

Barcelona
MBA
Programs



#StartHere





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Websites & Blog

euruni.edu

barcelona.euruni.edu

EU Today TV

euruni.tv



Welcome to EU Business School.

The foundation of any successful career is a solid knowledge base. We live in a fast-paced era in which data is instantly available. Education is no longer about acquiring information, but rather developing key skills and learning how to evolve with the world around us.

After your time with us, you will walk away with more than a degree. You will have learned about yourself and how to communicate with people from a diverse range of backgrounds. You will have continued to grow and develop, both professionally and personally, enabling you to seize the new opportunities available to you. Don't forget the value of your youth, time and unwritten future. These are the luxuries established professionals do not have.

This is your moment, and your resilient attitude will set the tone for your career. We will help you be entrepreneurial, think for yourself, learn from your mistakes and, most of all, take advantage of the opportunities that will arise throughout your career. These attributes are ingrained into the EU Business School DNA. The rest is up to you.

You will face many challenges as you push boundaries within yourself and in the world around you. You will not be alone – we will accompany you along your path to success. You will have a network of over 27,000+ alumni and business professionals to encourage you, inspire you and guide you, as you establish yourself in the world of business. So if you are looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus.

Carl Craen
EU Business School
Vice President & Managing Director



Experience EU

Educating future business leaders and entrepreneurs with proven practical methods.



Swiss Values, an International Mindset and a Pragmatic Approach

EU Business School is a global network of professionally accredited, multicultural, high-ranking business schools with headquarters in Switzerland.

Since 1973, our international business school has provided high-quality instruction in a competitive learning environment. Through our network of campuses in Barcelona, Geneva, Munich and online, the EU Business School curriculum promotes managerial skills, business ethics and entrepreneurial initiative vital to pursuing jobs in today's global market.

Our high-caliber faculty is made up of entrepreneurs, consultants, business leaders and full-time academics. Our faculty works with students on an individual basis to create a cooperative and caring learning environment where human values flourish. All our programs are student-oriented, flexible, personalized and taught in English.

We use a combination of classroom theory and hands-on experiential learning that draws on both the American business education model and European learning methodologies. EU's pragmatic approach to business education prepares you for careers in today's rapidly evolving and globalized business world.

The EU Barcelona campus offers various programs at the foundation, bachelor's, master's and MBA levels. These include business administration, communication, tourism management, international relations, sports management, digital business, international business, marketing, finance, enterprise and human resources management, among others.



With our global network, we encourage you to participate in program-related intercampus exchanges, both within Europe and with our partner institutions around the world.

EU Business School continuously explores affiliation opportunities with world-class academic institutions. At EU Barcelona, we offer degree programs from the University of Derby, U.K.; London Metropolitan University, U.K.; and Universidad Católica San Antonio de Murcia (UCAM), Spain.

Our network of international partners also includes Dublin Business School, Ireland; Tecnológico de Monterrey (ITESM), Mexico; Pace University in New York, U.S.A.; Stamford International University in Bangkok, Thailand; and University of California in Riverside, U.S.A., among others.

EU is a member of OMNES Education Group. This alliance allows us to provide further international and academic opportunities to our students.

If you want an international, flexible and innovative business education, we invite you to read through this brochure and contact our admissions department at admission.bcn@euruni.edu.

You can also come and visit us on campus where you will meet our dynamic, creative and welcoming team and experience EU Business School firsthand.

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 dissertation.

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.

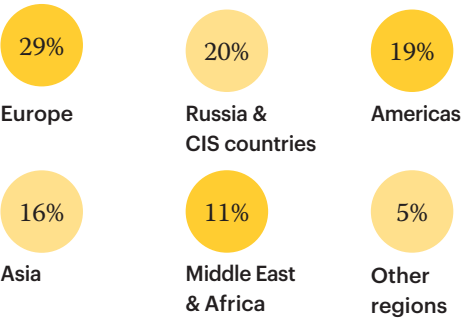
Ranked among the best: Programs within our network are consistently featured in the top tier of global and European rankings.

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

Our Numbers Talk

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

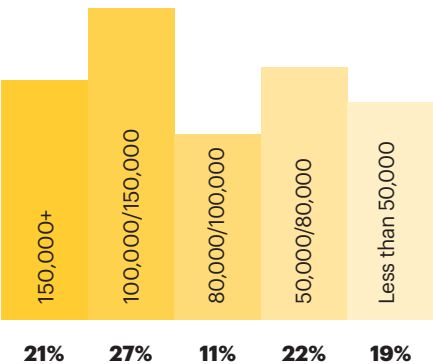
STUDENTS BY REGION



FEMALE TO MALE RATIO



SALARY AFTER GRADUATION (IN EUROS)



20% OF OUR STUDENTS BECOME ENTREPRENEURS

93% ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

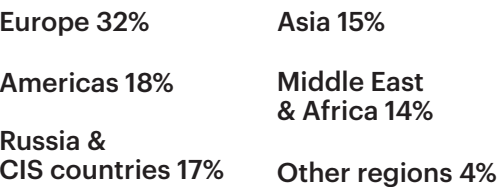
95% INTERNATIONAL STUDENTS

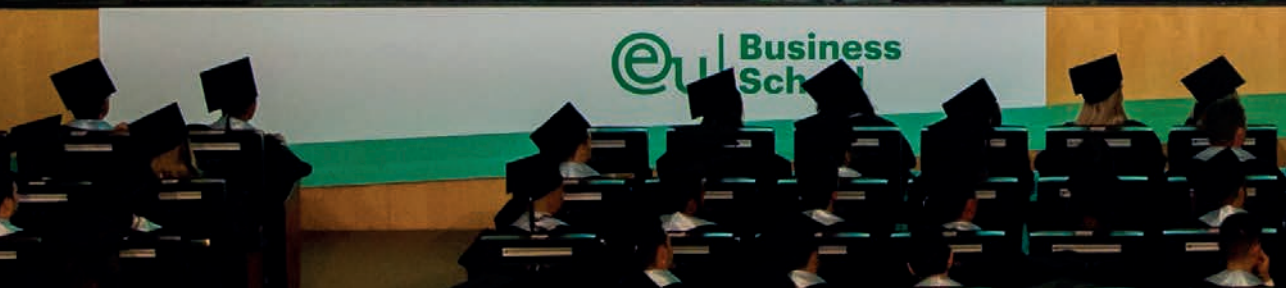
3.5 AVERAGE LANGUAGES SPOKEN

23-46 MBA STUDENT AGE RANGE

37% OF STUDENTS TAKE ADVANTAGE OF OUR TRANSFER OPPORTUNITIES

WORK PLACEMENT BY REGION







eu | Business School

**Commencement
Ceremony
2019**

#EUClass19

#StartHere



Accreditations and Qualifications

MBA PROGRAMS IN ONE OF 11 MAJORS:

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

Upon successful completion of the above-mentioned MBA programs, you will earn a university MBA degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, and an MBA degree from EU Business School Switzerland that is internationally accredited by ACBSP, IACBE, IQA and certified by eduQwa.



