

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 information 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're looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus,

Dr. Dirk Craen
EU Business School
President



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 Geneva, Montreux, Barcelona, 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 students 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 international business; communication & public relations; international marketing; global banking & finance; leisure & tourism management; entrepreneurship; digital business; sports management and blockchain management, among others.



With our global network, we encourage students 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. Our students in Barcelona can earn official qualifications on campus, thanks to partnerships with the Universidad Católica de Murcia in Spain and the University of Roehampton in London.

For students who 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 is comprised of 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.

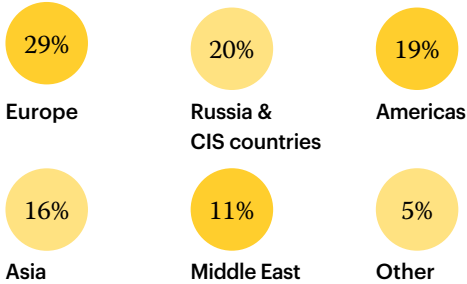
Ranked among the best: Programs within our network are consistently featured in the top tier of global and European rankings.

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.

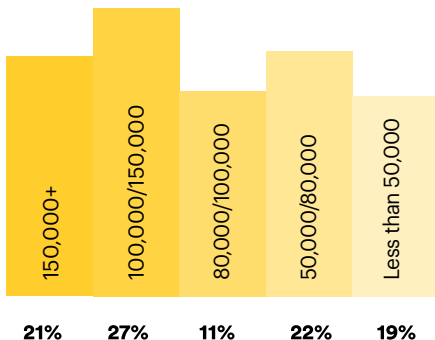
STUDENTS BY REGION



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

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

eu Business School | 45 Years

SHAPE THE FUTURE

COMMENCEMENT CEREMONY 2018

eu Business School | 45 Years

WELCOME #EUC



eu Business School

COME
Class18

eu Business School

45 Years

SHAPE
THE
FUTURE

#EUClass18

COMMENCEMENT
CEREMONY
2018



eu Business School



Accreditations and Official 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, students earn a state-recognized university MBA degree accredited by Universidad Católica de Murcia, Spain, (*título propio*) and a private degree from EU Business School Switzerland that is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua.



Dual Qualifications

MSc IN INTERNATIONAL MANAGEMENT MBA

While completing one of the EU MBA programs, students can also earn a state-accredited degree from the University of Roehampton in London, U.K..



MEMBERSHIPS:



RANKINGS:

