

**Geneva**  
Master's  
Programs



**#StartHere**

# About Us

Since 1973, EU Business School (EU) has been educating future entrepreneurs and business leaders. We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs in English at our campuses in Barcelona, Geneva, Munich and online.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our pragmatic and experiential approach, which includes case studies, business simulations,

company visits and conferences with world-renowned leaders, ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 27,000+ alumni provides networking opportunities around the globe. Intercampus and global exchange programs further enhance our students' international experience.

EU is a member of OMNES Education Group, the French leader in private higher education,

which provides further international and academic opportunities to our students.

Our master's programs are the perfect choice for you if you are looking for 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](mailto:admission.gva@euruni.edu) with any questions you might have.

## EU BUSINESS SCHOOL GENEVA

### PROFESSIONAL ACCREDITATIONS



### VALIDATING & ACCREDITING PARTNERS



### RANKINGS

#1



EU's Online MBA ranked #1 worldwide by CEO magazine

#1



EU's MBA program ranks #1 globally for class and faculty diversity by QS

#3



EU's MBA ranks #3 in Spain by Forbes

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4



Awarded four stars for overall excellence in business education by QS Stars

#20



EU's Online MBA ranked Top 20 in the world by QS Top MBA

#23



Ranked #23 worldwide by América Economía in its global MBA rankings

#43



Ranked #43 in the QS European MBA Rankings



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## 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.

### TOP REASONS TO STUDY AT EU

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

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

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

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

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

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**Ranked among the best:** Programs within our network are consistently featured in the top tier of global and European rankings.

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**Building a business personality:** We are committed to encouraging students to build the most valuable brand they can market: themselves.

An ideal global destination for international conferences and negotiations, Geneva is the location of over 200 diplomatic missions and 119 financial institutions. It is famed for its international banking and luxury.

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.

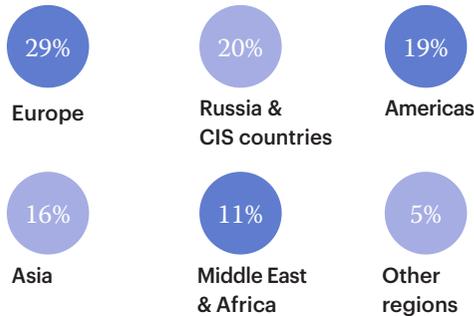
It is the second-largest city in Switzerland and the most international in Europe. With three official languages, Geneva is as diverse as it is international, and while French is spoken predominantly, English is spoken almost everywhere.

This bustling finance center also has rich cultural and architectural offerings and its proximity to the Alps makes it a haven for outdoor and nature enthusiasts.