Additional Qualifications

MSc IN INTERNATIONAL BUSINESS MANAGEMENT MBA

While completing one of the EU MBA programs, you can also earn a state-recognized degree from London Metropolitan University in the U.K.



For more information about university degrees (*título propio*) and state-recognized university titles, please refer to the section 'Degrees at EU Business School' on our website at euruni.edu/degrees.

MEMBERSHIPS

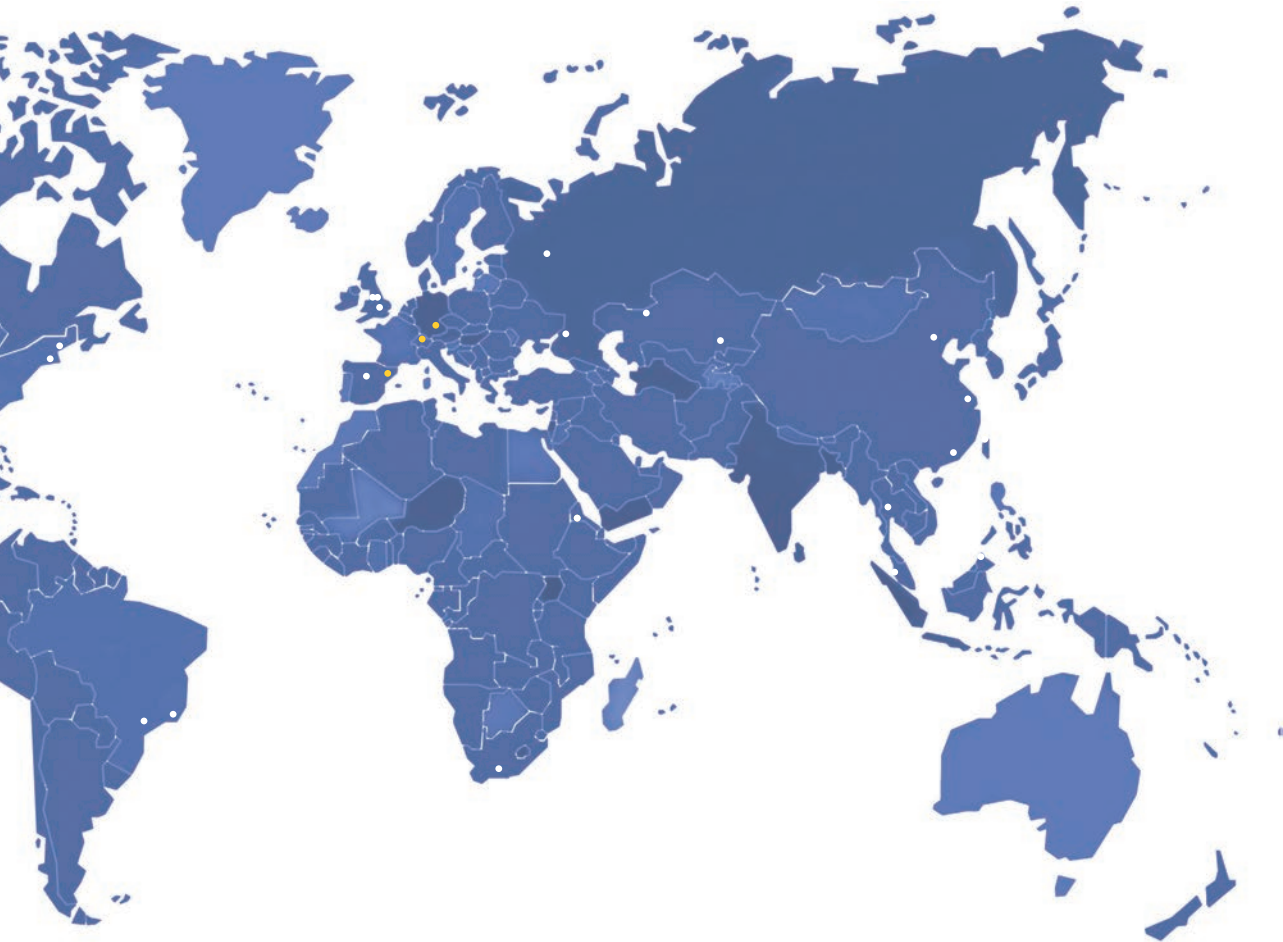


RANKINGS



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

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



A EUROPEAN IDENTITY A GLOBAL NETWORK

EU Business School develops partnerships with world-class universities and educational institutions around the globe to provide a superior education for you. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, you will be able to add a truly global perspective to your education.

- EU's main campuses
- Exchange opportunities

#3 MBA
Forbes
Spain

EU's MBA ranks #3 in Spain by Forbes

4 QS STARS™
RATING SYSTEM
BUSINESS SCHOOLS
2021 ★★★★★

Awarded four stars overall for business education by QS Stars

#20 TOP 20 Globally
QS WORLD UNIVERSITY RANKINGS
Online MBA | 2021

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

#23 MBA
América
ECONOMÍA

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

Your Life at EU

You will get a hands-on approach to education at EU. Here, you will have the opportunity to meet dignitaries, travel to incredible countries, attend prestigious events and completely immerse yourself in a different culture through sports and social activities. You will also get an inside look at the world's most important companies and meet the visionaries behind them.

1. Chairman of Siemens and Mærsk, Jim Hagemann Snabe, addresses students and guests at an EU Learning from Leaders conference in Barcelona
2. EU boasts several successful student sports teams
3. Students meet with potential employers at the EU annual Talent Day
4. Students and alumni visit Google Campus Madrid
5. Chief Football Operations Officer of Manchester City FC and EU Business School alumnus, Omar Berrada, talks to EU students about his career and business in sport
6. Students visit the Desigual headquarters for a company talk







Barcelona

A vibrant smart city, Barcelona leads the way in entrepreneurship, commerce, education, entertainment, media, fashion, science and art.