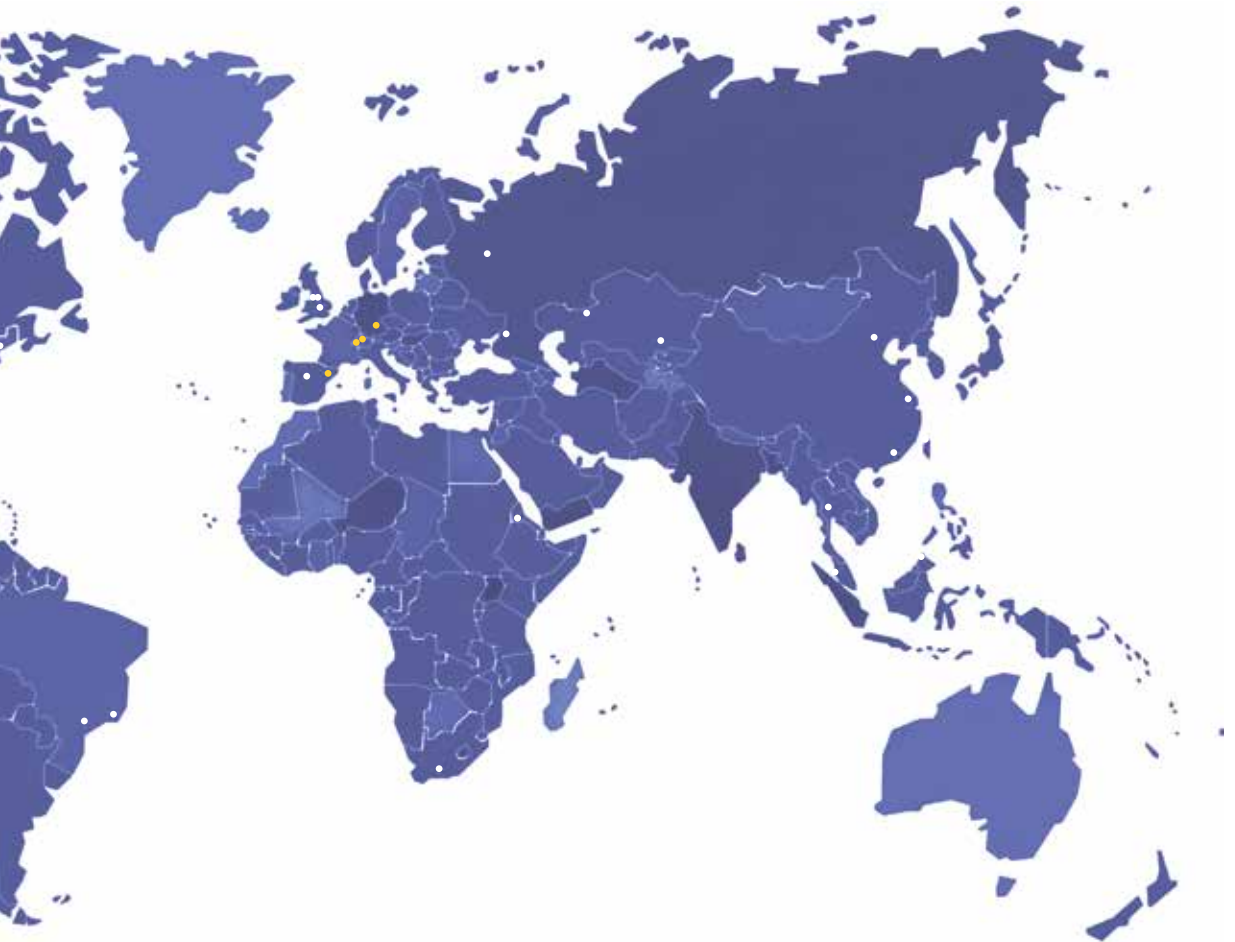
1

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





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 our students. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, students are able to add a truly global perspective to their education.

- EU's main campuses
- Exchange opportunities

4 STARS

Awarded four stars for 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

18

EU's Online MBA ranked 18th in the world by QS Top MBA

Your Life at EU

You'll 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'll also get an inside look at the world's most important companies and meet the visionaries behind them.

Chairman of Crédit Suisse, Alexandre Zeller, addresses students, alumni and guests at the Commencement Ceremony



Students meet with potential employers at the EU Annual Careers Fair



Students take part in tours of Barcelona and networking events

Students visit the Desigual headquarters for a company talk



Students and alumni visit Google Campus Madrid

EU Business School hosts former Swiss President Adolf Ogi's book launch at the United Nations in Geneva



Kofi Annan, former UN Secretary-General of the United Nations and Michael Möller, Director-General of the United Nations Office at Geneva, together with EU students were present at Adolf Ogi's book launch



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, and while the city celebrates its traditional ties, it also welcomes new ideas with open arms. This is exemplified by Fira Barcelona, a venue that hosts events such as the Mobile World Congress, eFintech and Bizbarcelona, attracting 2.5 million visitors and 30,000 companies each year.

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'll 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

900+

startups are based in Barcelona



<2 hours by plane to:

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

Explore:

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

€10.20:

The T-10 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



"If it were up to me, I would stay in Barcelona for the rest of my career."

Lionel Messi

The City and the Sea

Whether it's exploring the narrow streets of El Gòtic, 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.



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. Patios 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 *plazas* 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.



1

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 and La Barceloneta beach



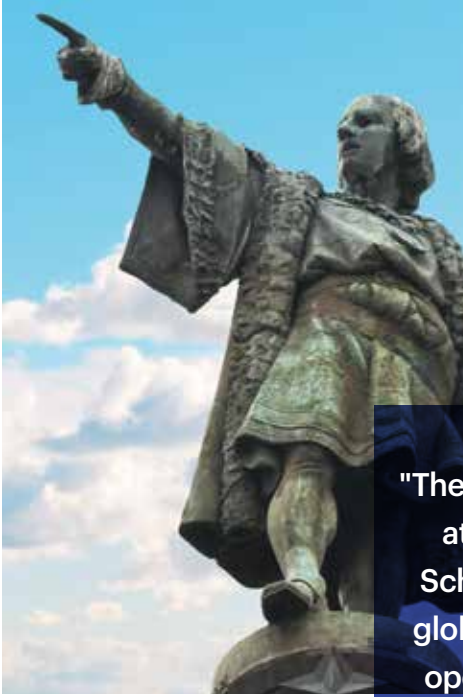
A Campus at the Center of it all

EU Barcelona is centrally located within the affluent neighborhood of La Bonanova and the upper-Diagonal business district, close to many international consulates and financial organizations. We are just a short trip to Tibidabo, the highest point in the city.



