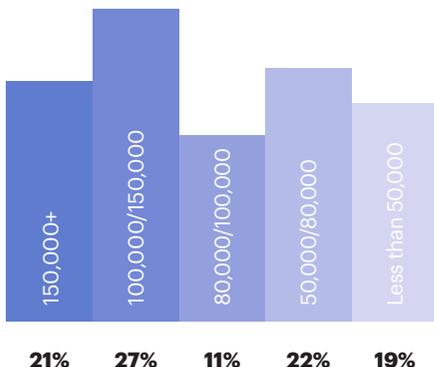


95% INTERNATIONAL STUDENTS

3.5 AVERAGE LANGUAGES SPOKEN

21-35 MASTER'S STUDENT AGE RANGE

SALARY AFTER GRADUATION (IN EUROS)



37% OF STUDENTS TAKE ADVANTAGE OF OUR TRANSFER OPPORTUNITIES

WORK PLACEMENT BY REGION

Europe 32%	Asia 15%
Americas 18%	Middle East 14%
Russia & CIS countries 17%	Other 4%

Master's Programs

On both our Geneva and Montreux campuses, the 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 Business School, 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 an internationally accredited master's degree from EU Business School Switzerland, and a state-recognized university master's degree awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, (*titulo propio*).

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 21st 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 want 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

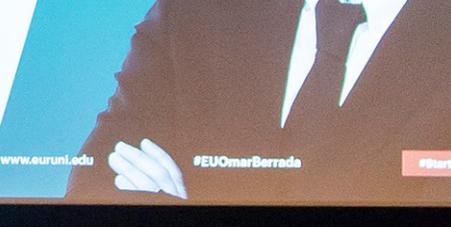
Students completing this master's pursue careers in:

- 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



Omar Berrada, COO of Manchester City FC and EU alumnus, 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 for a list of additional supporting documents or contact our admissions department at admission.gva@euruni.edu

geneva.euruni.edu
montreux.euruni.edu

Start dates:
October/January/March

Duration:
One year (three terms)

Total tuition fee:
CHF 28,800

Geneva

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Programs in:

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& Aktobe (Kazakhstan) | Taipei (Taiwan) | Hong
Kong, Shenzhen, Shanghai & Beijing (China) | Kuala
Lumpur & Kota Kinabalu (Malaysia)

Partnered with:



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