The view from Park Güell



Modern art on La Barceloneta beach

The Capital of 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.

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 acclaimed artists such as 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.

€0

is how much you will pay for Barcelona's best museums on the first Sunday of each month

2026

is the expected completion date of the Sagrada Família, Antoni Gaudí's architectural *magnum opus*

#1

beach city in the world according to National Geographic and Discovery Channel

1,700+

startups are based in Barcelona



<2 hours by plane to:

1. London
2. Munich
3. Rome
4. Paris
5. Geneva
6. Lisbon

Explore:

- Sagrada Família
- Montjuïc Castle
- Les Rambles
- Parc Güell
- Picasso Museum
- Parc de la Ciutadella
- Barceloneta beach
- Tibidabo

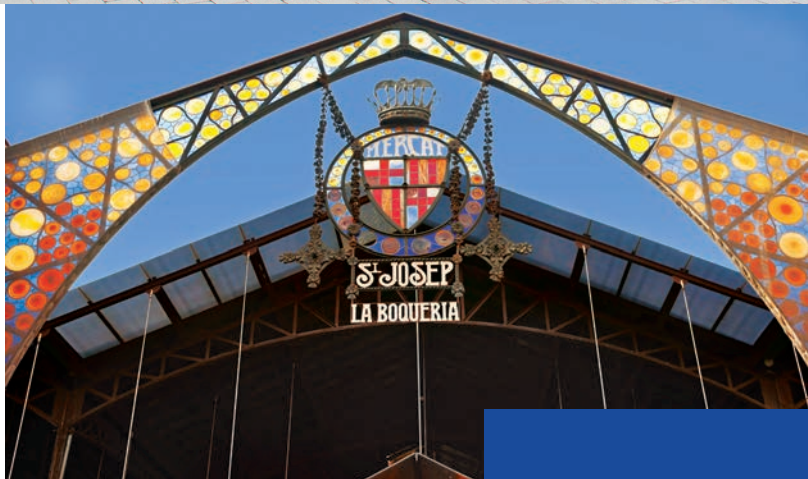
€11.35:

The T-Casual is valid for 10 metro, bus and tram trips that will take you anywhere in Barcelona

Barcelona is home to:

- CaixaBank
- Puig
- Vueling
- Estrella Damm
- Mango
- Desigual
- SEAT
- Almirall
- Planeta Publishing
- softonic.com
- Google

Boqueria Market



Sagrada Família



"Barcelona
is a great city
and Spain is a
great country
to live in".

Shakira

The City and the Sea

Whether it's exploring the narrow streets of the Gothic Quarter, catching a free concert during the La Mercè festival or gazing at the Mediterranean from La Barceloneta beach, live Barcelona and make the experience yours.

1



Barcelona is a thriving setting for music, culture, sport, gastronomy and nightlife, famous for its cosmopolitan style and sun-soaked beaches. Barcelona has something for everyone and can be enjoyed throughout the seasons, from the biggest and best music events like Sónar and Primavera Sound in the summer, to beachside nightclubs and traditional street festivals. Barcelona's proximity to the Pyrenees mountain range means that you can spend the weekend on the slopes whenever the desire hits you. And the Costa Brava, famous for its crystal clear waters, hidden coves and renowned hiking trails, is just a little further up the Catalan coastline.

This foodie paradise is home to more than 20 Michelin-starred restaurants and the world-famous Boqueria market. However, the true beauty of Barcelona lies in its relaxed vibe and way of life. Terraces are open all year long and there is always a cultural event or concert to go to. If you truly want to live like a local, then pull up a chair in any of Barcelona's beautiful squares and while away the hours chatting with friends, sharing a vermouth and watching the world go by.

Like a local:

Keep a weekend free in January or February for a *calçotada*; an outdoor event that involves roasting *calçots*, a regional delicacy similar to leeks and served with a delicious *romesco* sauce.

2





1. Panorama of Barcelona
2. Castellers or 'human towers'
3. Joan Miró Park
4. Primavera Sound Festival
5. Camp Nou, home of FC Barcelona
6. W Hotel on the seafront



Two State-of-the-Art Campus Buildings

EU Barcelona is centrally located in the affluent neighborhood of La Bonanova and the upscale Diagonal business district, home to major companies and financial organizations. Our campuses are just a short trip away from buzzing Plaça Catalunya and the famous Rambles as well as Tibidabo, the highest point in the city.



At EU Barcelona, you will be studying in the heart of one of the most beautiful and dynamic cities on the Mediterranean coast. Our centrally located campus buildings are close to a wide array of shops and cafés. The excellent public transport connections mean you can reach Barcelona's enchanting historic quarter in just five minutes. In addition, Camp Nou, the home field of FC Barcelona, is nearby so you will never have to worry about missing a football match!

Our main campus building overlooks the Avinguda Diagonal, one of the city's largest and most famous avenues. This ten-floor building features cutting-edge facilities that have been specifically designed to optimize the student experience. The five-floor Ganduxer building is in the leafy and elegant La Bonanova neighborhood, favored by embassies and consulates.



"The mix of students at EU Business School gave me a global outlook and opened me up to meeting new people from different cultures. You can't buy this kind of experience, one that enriches you as a person. This is the huge advantage of studying at EU."

Ricardo Gómez
MBA alumnus



6,000m²

across two customized
campus buildings

40+

spacious and airy
classrooms

1,400

students of 100+
nationalities

5 min

to Plaça Catalunya

The classrooms in both campuses are fully equipped with the latest technology, and benefit from huge windows and lots of natural light to promote learning and student wellbeing. Each have bright and airy study rooms and a library, ideal for reading, catching up on assignments and revising. When class is over, head to the spacious and inviting lounges where you can relax, grab a snack, play a game of foosball or catch up with friends.

Join our international community of 1,400 students at our Barcelona campus and you will enjoy superb facilities both inside and outside the classroom.

Jean-Claude Biver

LVMH Group, Non-Executive President
of the Watch Division, Chairman of
Hublot & Zenith Watches

 **HUBLOT**  **ZENITH** **TAGHeuer**
SWISS AVANT-GARDE SINCE 1860



Programs

MBA programs in one of 11 majors:

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

Additional qualifications on campus:

MSc in International Business Management

MBA

(both awarded by London Metropolitan University)



About our MBA Programs

Today's employers are on the lookout for MBA candidates with international experience that can succeed in the global business world.

