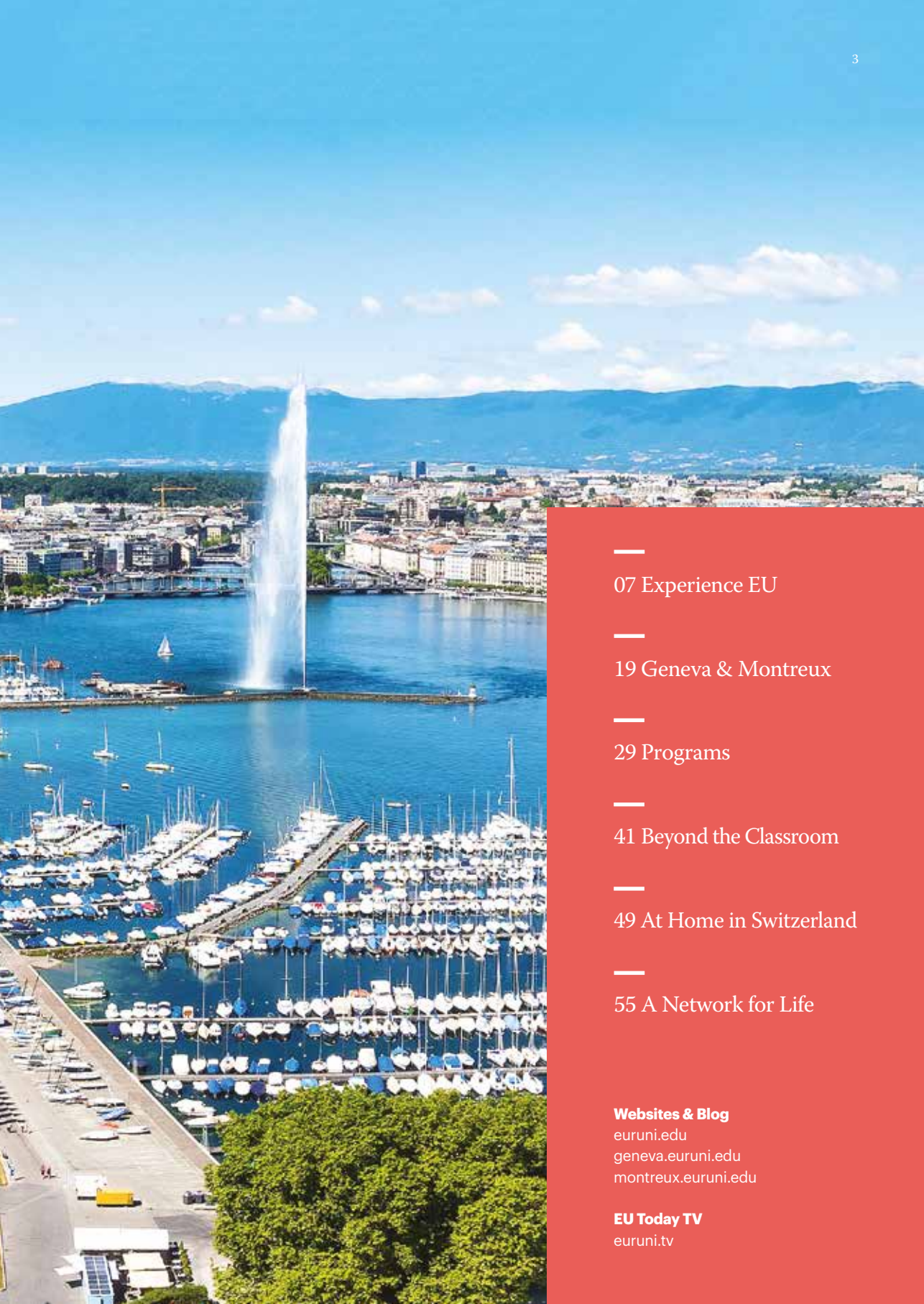


**Geneva & Montreux
Foundation &
Bachelor's
Programs**



#StartHere





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Websites & Blog

euruni.edu
geneva.euruni.edu
montreux.euruni.edu

EU Today TV

euruni.tv

The world is
changing.
EU is ready.
Are you?
Start here.



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.

In Switzerland, EU provides students with the choice between two distinct campuses, one in Geneva and one in Montreux. Both campuses offer various programs at the foundation, bachelor's, master's and MBA levels. These include business administration, communication, tourism management, international relations, sports management, business finance, digital business and international business, among others. We also offer a DBA program on our Geneva campus.