A short five-minute train ride will bring you to Plaça Catalunya and exceptional art museums, historic treasures and local eateries. Make sure you keep an eye out for the many world-renowned sporting events and activities that take place throughout the year. With Camp Nou, the home field of FC Barcelona less than three kilometers away from campus, you'll never have to worry about missing a football match!

The campus sits amongst picturesque urban parks that are perfect for a sunny lunch break, with cafés, bakeries and bars nearby along with the public library, Biblioteca Pública Clarà. The neighborhood is also home to modernist buildings by the renowned Catalan architect Antoni Gaudí, in addition to boutique shops, numerous gyms, sporting facilities and fantastic restaurants.



"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
BA and MBA alumnus



99,000

spectators fit inside Europe's largest stadium, Camp Nou

100+

years is how long Europe's oldest theme park, Tibidabo, has been entertaining people

5min

by train from EU to Plaça Catalunya

Our campus buildings are equipped with state-of-the-art learning facilities with floor-to-ceiling windows that take advantage of natural light.

Wi-Fi access is available across campus and every classroom has a SMARTBoard with a high-tech sound system. Video-conferencing facilities are available, and support is provided across campus by

networked computers and laser printers with associated multimedia technology.

When not in class, students on either campus building can use our student lounges to relax, play football, grab a snack or catch up with friends. They also have the option to study or do their homework in our library or study room.



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

Dual qualifications on campus

MSc in International Management

MBA

(both awarded by the University of Roehampton)



Programs

About our MBA Programs

Today's employers are on the lookout for MBA candidates with international exposure 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, students will earn a state-recognized (*título propio*), university MBA degree accredited by the Universidad Católica de Murcia, Spain and a private and internationally accredited MBA degree from EU Business School Switzerland.



Geneva

Students can also earn a dual qualification, a state-accredited MSc in International Management or an MBA from the University of Roehampton in London, while studying on our Barcelona campus.

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 problem-solvers.

Geneva, Switzerland

With leading international organizations, such as the United Nations, World Trade Organization, World Health Organization and Red Cross headquartered here, it's no wonder that Geneva is a global financial hub. Good food, a high quality of life and easy access to other metropolises around Europe make Geneva a high-functioning and attractive cosmopolitan city.

Montreux, Switzerland

This Swiss city sits on the northeast corner of Lake Geneva. Old-world charm sits lakeside to meet a vast natural landscape. Complemented by a dynamic population of multilinguals and known worldwide for the Montreux Jazz Festival, this picturesque city has been home to legendary



Montreux

artists including David Bowie, Freddie Mercury, Igor Stravinsky and Vladimir Nabokov.

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. Coined as 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. Students will earn a state-recognized (*título propio*), university MBA degree accredited by the Universidad Católica de Murcia, Spain, and a private and 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 prestigious QS Stars Ratings. Our MBA programs are ranked in the top tier for global and European MBA programs by CEO Magazine. Moreover, QS MBA Guide ranks EU Business School fifth for the best MBA salary uplift in Europe in their Return of Investment Report.

As an MBA student, you will develop your business personality and hone your management skills through lectures, company visits, seminars, workshops, 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 de Murcia** (UCAM) in Spain is an official private university recognized by the Spanish Ministry of Education and audited by the National Agency for Evaluation Quality and Accreditation (ANECA). It was ranked the sixteenth top university in Spain by U-Multirank.

Dual Qualifications on Campus

While completing the EU MBA program, you have the possibility to earn a second distinct qualification, a U.K. state-accredited degree. Choose to study either an MSc in International Management or an MBA from the University of Roehampton (UoR) in London, on our Barcelona campus.



In order to obtain your second qualification, you must complete 120 ECTS. This is achieved through the completion of a final EU business competency simulation and a UoR dissertation in addition to your EU MBA coursework.

The UoR MSc program is designed for aspiring professionals with less than two years of work experience, while the UoR 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. We also offer a two-year, part-time option for professionals who want to continue focusing on their careers while upgrading their skill set.