EU Barcelona MBA programs are tailored to accommodate each student's needs. We offer a variety of specializations, ranging from the traditional to the most up-to-date areas of international business. All classes are taught in English and take place in the afternoon or evening from Monday to Friday. The program lasts one year, full time (three terms of 10 weeks each), or two years, part time (six terms of 10 weeks each), with intakes in October, January and March.

Within the MBA path, students can choose from 11 business majors. In these programs, students explore, examine and analyze various topics to develop their own business personality. The first two terms cover the essential skills for understanding core business concepts and the last term focuses on the student's major.

After completing the program, you will earn a university MBA degree (*título propio*) awarded by the Universidad Católica San Antonio de Murcia (UCAM), Spain, and an internationally accredited MBA degree from EU Business School Switzerland.

You can also earn an additional qualification while studying an MBA at EU Barcelona: a state-recognized MSc in International Business Management or a state-recognized MBA from London Metropolitan University in the U.K.

You can add to your international experience by studying a term abroad at one of our other campuses in Germany and Switzerland or online. Potential employers consider candidates who have lived in other countries and immersed themselves in different cultures to be adaptable, independent and better at solving problems.



Geneva, Switzerland

Home to the headquarters of leading international organizations such as the United Nations, World Trade Organization, World Health Organization and the Red Cross, Geneva is also a global financial hub. Good food, a high quality of life and easy access to other metropolises around Europe make Geneva a stimulating and attractive cosmopolitan city.

Munich, Germany

The economic capital of Germany is home to a kaleidoscope of contrasts from a rococo opera hall to cutting-edge skyscrapers. Alongside old buildings, narrow streets with charming cafés and lively open-air beer gardens, you will find state-of-the-art architecture and a vibrant nightlife. Nicknamed the center of “laptops and lederhosen”, business is also vital to the city’s identity. From creating programs to help startups with logistics to having a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.



About the MBA

The MBA is a one-year, full-time or two-year, part-time program (90 ECTS) that deepens your knowledge and understanding of business to help you develop management and leadership skills. The MBA has a wide spectrum of benefits and bespoke options. You will earn a university MBA degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM) in Spain, and an internationally accredited MBA degree from EU Business School Switzerland.



Internationally renowned, EU Business School has been awarded a four-star rating in business school excellence in the acclaimed QS Stars ratings. Our MBA programs are endorsed by prestigious rankings around the world. QS ranks our MBAs in the top 50 of Europe, Forbes third in Spain and CEO Magazine in the top tier of Europe and globally.

As an MBA student, you will develop your business personality and hone your management skills through lectures, company visits, seminars, workshops, conferences, group projects and business simulations, among others. You will discuss topics about the modern business environment while taking an in-depth look at subjects ranging from marketing to economics.

With the full-time MBA option, you can expect to spend 30 to 40 hours per week on MBA-related work. We also offer a two-year, part-time option for busy professionals who require flexibility in their studies. The MBA program culminates in a dissertation.

Within the MBA degree path, you can choose from one of 11 majors in:

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

The **Universidad Católica San Antonio de Murcia** (UCAM) is an officially recognized university in Spain. It is inscribed in the Registro Universitario de Centros y Títulos (Register of University Centers and Qualifications, RUCT) with the code 066, and is legally authorized to accredit higher education qualifications according to Organic Law 6/2001, 21st December, which pertains to universities.

Additional Qualifications on Campus

While completing your MBA program, you have the opportunity to earn a second distinct qualification, a U.K. state-recognized degree from London Metropolitan University (London Met). You may choose to study an MSc in International Business Management or an MBA on our Barcelona campus.



In order to obtain the state-recognized MBA, you must complete an extra management learning and research module, a business research report and a business competency simulation course. To earn the MSc in International Business Management, you must complete an extra business consultancy project module and a business competency simulation course. These courses are in addition to the MBA coursework.

The London Met MSc in International Business Management program is designed for aspiring professionals with less than two years of work experience, while the London Met MBA is for working professionals and those who have previously held managerial roles.

Both qualifications can be earned in one year of full-time study or two years of part-time study.

Choose from one of the following programs:

MSc in International Business Management
MBA

London Metropolitan University (London Met) has been providing education to individuals from all backgrounds since 1848. Five academic schools teach cutting-edge, relevant courses across the arts, sciences, computing, business, law and humanities. Accelerator – London Met's specialist business incubator – helps students and graduates get their enterprises up and running. Over the past 170 years, its north London campus has developed into a modern, progressive centre with a strong reputation for widening access into education.



For more information about university degrees (*titulo propio*) and state-recognized university titles, please refer to the section 'Degrees at EU Business School' on our website at euruni.edu/degrees.



TOP REASONS TO STUDY AN MBA

Build your network: Meet recruiters, entrepreneurs, managers, CEOs or even your next business partner, while developing your skill set with other success-minded professionals.

Become a leader: Increase your chances of obtaining a high-level management position along with new career opportunities.

Change industries: Looking to move into another industry? An MBA can help bridge the gap. Do what you are passionate about.

Credibility: Enjoy the worldwide recognition a graduate degree brings and become an expert in your field.

Higher salary: MBA graduates can expect a significant increase in income.

International Business

Students completing this major pursue careers in:

- International management
- Multinational corporations
- Import and export
- Marketing

Today's successful professionals must demonstrate 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 diminishing 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.

A sample of the program courses:

- Business Policy & Strategy
- International Finance
- Technology & Change Management



Communication & Public Relations

Students completing this major pursue careers in:

- Event management
- Corporate communications
- Public relations
- Press 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 you with the know-how to stay ahead of current trends and to apply the latest technologies and communication strategies.

A sample of the program courses:

- _____ Public Relations
 - _____ Organizational Communication
 - _____ Practical Applications in PR
-

International Marketing

Students completing this major pursue careers in:

- Marketing consulting
- Advertising
- Media
- Brand management

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 will 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 & Strategy
 - _____ Digital Marketing Strategies
 - _____ Advertising & Media
-



Global Banking & Finance

Students completing this major pursue careers in:

- Investment banking
- Financial management and planning
- Strategic acquisitions
- Credit strategy management

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 areas of banking and finance.

