

Online Master's Programs



About Us

Established in 1973, EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich and online. We provide small, dynamic business programs in English, with the best of the North American and European academic curricula.

The online campus is a flexible alternative to our already acclaimed on-campus programs. Today, the online campus offers bachelor's, master's, MBA and

further education programs which mirror their on-campus counterparts.

Our online MBA has been ranked number one in the world by CEO Magazine's online global rankings five years running, and is listed in the top 20 worldwide by QS Top MBA. This reflects EU's commitment to excellence and outstanding education.

Our aim is to inspire future business leaders and offer quality education through distance learning. We use

technology and flexibility to provide an enriching experience. Classes are delivered by acclaimed lecturers from leading companies and the world of academia alike.

Our experiential approach to education along with our worldwide network prepares students for success in today's rapidly evolving and global business world.

Students emerge from our online programs with a competitive skill set essential to lead any successful organization.

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



Online Education: Learning Without Borders

Studying online instantly connects you to a network of peers, lecturers and business experts from all over the world. Through our flexible, affordable programs, you can arrange your studies around your commitments, and still benefit from all the key features of an on-campus education.

TOP REASONS TO STUDY ONLINE AT EU

Tailor made: curriculum adapted to market needs and interests

Flexible programs: study and work at your own pace on easy-to-use web platforms

Blended education: traditional and progressive teaching methods with optional on-campus weeks for networking

Intercampus transfers: transfer to any of our four campuses

Expert faculty: leading academics, entrepreneurs and business executives selected from around the world ensure educational excellence

Multicultural: connect with classmates from all corners of the globe

Networking: join a network of 27,000+ alumni for meet-ups and regular careers events

The education landscape is constantly evolving and studying remotely is now seen as an excellent alternative to on-campus education. Through state-of-the-art technology and an increasingly interconnected world, EU Business School is at the forefront of this transformation.

Our online courses are designed to be flexible and personalized, combining practical, experiential learning methods with the freedom that comes with distance learning. Our online students study from anywhere in the world and have the freedom to combine their studies with work and travel, among others.

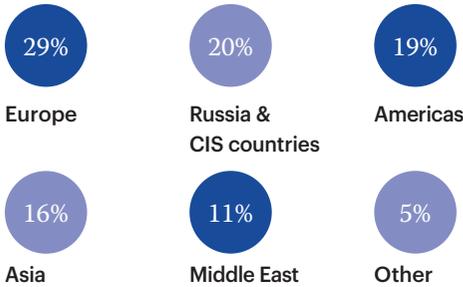
EU online students will become part of a global network of academics, colleagues and alumni from around the world. They make lasting connections that take them to the next level of their careers. With access to EU's network of 27,000+ alumni, graduates can find jobs, source new staff, share best-practices and business advice as well as compare current business trends.

No matter where they are, our online students are part of the EU community, and will reap the benefits that EU offers throughout their working lives.

Our Numbers Talk

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

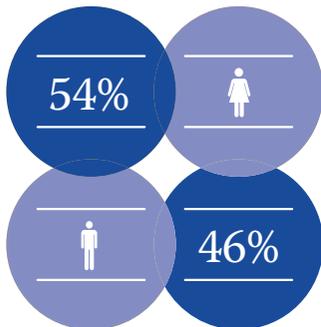
STUDENTS BY REGION



20% OF OUR STUDENTS BECOME ENTREPRENEURS

93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

FEMALE TO MALE RATIO

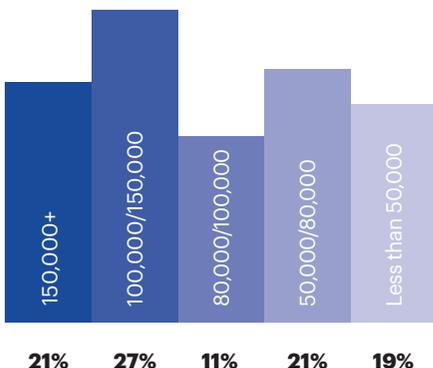


95% INTERNATIONAL STUDENTS

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%

Online Master's Programs

EU Business School online master's programs are three-term, one-year full-time programs (60 ECTS). With start dates in October, January and March, these English-taught degrees provide an affordable and flexible option for busy professionals who wish to specialize and take their careers to the next level.

Online students can choose from four master's programs: Management, Marketing, Innovation & Entrepreneurship and Fashion & Luxury Business. Designed to prepare students for a specialized area of business while providing a balanced understanding of fundamental concepts, students develop their business skill set through interactive webinars, group projects and business simulations. Moreover, master's students have the option to attend an on-campus week in either Barcelona, Geneva or Munich where they are immersed in a real-world business environment through company visits, guest lecturer sessions and business seminars, and network with peers, faculty and EU students. The programs are completed with a final business plan, a multifaceted assignment that is a culmination of your study experience.

Upon completion of one of the four online programs, students earn a state-recognized, university master's degree accredited by the Universidad Católica de Murcia (UCAM), Spain, (*título propio*), and an internationally accredited master's degree from EU Business School Switzerland.

Master in Management

Students completing this master's pursue careers in:

- Corporate leadership
- 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 management 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 through real-life case studies, games and business simulations, this program will give you the tools to be an effective leader and to adapt to future changes in business.

A sample of the program courses:

- Strategic Marketing
 - Marketing Communications
 - Digital Marketing
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Master in Marketing

Students completing this master's pursue careers in:

- Marketing management
- Brand management
- Online marketing

Markets are ever-changing, with increasingly sophisticated consumers. Now, more than ever, companies require innovative and 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. Using real-life examples, you will explore the main components of marketing decision making from both theoretical and pragmatic perspectives, enabling you to develop the competencies required to make effective marketing choices and providing insight into analytical, strategic and operational areas.

A sample of the program courses:

- International Business Management
 - Innovation Management
 - Entrepreneurship
-



Master in Innovation & Entrepreneurship

Students completing this master's pursue careers in:

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

For those looking to establish their own business in a highly competitive market, 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 having the opportunity to evaluate and conceptualize business models. Above all, you will hone the entrepreneurial mindset that can turn potential into reality, whether through an original creation or from within an established company.

A sample of the program courses:

- _____ Boosting Creativity
 - _____ Strategic Management of Innovation
 - _____ Entrepreneurship Strategy
-

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. With this master's, you will gain skills in smart materials, technology and humanities to become a competitive player in this exciting sector.

Focusing on business management skills and consumer attitudes toward luxury products with an emphasis on design and creativity, this program prepares you for an international career in the fashion and luxury industry. You will explore key elements of luxury products and fashion while honing communication skills and innovative thinking, providing you with the tools 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, as well as 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:



facebook

SONY



Deloitte.



IBM



Kellogg's



swatch+

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; English native; or equivalent

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
info.online@euruni.edu

online.euruni.edu

Start dates:
October/January/March

Duration:
One year (three terms)

Total tuition fee:
€13,800

Online Campus

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Other campuses in:

Barcelona

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Programs in:

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

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