Choose from one of the following programs:

MSc in International Management
MBA

The **University of Roehampton** in London is a state-recognized public university. It adheres to the standards set by the U.K Quality Assurance Agency for Higher Education (QAA). It was named the most research-intensive university in the U.K..



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 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.

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 students 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'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
- 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 diverse areas in 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. 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 Management
-

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 multi-billion 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 HRM
 - _____ 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
 - _____ Architecture & Hotel Design
 - _____ 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:

- _____ Business Strategy Simulation
 - _____ 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 Career Fairs

During our annual EU Careers Fair in Barcelona, 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 HR 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 career fairs.

EU Career Services Department workshops:

Navigating Development and Making Wise Decisions

- Marta Chicano, executive coach and organizational development consultant

What's Your Role in Life?

- Carlotta Chiesa, partner at Barna Coaching Group

Past internships attained in Barcelona:

- Danone
- Inditex
- Accenture
- W Hotels
- Mandarin Oriental Hotels
- PTC
- Transperfect
- TravelClick
- Bloomberg
- King
- Ritz Carlton Hotels
- Calzedonia
- Telefonica
- Sellbytel

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.

02

Find exclusive internship offers

Exclusive offers are found on our Job-Teaser platform, which also serves as your profile for employers on the site.

03

Optimize and tailor your CV

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

04

Edit your cover letter

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

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."

Anna Wlodek
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

Business and brand development at Your Own Revolution



"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 our students an abundance of networking opportunities. At these events, they 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 organize activities that create further opportunities for our students.

Throughout the year, EU hosts several networking events around the world to bring students, 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 students to participate in a number of events around the world.

EU Barcelona is proud to partner with:

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

Companies created by EU Barcelona alumni:

- TempEmp
- E-NONYMOUS

EU students attend events including:

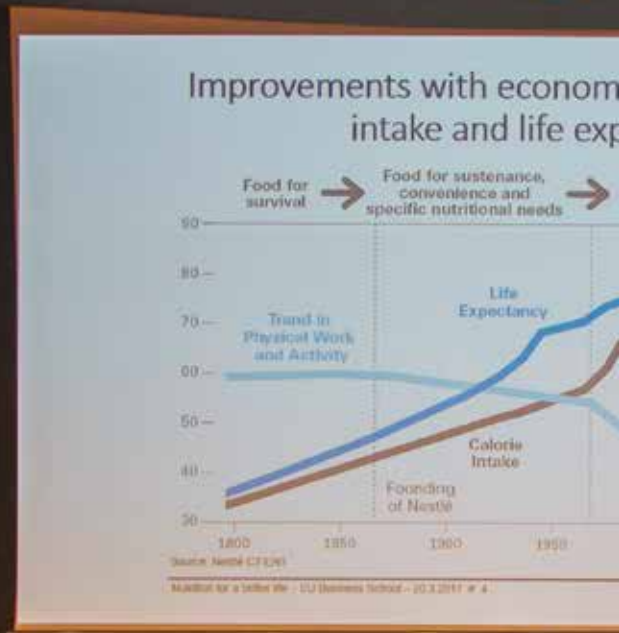
- Barcelona Challengers Conferences
- Baselworld
- Change the World Model United Nations in New York (CWMUN)
- Entrepreneurship School
- G200 Youth Forum
- Google Campus Madrid
- Have a Drink With
- Morpheus Cup
- Pitch Bootcamp
- Primavera Pro
- Sports Forum
- TEDx

#EUPeterBrabeck

eu Business School

BARCELONA | GENÈVA | MONTREUX | MUNICH | ONLINE

#StartHere



eu Barcelona



Food for pleasure, nutrition and health



Nestlé SA

#EUPeterBrabeck

eu Business School

BARCELONA | GENEVA | MONTSELEX | MUNICH | ONLINE

#StartHere



#StartHere



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.



03

02

01

LEARNING FROM LEADERS:



Dr. Raghavan Seetharaman
CEO of Doha Bank Group
helped students gain a comprehensive idea of market dynamics. He has also given lectures on global governance and sustainability.



Yves Leterme
Former Prime Minister of Belgium and Secretary-General of the International Institute for Democracy and Electoral Assistance (IDEA) told students to be the positive business presence of the future.



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



Brian Cookson OBE
Former President of the Union Cycliste Internationale (UCI) disclosed the similarities between sport and business: accountability, professionalism, transparency and integrity.

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

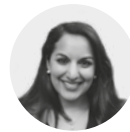
10


**W
HOTELS**

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.