A sample of the program courses:

- _____ Financial Investments
 - _____ Financial Planning
 - _____ Short-Term Financial Management
-

Leisure & Tourism Management

Students completing this major pursue careers in:

- Hotel management
- Digital tourism
- Event and conference management
- Tour operators

Tourism is the fastest-growing industry in today's business world and companies continue to require academically qualified managers to afford them an insight into the industry. This specialization explores the theories, practices and business models that make up the tourism and leisure field. Focusing on the development of executive skills and strategic aptitudes, this program will deliver the key competencies required in the industry while developing understanding of international and intercultural management needs.

A sample of the program courses:

- _____ Strategic Tourism Marketing
 - _____ Environments of Tourism
 - _____ Digital Business in Tourism
-



Entrepreneurship

Students completing this major pursue careers in:

- Innovation management
- Entrepreneurship
- Venture capital
- Management consulting

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. 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
 - _____ Entrepreneurship & New Venture Creation
-

Digital Business

Students completing this major pursue careers in:

- Online marketing and sales
- Consulting
- Digital commerce
- Entrepreneurship

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
-



Sports Management

Students completing this major pursue careers in:

- Team and club management
- Marketing and promotions management
- Sports media and public relations
- Corporate sponsorship

The sports market is a multibillion-dollar industry, experiencing rapid expansion in regions such as China, Russia, Brazil and the Middle East. The industry offers diverse and dynamic opportunities to graduates, ranging from professional sports to managing events and corporate sponsorship. Professionals who want to work in this field require an increasingly specialized skill set. This program prepares you to meet these challenges through courses in sports marketing and management, and financial management as applied to sport and sponsorship.

A sample of the program courses:

- _____ Sports Sponsorship
 - _____ Sports Marketing Management
 - _____ Crafting Unique Sports Events
-

Human Resources Management

Students completing this major pursue careers in:

- Recruitment
- Personnel management
- Compensation management
- Labor relations

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
-



Design Management

Students completing this major pursue careers in:

- Brand strategy
- Advertising
- Packaging design development
- Marketing management

Companies now have more options than ever to promote their products and brands. Practical knowledge of design, current trends and how they affect corporate practices is quickly becoming a key component of running a successful organization. Through this program, you will gain a general understanding of design history and esthetics while learning how to best apply them to business and productive management practices.

A sample of the program courses:

- _____ Luxury & Design
 - _____ Graphic Design & Corporate Identity
 - _____ Photography & Management
-

Blockchain Management

Students completing this major pursue careers in:

- Fintech
- Transformation management
- Banking
- Financial consulting

One of the most influential and important emerging technologies in modern business, blockchain promises to shape the 21st 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:

- _____ Financial Reporting & Analysis
 - _____ Cryptocurrencies & Fintech
 - _____ Blockchain & Sustainable Development
-



Beyond the Classroom

EU offers educational and professional opportunities to enhance your experience during your studies and beyond.

Dezigual®



Our Career Services Department Will Help You Reach Your Professional Goals

EU career counselors can advise you during each step of your professional journey, whether it's deciding what you want to pursue, searching for an internship or preparing for a job interview.

EU Business School enjoys a solid reputation among recruiters and local companies. The caliber of our students and the efficiency of EU's dedicated Career Services Department (CSD) gives candidates a distinct competitive advantage during job interviews. How you present yourself is just as important as your knowledge or experience, and all should be reflected perfectly both in your CV and during your job interview.

The CSD assists students, alumni and organizations by encouraging individual development, assessing job market needs and pairing opportunities with the right candidates. The department regularly holds career workshops and training sessions for students on campus.

EU Talent Days

During the annual EU Talent Day, companies are invited to meet students and present them with exciting job and internship opportunities. Representatives come to uncover some of the best young talent at our school. You get to interact with human resources professionals from leading companies and have the chance to network and discuss your CV, job prospects and skill set during short interviews. We also invite our alumni to give tips and share their career stories. Students across all campuses are invited to participate in our Talent Days.

EU Career Services Department workshops:

- Achieve your goals through personal branding
- How to be a star candidate
- The art of networking
- The power of LinkedIn
- Successful job applications

Past internships attained in Barcelona:

- Vueling
- Mandarin Oriental
- Ritz Carlton
- Duracell
- PTC
- SEAT
- Euroleague Baseball
- Schneider Electric
- TravelClick
- TransPerfect
- Danone
- Inditex
- Accenture
- W Hotels
- Bloomberg
- Telefónica

Our Career Services Counselors Can Help You:

01

Build your professional online identity

A study by Adweek magazine showed that 92% of companies use social media for recruiting.

Find exclusive internship offers

Exclusive offers are found on our Career Center site, which also serves as your profile for employers.

02

03

Optimize and tailor your CV

Have several CVs that you can tailor to the position you are applying for.

Edit your cover letter

Statistics show that with just ONE mistake, your CV or cover letter will be thrown out.

04

05

Prepare for your interview

For Skype or phone interviews, you should behave, dress and speak exactly like you would during a face-to-face interview.



"We coach students so they understand their strengths and discover where their competitive advantage lies."

Luis Diaz
Head of Career Counseling
Barcelona campus

Diogo Pessoa e Costa

Belgium

Master of Business
Administration with a
major in Leadership

Career services
counseling

Internship in
external sales at
the W Hotel

Food and
Beverage
Supervisor,
The Trafalgar
St. James

"I had a meeting
with the EU
Career Services
Department.
They had a look
at my career
path and gave
me great advice,
and then helped
me apply for a
position in sales
at the W Hotel in
Barcelona. I'm
grateful for their
help."

Diogo Pessoa e Costa





Networking

Networking is a significant component of a successful career. Along with your education and experience, a solid connection can help you take the next step in your professional journey.

At EU Business School, we hold on-campus conferences and events designed to give you an abundance of networking opportunities. At these events, you will interact with alumni and other professionals to build strong business relationships and create meaningful and lasting connections.

We also establish partnerships with organizations and corporations through which we promote activities that create further opportunities for you.

Throughout the year, EU hosts several networking events around the world to bring you, alumni and local businesspeople together and foster new relationships. From Change the World Model United Nations at the UN headquarters in New York to entrepreneurial competitions like the Morpheus Cup, EU encourages you to participate in a number of events around the world.