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. In partnership with the University of Roehampton in London, our students in Switzerland can participate in our BSc (Hons) program to earn a U.K. state-accredited degree. Additionally, degree partnerships with University of Derby in Derby, U.K.; Universidad Católica de Murcia (UCAM) in Murcia, Spain; Tecnológico de Monterrey (ITESM) in Monterrey, Mexico; Pace University in New York, U.S.A.; Stamford International University in Bangkok, Thailand; and the University of California in Riverside, U.S.A.; among others, offer students the chance to study further qualifications in diverse and enriching environments.

For students who want an international, flexible and innovative business education, we invite you to read through this brochure and contact our admissions departments at:

Geneva campus: admission.gva@euruni.edu

Montreux campus: admission.mtx@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.

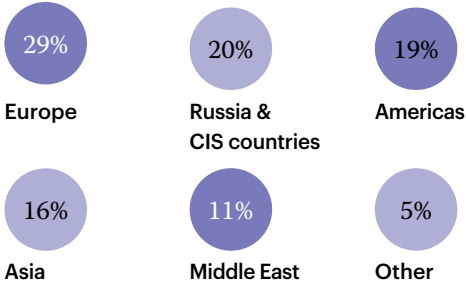
Building a business personality: We are committed to encouraging students to build the most valuable brand they can market: themselves.

We are different.
We are innovative.
We are flexible.
We are global.

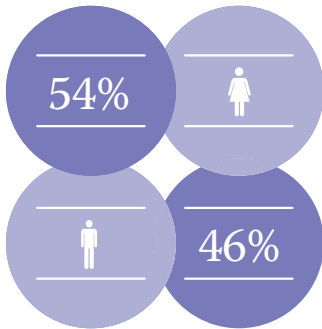
Our Numbers Talk

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

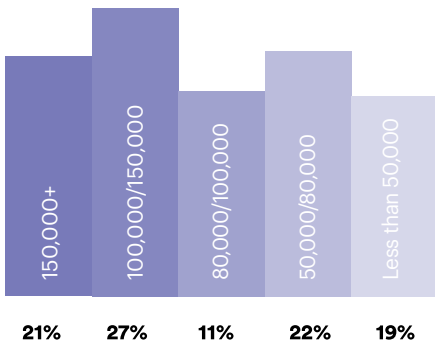
STUDENTS BY REGION



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

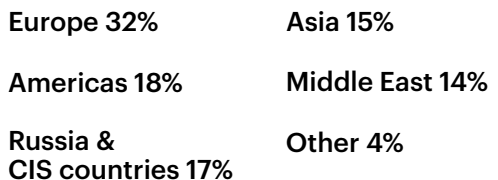
95% INTERNATIONAL STUDENTS

3.5 AVERAGE LANGUAGES SPOKEN

17-26 BACHELOR'S STUDENT AGE RANGE

37% OF STUDENTS TAKE ADVANTAGE OF OUR TRANSFER OPPORTUNITIES

WORK PLACEMENT BY REGION



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



Accreditations and Official Qualifications



BACHELOR'S (BBA/BA/BS) PROGRAMS IN ONE OF SEVEN SPECIALIZATIONS:

- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Digital Business, Design & Innovation
- Business Finance

Upon completing the EU bachelor's programs, students earn a private degree from EU Business School Switzerland that is internationally accredited by ACBSP, IACBE, IQA and certified by eduQaa.



BSc (HONS) IN INTERNATIONAL BUSINESS

After studying five semesters of the above-mentioned EU bachelor's degrees, students can choose to complete two additional semesters and earn a dual qualification. With this option, in seven semesters (three years), students graduate with a state-accredited degree from the University of Roehampton in London, U.K., in addition to their EU Business School degree.



DIPLOMA OF ADVANCED STUDIES IN ONE OF THE SEVEN SPECIALIZATIONS:

Students may also study an additional semester of their specialization and earn a Diploma of Advanced Studies (DAS) in this subject which is accredited by Universidad Católica de Murcia (UCAM), Spain, and state-recognized (*título propio*).



