

**Barcelona**  
BA (Hons)  
Program





## Barcelona: 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.

### 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 and exams.

**Experiential learning:** Learn by doing through case-based projects and business simulations, among others.

**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.

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 the works of acclaimed artists 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 are sure you will feel at home in no time at all. The EU Business School Barcelona experience will immerse you in this vibrant, innovative city, renowned for its dedication to technology and entrepreneurship.

# 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, Montreux, 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 provide networking opportunities around the globe. Inter-campus and global exchange programs further enhance our students' international experience.

The BA (Hons) in Business Management with seven pathways is 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.bcn@euruni.edu](mailto:admission.bcn@euruni.edu) with any questions you might have.

## EU BUSINESS SCHOOL GROUP

### 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

\*\*\*\*  
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

#42

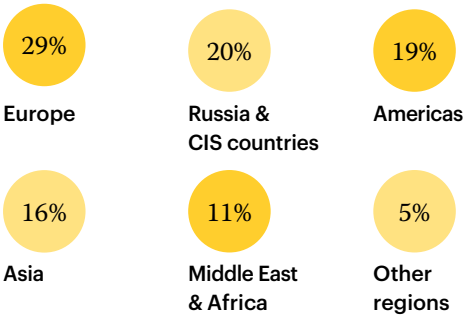


Ranked #42 in the QS European MBA Rankings

# Our Numbers Talk

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

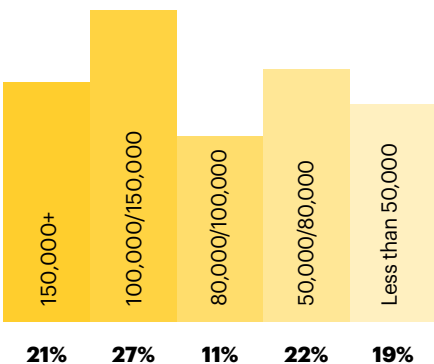
## STUDENTS BY REGION



## 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

**17-26** BA (HONS) STUDENT AGE RANGE

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

## WORK PLACEMENT BY REGION

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

# About the Bachelor of Arts (Hons) Program

The BA (Hons) in Business Management is a three-year, six-semester program with seven pathways (180 ECTS), which is designed for you to hone your management skills and specialize in a particular area of business. The first year comprises core courses to give you a solid grounding in all essential business disciplines, while the second and third years incorporate your chosen pathway, in addition to the core courses.

In today's competitive business world, a specialized skillset in addition to core business knowledge is what will make you stand out. The BA (Hons) in Business Management has seven pathways to provide you with deep insight into major business disciplines: international business, marketing, finance, enterprise, human resources management, business technology as well as supply chain and logistics.

After completing the program, you will earn a U.K. state-recognized BA (Hons) in Business Management (in your specific pathway) degree awarded by University of Derby (UoD) in the U.K. This BA (Hons) program is additionally accredited by the Chartered Management Institute (CMI), which gives you the opportunity to earn an extra international qualification, CMI's Diploma in Management and Leadership.

## BA (Hons) in Business Management (International Business)

**Students completing this pathway pursue careers in:**

- Purchasing
- International sales
- Business development
- Program management

The Business Management (International Business) pathway gives you a cohesive education touching upon all aspects related to the international business arena. You will analyze international environments through economics, strategy, law, finance, marketing and trade. The program prepares you for today's increasingly globalized world of business from a cross-cultural perspective. As a graduate, you will be prepared to start your own international business, join an already existing company or help to expand a local company's international reach.

A sample of the program courses:

- Marketing Across Cultures
- Sustainable Development and International Business Law
- International Political Economy

## BA (Hons) in Business Management (Marketing)

**Students completing this pathway pursue careers in:**

- Marketing
- Trade marketing
- Consumer insights
- Media planning

The Business Management (Marketing) pathway gives you the right knowledge and tools to excel in today's post-modern marketing environment. You will be introduced to the fundamentals of the field and understand how marketing functions within the different departments of real businesses and with customers. The ability to combine elements of different business disciplines is vital to your career, and key to your development as a successful marketer. The skills you learn through the program will help you excel in the marketing field.

A sample of the program courses:

- Digital and Social Media
- Marketing Strategy
- Content, Copywriting and Creativity

## BA (Hons) in Business Management (Finance)

**Students completing this pathway pursue careers in:**

- Cost analysis
- Financial analysis
- Accounting
- Financial planning

The Business Management (Finance) pathway trains you in specialized skills that will enable you to take up a position in the finance industry. You will be introduced to the key concepts of accounting that will expand your knowledge in financial analysis and financial projections and develop your teamwork, leadership and project management skills through the work and assessments you undertake. In addition, you will learn to critically evaluate strategic business issues while refining your financial decision-making processes and problem-solving skills.