EU Barcelona is proud to partner with:

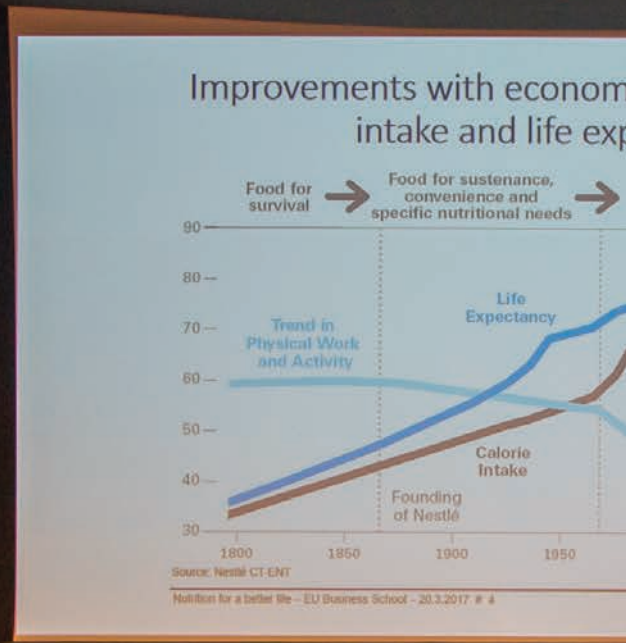
- Barcelona Global
- British Chamber of Commerce
- Belgian-Luxembourg Chamber of Commerce
- TEDxBarcelona
- AIESEC
- Seed & Click

Companies created by EU Barcelona alumni:

- Be Mobile
- Gambit IT
- Alizée Lifestyle
- Sports Fan TV
- Pulse Group
- MBJ London

EU students attend events including:

- Change the World Model United Nations in New York (CWMUN)
- Entrepreneurship School
- iWorkin Sport
- World Football Summit
- EU-Startups Summit
- Baselworld
- B-Travel Show
- Barcelona International Community Day
- Google Campus Madrid
- Morpheus Cup
- Pitch Bootcamp
- TEDx



eu Barcelona



Peter Brabeck-Letmathe
Emeritus Chairman of Nestlé

Nestlé

ic progress: calorie
spectancy



Nestlé SA

#EUPeterBrabeck

eu Business School

BARCELONA | GENEVA | MONTREUX | MUNICH | ONLINE

#StartHere



#StartHere



On Social 'to Casa'



A Connection to Real Businesses and Businesspeople is Part of the EU Experience

You will interact with industry experts
and leading international businesses
right on our doorstep.

Guest speakers often visit the EU Barcelona campus to share their expertise. Past speakers have ranged from established business professionals to successful entrepreneurs. Students also connect to Barcelona's local and international business world through visits to companies such as Inditex and Estrella Damm. These visits give you behind-the-scenes access and a privileged look at how businesses operate. Both opportunities allow you to interact firsthand with industry leaders. Guest speakers have even been known to help students find internships and employment through their extensive network of contacts, providing additional opportunities for keen students.

We
bring
business
to life.

LEARNING FROM LEADERS:



Adolf Ogi
Former President of
Switzerland delivered
a powerful speech
on leadership and his
career as a top diplomat
and head of state.



Guy Verhofstadt
Former Prime Minister
of Belgium, spoke about
the challenges of the
European Union and gave
insights about its inner
workings.

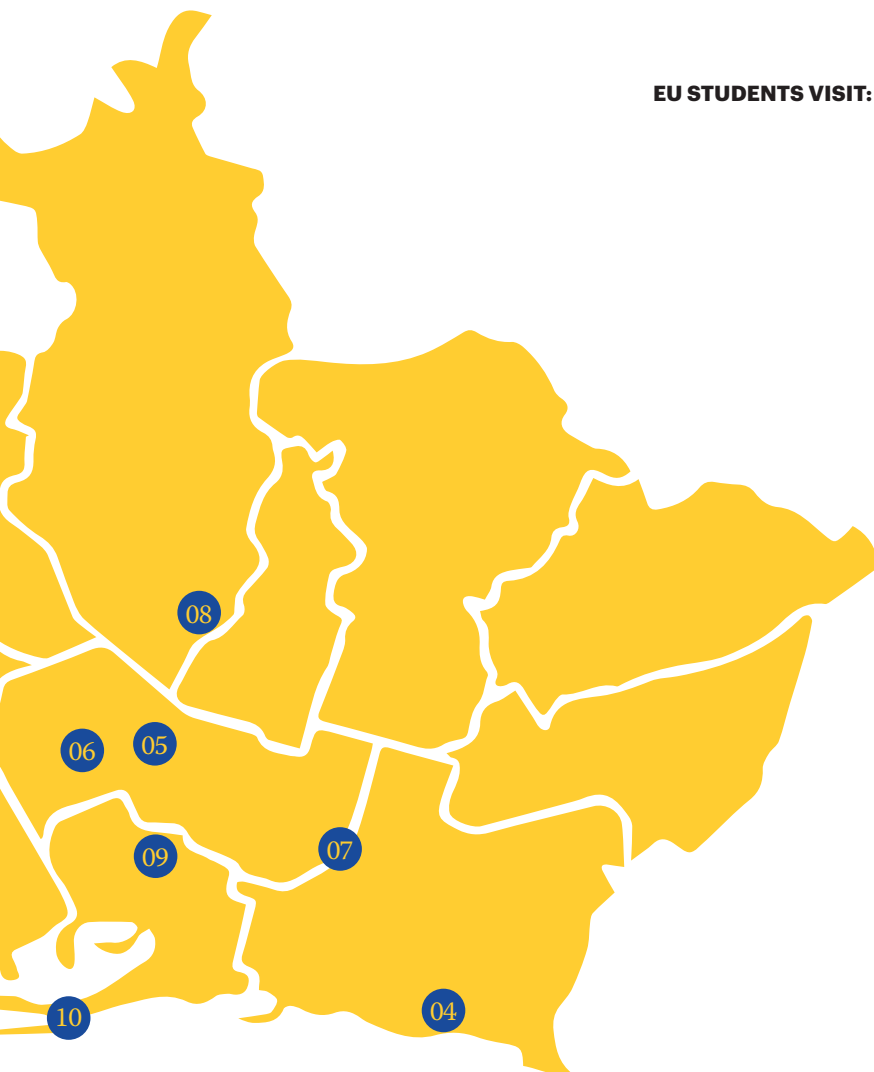


Paul Bulcke
Chairman of Nestlé
inspired students by
speaking of the impor-
tance of values and the
business challenges in a
VUCA world.