# Our Numbers Talk

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

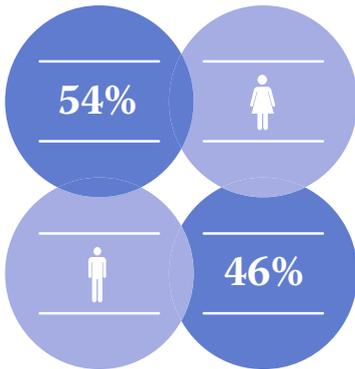
## STUDENTS BY REGION



**20%** OF OUR STUDENTS BECOME ENTREPRENEURS

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

## FEMALE TO MALE RATIO

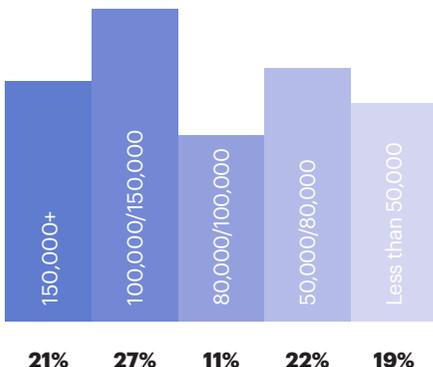


**95%** INTERNATIONAL STUDENTS

**3.5** AVERAGE LANGUAGES SPOKEN

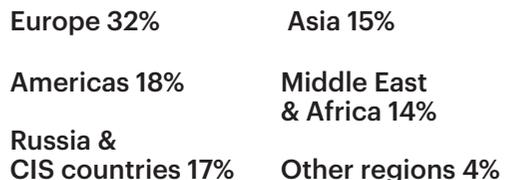
**21-35** MASTER'S STUDENT AGE RANGE

## SALARY AFTER GRADUATION (IN EUROS)



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

## WORK PLACEMENT BY REGION



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# Master's Programs

The master's programs at EU Business School (EU) in Switzerland are three-term, one-year full-time programs (60 ECTS) taught exclusively in English. With start dates in October, January and March, they are designed to prepare you for a specialized area of business while providing a balanced understanding of fundamental concepts.

As a master's student at EU Switzerland, you will develop your business personality and hone your management skills through lectures, company visits, guest speaker sessions, conferences, seminars, individual assignments, group projects and business simulations. In small class sizes, our highly qualified faculty of academics and business professionals will share real-world experiences to provide privileged insights into the specialization of your choice. You will discuss topics integral to the modern business world and develop an innovative mindset to shape the future of business. You will complete a final business plan, a multifaceted assignment that is a culmination of your study experience.

With the successful completion of one of these nine programs, you will earn a master's degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua, and a university master's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM) in Spain.



## 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 leadership is required. This program explores the realities of being a leader in the 21<sup>st</sup> century, from making strategic decisions, managing people 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.

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A sample of the program courses:

- International Business Management
  - Innovation Management
  - Entrepreneurship
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## 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.

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A sample of the program courses:

- Strategic Marketing
  - Marketing Communications
  - Digital Marketing
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## 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 complex 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.

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A sample of the program courses:

- Portfolio Management
  - Risk Management in Financial Markets
  - Fundamentals of Blockchain Technologies
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# COO of Manchester City FC

**Omar Berrada**  
EU Business School Alumnus



**Omar Berrada**  
Chief Football Operations Officer of Manchester City FC and EU alumnus, gives an in-depth presentation to students.



## 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 Talent Day and global alumni events are held to give students a platform on which to build strong business connections.

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

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

**Total tuition fee:**  
CHF 29,670

*These fees may be subject to change.*

## 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 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:

- Entrepreneurial Finance
- 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

# Admission Requirements

## SOME OF THE COMPANIES WHERE OUR ALUMNI WORK:



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; 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.gva@euruni.edu](mailto:admission.gva@euruni.edu)

## 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 Luxury Brand Management
- Luxury Industry
- Design Innovation

## Master in Digital Marketing, Transformation & Design Thinking

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

- Digital business transformation
- Digital marketing
- Search engine optimization
- Design strategy

The digital transformation of business is accelerating, and customers are increasingly empowered and selective. This program will give you the skills needed to design effective digital marketing campaigns, apply strategic approaches to digital transformation and re-design and re-imagine businesses and products through new technologies. You will also learn to understand consumer motivation and the fundamentals behind search engine algorithms. They will also develop innovative ideas using design thinking among other ideation techniques.

A sample of the program courses:

- Digital Transformation Strategy
- Digital Marketing Strategies
- Ideation & Brainstorming Techniques

## Master in Business Analytics & Data Science

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

- Data analytics
- Business analysis consultancy
- Operations analysis
- Data science

Technology advances have dramatically changed the way businesses function. Expertise in business analytics and data science is essential to leverage technology for optimal results. Applying a hands-on approach, this program gives you a comprehensive foundation in data science, using leading software, tools and applications. You will gain practical experience with advanced web-based applications and toolsets, understand how to use data as a strategic resource and learn to apply data management skills to a business setting in order to effectively implement data-driven solutions.

A sample of the program courses:

- The Data Science Toolkit
- Deep Learning & AI
- Data Visualization Lab

**Geneva**

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**VALIDATING & ACCREDITING PARTNERS**



**MEMBER OF**