A sample of the program courses:

- Managing Financial Resources
- Financial Statement Analysis
- International Business
- Performance Appraisal



EU conference on artificial intelligence and Internet of Things with Pepper.

# 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/February

**Duration:**  
Three years  
(six semesters)

**Tuition fee per semester:**  
€6,450

## BA (Hons) in Business Management (Enterprise)

**Students completing this pathway pursue careers in:**

- Entrepreneurship
- Business consultancy
- Innovation management
- Business development

The Business Management (Enterprise) pathway is designed to prepare you to be a future entrepreneur, with the skills and knowledge to start your own business or to run departments within larger companies. The program presents a general business outlook while developing your integrated perspective of business. This program helps to create a compelling personal point of view which will help you land your leading role. You will also develop your skills in venture management, team project-planning and launching a business.

A sample of the program courses:

- Enterprise, Entrepreneurship and Strategic Growth
- Innovation and Implementation
- Freelancing Skills and Working For Yourself

## BA (Hons) in Business Management (Human Resources Management)

**Students completing this pathway pursue careers in:**

- Talent acquisition
- Compensation and benefits
- Human resources
- Training and development

The Business Management (Human Resources Management) pathway is set in the broader field of business, management and corporate strategy. The curriculum emphasizes how human resources strategies and management decisions have an important and lasting impact on the performance of organizations, regardless of size, type or sector. You will develop the techniques and soft skills to maximize employee performance from social, cultural and political perspectives.

A sample of the program courses:

- Employment Law in the Workplace
- People Resourcing and Talent Planning
- Employee Engagement and Wellbeing

## BA (Hons) in Business Management (Business Technology)

**Students completing this pathway pursue careers in:**

- Innovation management
- Business analysis
- Data science
- Technology consultancy

The Business Management (Business Technology) pathway teaches you essential business management skills and provides you with a critical understanding of the IT universe within business. In this pathway, you will develop the analytical skills needed to effectively assess business problems and learn how to define the technical specifications needed to achieve optimal solutions. You will also develop the practical skills needed to design and implement scalable databases and will acquire know-how on how to achieve an effective IT customer/supplier relationship.

A sample of the program courses:

- IT Business Analysis
- The Corporate IT Landscape
- Databases

**SOME OF THE COMPANIES  
WHERE OUR ALUMNI WORK:**



**SONY**

**Deloitte.**

**amazon**



**Microsoft**

**CREDIT SUISSE**

**Kellogg's**

**facebook**



**NOVARTIS**

# Admission Requirements

1 certified copy of high school diploma or equivalent and transcripts

Proof of English level: TOEFL score 80 (internet-based), 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; PTE 57; or equivalent; or English native

2 letters of recommendation

1 written or video essay

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

## BA (Hons) in Business Management (Supply Chain and Logistics)

**Students completing this pathway  
pursue careers in:**

- Distribution management
- Supply chain management
- Procurement
- Demand planning

The Business Management (Supply Chain and Logistics) pathway gives you comprehensive knowledge of business management as well as specialist knowledge in supply chain management.

Within this pathway, special emphasis is placed on the strategic implications of supply chain and how it can be used by organizations to gain competitive advantage. You will consider the latest critical and evaluative thinking in supply chain strategy and will learn how sustainability and international supply chain management are becoming increasingly important to organizations across different sectors.

A sample of the program courses:

- Sustainable Supply Chains
- International Purchasing & Supply Chain Management
- Supply Chain Strategy

## University of Derby

University of Derby (UoD) is a public university recognized by the U.K. government's higher education authorities. It is audited by the Quality Assurance Agency (QAA), the official quality assurance body for the Office of Students (OfS), the regulator for higher education in England.

University of Derby has a long and rich history which stretches back to 1851. It gained university status in 1992. Strategically located in the heart of England where flagship companies such as Rolls-Royce and Toyota are based, it provides over 300 study programs at undergraduate level. It also offers short courses, foundation and postgraduate degrees to a diverse student body of approximately 30,000 students.

The purpose of University of Derby is to empower people across the globe to achieve their potential and make a positive contribution to society. It has a practical approach to education to ensure students are ready for a successful career.

University of Derby has been recognized as one of the top universities in the U.K. It ranked sixteen in the subject areas of business, management and marketing in the Guardian University Guide 2021. This prestigious higher educational institution was also named Higher Education Institution of the Year at the NEON HE Awards, and University of the Year at the UK Social Mobility Awards in 2020.