Alexandre Zeller
Former Chairman of Crédit
Suisse inspired students
about their future in busi-
ness and the significance
of finance and ethics in this
fast-moving world.

EU STUDENTS VISIT:



01

Bloomberg

02

PTC[®]

03

CALZEDONIA

04

Telefonica

05

King

06

accenture

07

SELLBYTEL/GROUP

08

 **TravelClick[™]**

09

 **MANDARIN ORIENTAL
THE HOTEL GROUP**

10

 **W
HOTELS**

Jordi Gual
Chairman of CaixaBank

shared his views about the European Union and the challenges and opportunities it faces.



Mathieu Jaton
CEO of the Montreux Jazz Festival

spoke to students about passion and drive in the music business and shared the secret to nurturing creativity in one of the world's biggest festivals.



Zara English
Partner at Loftus Bradford

introduced the capacity for diversity in today's candidate-driven market.



Joaquim de Toca
President and CEO of Muji Iberia

explained how Muji spends very little on marketing and advertising and contributes its success to word-of-mouth recommendations.

At Home in Barcelona



**Business
School**
Barcelona



At Home in Barcelona

Our admissions process is quick and straightforward. You can consult our admissions department to help guide you through the process.

SUCCESS STORIES

#StartHere

How to Apply

Applicants are evaluated on the strength of their applications as a whole. Consideration is given to the student's qualities and abilities: leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences.

Step 1: Choose your program

MBA with a major in:

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

Additional qualifications on campus:

MSc in International Business Management

MBA

(both awarded by London Metropolitan University)

Step 2: Check the entry requirements

The admission process at EU Business School is clear and straightforward. You must fulfill specific academic and English language requirements before we can make an offer of admission.

For details on the documentation you will need to submit, visit our website:

euruni.edu/admissions

Step 3: Submit your application

In addition to other documentation, you will need a certified copy of your bachelor's degree and an official copy of your academic transcripts.

Submit your application online at:

euruni.edu/apply

Application deadlines

We have several application deadlines throughout the year. Please check our website for your program's specific application dates.

For more information, please refer to the EU website:

euruni.edu/admissions

Visas

Before coming to Barcelona, it is essential to find out whether you need a visa to enter, travel and study in Spain. There are many requirements to fulfill in order to receive a visa and, depending on your country of origin, it may take up to three months. Therefore, it is important to start early and allow enough time for the consulate or embassy to process your request. The visa must be issued in your home country and is only valid for 90 days.

You will not need a visa if you are:

- A citizen of the European Union in possession of a valid European Union identification card or passport
- Staying in Spain for three months or less

If the above criteria do not apply, you will need a visa before arriving in Spain. You must apply at the Spanish embassy or consulate general in your home country or country of residence, as the visa will be affixed to your passport before you depart. This must be presented to immigration officials upon your entry into Spain. Within 30 days of arrival, all international students must register as residents and apply for either the *Número de Identidad de Extranjero* (NIE) or *Tarjeta de Identidad de Extranjero* (TIE).

We strongly recommend that you complete all documents necessary for the application process as soon as possible. Spanish translations of all documents are also required.

Required documents:

- Completed visa application forms
- Four passport-size photos (stapled onto each copy of the application)
- Medical certificate issued within the last three months
- Final acceptance documents from EU Business School Barcelona and photocopies
- Proof of health insurance
- Passport valid for six months before the date of application and photocopies



- Background check issued within the last three months
- Proof that you have sufficient funds to support yourself while living in Spain
- Proof of accommodation in Barcelona

Please bear in mind that the visa requirements may change. Therefore, we recommend that you contact your local Spanish embassy or consulate general to ensure that the requirements are up to date.

Please note:

Each visa application is reviewed individually, therefore the necessary documents may vary. The embassy reserves the right to ask for additional documents at any time. The submission of the above documents does not guarantee the issuance of a visa. Submission of an incomplete set of documents will lead to a refusal of your visa application. Once a visa has been issued, the purpose of the trip may not be altered. Please note that there is no such thing as an urgent or express visa.

Registering as a resident (all students):

Every student wishing to pursue studies in Barcelona (both European Union and non-European Union students) MUST register as a resident in the city. The process is called *empadronamiento* and you can register at your nearest city hall. Once registered, EU citizens need to apply for the NIE and non-European Union citizens must apply for the TIE by booking an appointment at the Comisaría General de Extranjería y Fronteras. Please visit the student services office on campus to register for an appointment. Here you will receive detailed information about the process while double checking that you have correctly filled out the paperwork.

For more information, please refer to:
info.euruni.edu/visa-barcelona

Living in Barcelona

Finding accommodation in Barcelona can be a real challenge. Therefore, we encourage you to begin your housing search while waiting for your final enrollment documents.

We believe that a comfortable and inspirational living environment is an important part of any educational experience. This section gives you an overview of the accommodation options available to you. With the support of EU's Accommodation Office, you will be able to find the perfect place to call home in no time.

Student dorms

Living in student dorms allows you to meet new people and gives you a structured living environment without having to worry about household chores and the stress of dealing with rental agencies. Living close to other students helps you adapt to the city and your new lifestyle. This type of accommodation is welcoming and ensures you always have someone to talk to.

EU Barcelona has partnerships with 15 student residences in various parts of the city. The dorms are located in different districts, ranging from a five-minute walk from EU Barcelona to 30 minutes via public transport. Aside from this, there are also many privately run student dorms in Barcelona that offer exceptional service.

If you are planning to arrive at the beginning of the fall semester (October), we recommend that you send your accommodation application to a wide range of residences five months before starting. Apply for a place in our partner residences immediately after enrollment by contacting our accommodation officer. Placements are limited.





Private apartments

Having your own apartment will appeal to you if you enjoy the quiet, like to be alone and don't want to compromise on personal space. You can choose to get an apartment anywhere in the city without limiting yourself to student dorm availability or location. This type of accommodation is ideal for independent people.

Most apartments are rented through an agency. However renting directly from the owner generally saves tenants a lot of money in agency fees, which are usually one month's rent in addition to other deposits and commissions. You can contact rental agencies directly or visit websites which post availabilities such as [idealista.com](https://www.idealista.com) or [enalquiler.com](https://www.enalquiler.com), among many others.

Apartment-sharing

Sharing an apartment is a popular concept in Spain and a lot cheaper than living on your own. Shared housing is a flexible option and, with international roommates, you will be able to learn other languages. But you must be willing to compromise.

