

**Online  
MBA  
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.

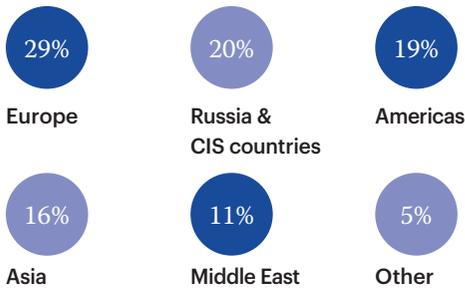
EU online students will become part of a global network of academics, colleagues and alumni from around the world. They make lasting connections that will take them to the next level of their careers. With access to EU's network of 27,000+ alumni, graduates can find jobs, source new staff, share best-practices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

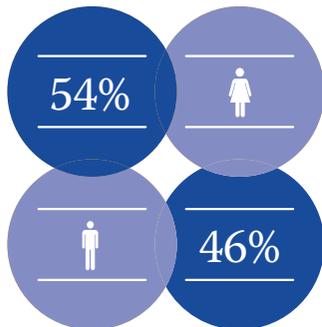
## STUDENTS BY REGION



**20%** OF OUR STUDENTS BECOME ENTREPRENEURS

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

## FEMALE TO MALE RATIO

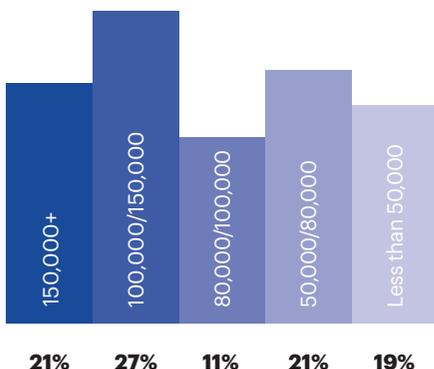


**95%** INTERNATIONAL STUDENTS

**3.5** AVERAGE LANGUAGES SPOKEN

**23-46** MBA 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%

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# Online MBA Programs

EU Business School's online MBA programs are designed for working professionals and may be completed as a one-year, full-time or a two-year, part-time program (90 ECTS). Starting in October, January and March, these English-taught degrees provide an affordable, flexible option for busy professionals who want to take their careers to the next level.

Online students can choose from eight business majors: International Business, Communications & PR, International Marketing, Global Banking & Finance, Entrepreneurship, Digital Business, Human Resources Management and Blockchain Management. The first two terms explore and examine the essential skills for understanding core business concepts and the last term focuses on the student's major. Students learn through live, interactive webinars, group projects and business simulations with lecturers from across the world offering real-time, personalized tutoring. Moreover, MBA students attend at least one on-campus week held in Barcelona, Geneva or Munich which allows them to meet their peers, network with faculty and other EU campus students. Guest lectures, company visits and business seminars are also organized to immerse students in a real-world business environment.

Upon completion of the online program, you earn both a state-recognized university MBA degree accredited by the Universidad Católica de Murcia (UCAM), Spain, (*título propio*), and an internationally accredited MBA degree from EU Business School Switzerland.

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## Dual Qualification

Same duration,  
two qualifications

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## Our Majors

Students taking our online MBA have the choice of eight different majors, each tailored to a specific area of modern business.

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### MSc in International Management

for professionals with less than two years of work experience

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### MBA

for professionals with more than two years of work experience

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### State-accredited degrees

from the University of Roehampton in London, U.K.

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### Two modalities:

- One year, full-time
- Two years, part-time



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## International Business

### Students completing this major pursue careers in:

- International management
- Multinational corporations
- Import and export

Today's successful professionals must come with 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 dissipating 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.

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A sample of the program courses:

- Business Policy & Strategy
  - International Finance
  - Technology & Change Mgmt.
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## Communication & PR

### Students completing this major pursue careers in:

- Event management
- Corporate communications
- Public 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.

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A sample of the program courses:

- Public Relations
  - Organizational Communication
  - Practical Applications in PR
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## International Marketing

### Students completing this major pursue careers in:

- Marketing consulting
- Advertising
- Media

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

## Global Banking & Finance

### Students completing this major pursue careers in:

- Investment banking
- Financial management and planning
- Strategic acquisitions

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 diverse areas in banking and finance.

A sample of the program courses:

- \_\_\_\_\_ Financial Investments
- \_\_\_\_\_ Financial Planning
- \_\_\_\_\_ Short-Term Financial Mgmt.

## Entrepreneurship

### Students completing this major pursue careers in:

- Innovation management
- Entrepreneurship
- Venture capital

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. By graduation, 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:

- \_\_\_\_\_ New Product Development
- \_\_\_\_\_ Innovation & Leadership
- \_\_\_\_\_ Technology & Change Mgmt.

## Digital Business

### Students completing this major pursue careers in:

- Online marketing and sales
- Consulting
- Digital commerce

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:

- \_\_\_\_\_ Digital Marketing Strategies
- \_\_\_\_\_ Digital Business Design
- \_\_\_\_\_ The Digital Consumer

## HR Management

### Students completing this major pursue careers in:

- Recruitment
- Personnel management
- Compensation management

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

## Blockchain Management

### Students completing this major pursue careers in:

- Fintech
- Transformation management
- Banking

One of the most influential and important emerging technologies in modern business, blockchain promises to shape the 21<sup>st</sup> 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



**Peter Brabeck-Letmathe,**  
Emeritus Chairman of Nestlé  
gives a special presentation to  
students at EU Business School

**Nestlé**

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## 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:



SONY



facebook



Deloitte.



Kellogg's



CREDIT SUISSE



Microsoft



NOVARTIS

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## Admission Requirements

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

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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

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1 copy of CV/résumé

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2 letters of recommendation

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1 written or video essay

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

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A GPA of 3.0 on a 4.0 scale

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A satisfactory score on the GMAT or GRE

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An interview with the academic dean

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

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

### Start dates:

October/January/March

### Duration:

One year (three terms, full time)

Two year (six terms, part time)

### Total tuition fee:

€17,400

**Online Campus**

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08017 Barcelona  
Spain  
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**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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