Otto Hoedemaker
Business Development Manager at AXA laid out the basics of business development in an international setting, starting with the importance of learning by doing.



Zara English
Head of Diversity 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.



**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

Dual qualifications on campus:

MSc in International Management

MBA

(both awarded by the University of Roehampton)

Step 2: Check the entry requirements

The admission process at EU Business School is clear and straightforward. You must reach 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 temporary; 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 and provide translations in Spanish of all documents.

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/student-services-barcelona

Living in Barcelona

As a city popular to both study and work in, finding accommodation in Barcelona can be a real challenge. Therefore, we encourage all new students to begin their housing search while waiting for their 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. Along 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 12 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 is something that 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 or 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
-





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 top 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
Community Specialist,
World Economic Forum
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.

Keeping in touch after graduation provides important professional contacts, as alumni Julian Marquardt Baladurage and Danielle Prieto can attest to. After graduating from EU, Prieto joined Baladurage's technological solutions company, MBJ Integrated Technologies, and they now enjoy an excellent working relationship.

For more information, please email alumni@euruni.edu

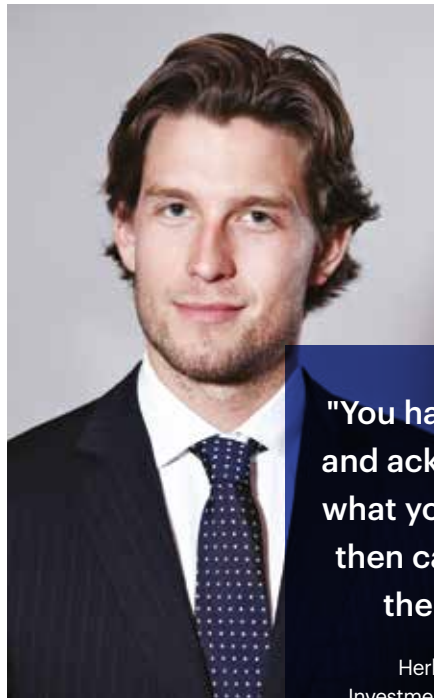
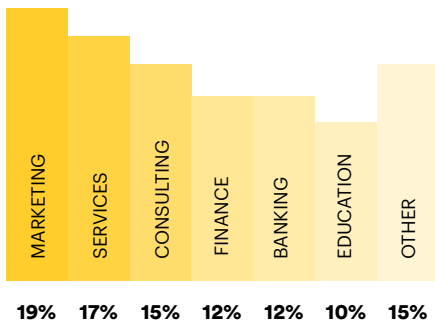
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

27,000+

SECTOR



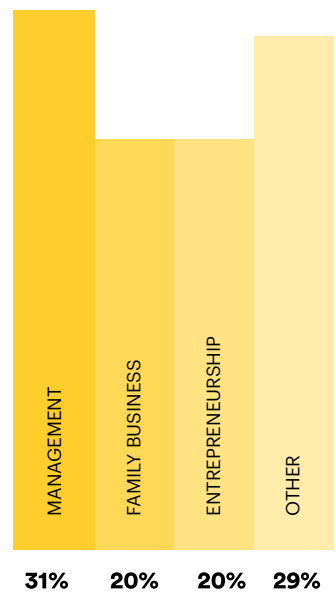
"You have to love and acknowledge what you do; only then can you be the best."

Herbert Petz
Investment Consultant,
CBRE
Class of 2010

LINKEDIN SUBGROUPS

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STUDENTS GO ON TO



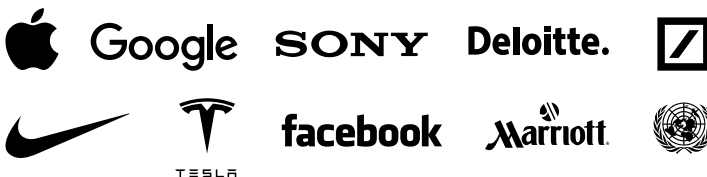
ACTIVE USERS ON THE EU ALUMNI HUB

2,000+

ALUMNI NATIONALITIES

100+

OUR ALUMNI WORK AT





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

Business

#ExperienceEU

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& Aktobe (Kazakhstan) | Taipei (Taiwan) | Hong Kong,
Shenzhen, Shanghai & Beijing (China) | Kuala Lumpur &
Kota Kinabalu (Malaysia)

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