For more information about housing, email our accommodation officer at:

studentservices.bcn@euruni.edu

Planning your budget

Barcelona is not an expensive city, but you need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a living expenditure of at least €1,000 per month. Shared accommodation is around €400 per month while living alone starts from €700 per month. The remainder will be for basic necessities and leisure.

-
- _____ Meal at an inexpensive restaurant €12
 - _____ One liter of milk €0.90
 - _____ Café latte €1.65
 - _____ A beer €2
 - _____ Movie at the cinema €9
-



Lukas Fischer

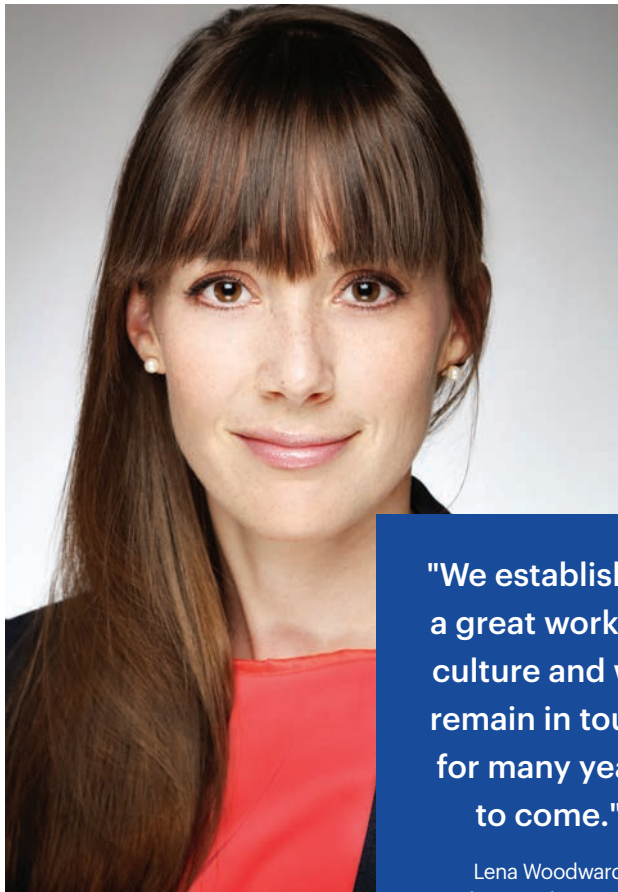
Regional Account
Manager for Retail,
Footwear & Apparel, PTC
Class of 2015

A Network for Life

Join a network of more
than 27,000+ with the EU
Alumni Association.

Life After Your Studies

The EU Alumni Association brings together alumni from cities all across the world. The association holds regular networking events, webinars, presentations, talks and seminars designed to further promote connections between alumni, such as “How To Survive a Zombie Apocalypse in Your Company”. These initiatives are specially designed to support active and engaged members of the international business community.



**"We established
a great working
culture and will
remain in touch
for many years
to come."**

Lena Woodward
Banking Marketing Lead,
Deloitte Switzerland
Class of 2015

Alumni Hub

The online platform created by the EU Alumni Association gives access to information regarding workshops, networking events and career development opportunities. Members use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer career opportunities and mentor others, sharing their expertise and inspiring the next generation of business leaders.

New graduates benefit from having the solid base of professional contacts the alumni network provides. The network is full of established professionals who share similar ideologies and can provide support for business ventures or mentorships.

Our alumni work at some of the biggest global companies including Google, Facebook, Microsoft, Sony, Nike and Deloitte.

For more information, please email alumni@euruni.edu

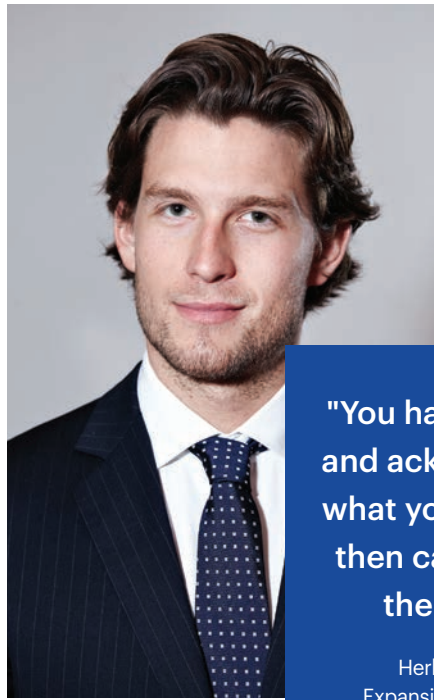
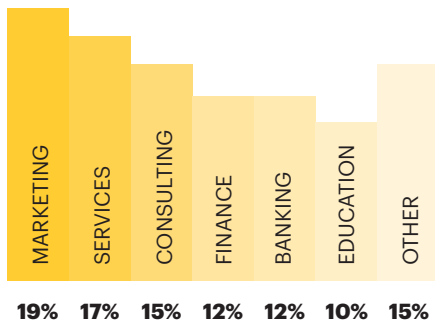
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

27,000+

SECTOR



"You have to love and acknowledge what you do; only then can you be the best."

Herbert Petz
Expansion Manager,
Arnold Investments
Class of 2010

LINKEDIN SUBGROUPS

17

STUDENTS GO ON TO

ACTIVE USERS ON THE
EU ALUMNI HUB

2,000+

ALUMNI
NATIONALITIES

100+

OUR ALUMNI WORK AT



Google

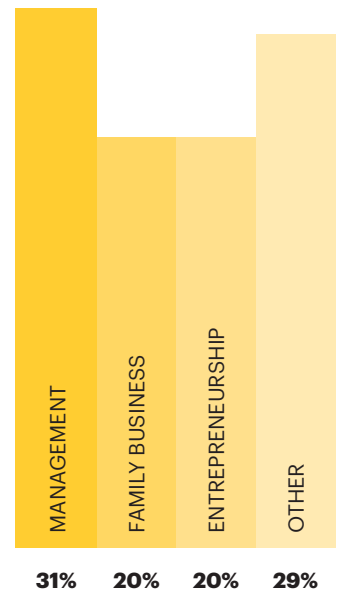
SONY

Deloitte.



facebook

Marriott





On EU campuses,
students from all over
the world join together
to create a
global community
that speaks the
same international
language:
business
#ExperienceEU