MEMBERSHIPS:



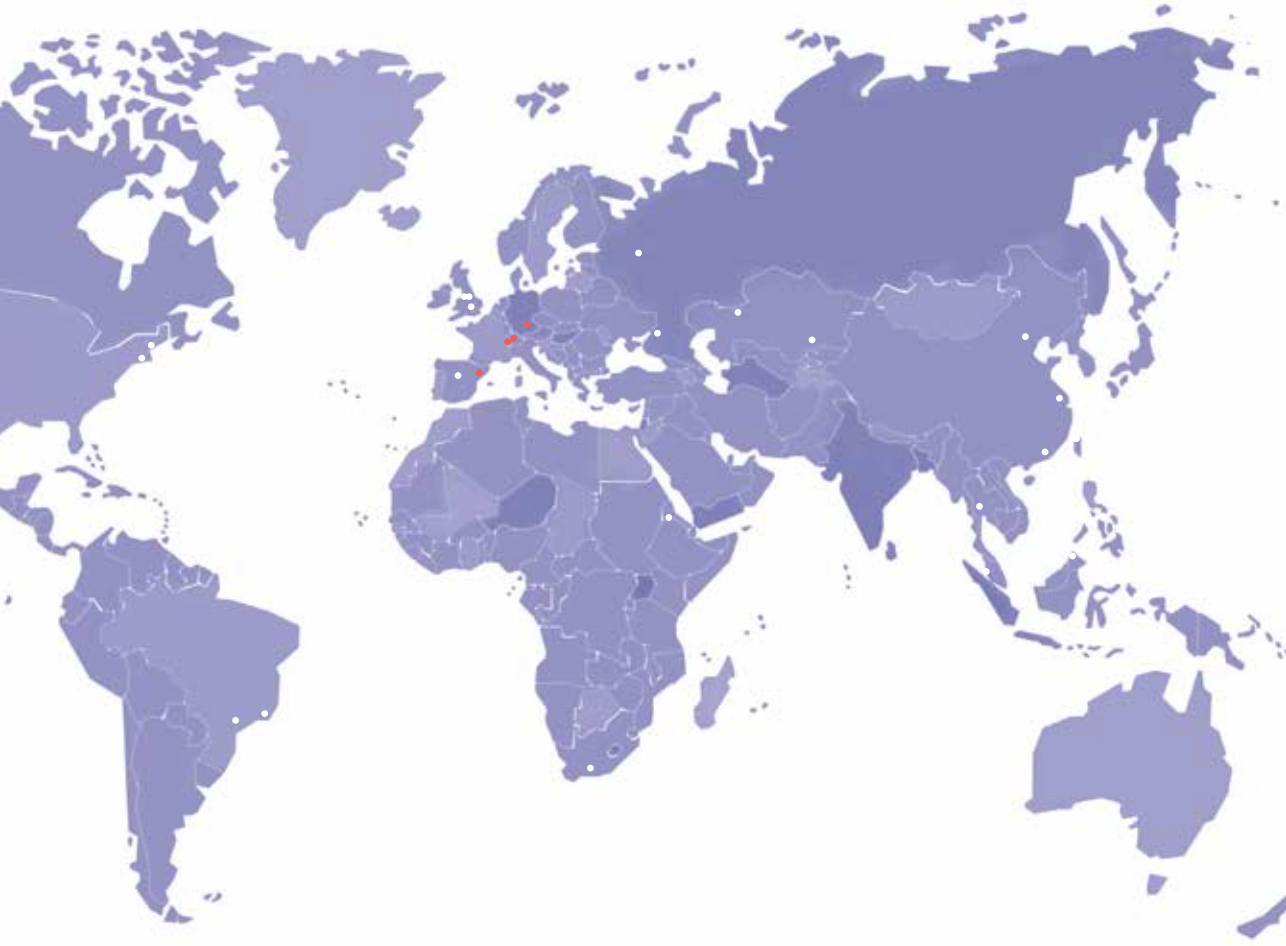
RANKINGS:

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.



EU basketball team



EU welcome party



Sharing culture and making connections at student-organized events

CEO of the Montreux Jazz Festival, Mathieu Jatton, addresses students, alumni and guests



Students get a behind-the-scenes look at automotive company Tesla

"Discovering different cultures, seeing how the world's leading organizations operate and having a new perspective about today's business world are valuable experiences that EU Business School offers."

Myriam Katar
BA student



Students visit the Swiss Alps for the annual EU ski trip

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 Møller, Director-General of the United Nations Office at Geneva, together with EU students were present





Geneva & Montreux

In Switzerland, EU offers students a choice between two distinct campuses on the shores of Lake Geneva. The area offers its residents high quality of living at the foothills of the Alps.

Geneva, the Center of Diplomacy and Finance

Geneva is a leading financial center and home to the highest number of international organizations in the world, some of which include the United Nations, the World Trade Organization, the World Health Organization and the Red Cross. An ideal global destination for international conferences and negotiations, Geneva is the location of over 200 diplomatic missions and 119 financial institutions.



Palace of Nations

Explore:

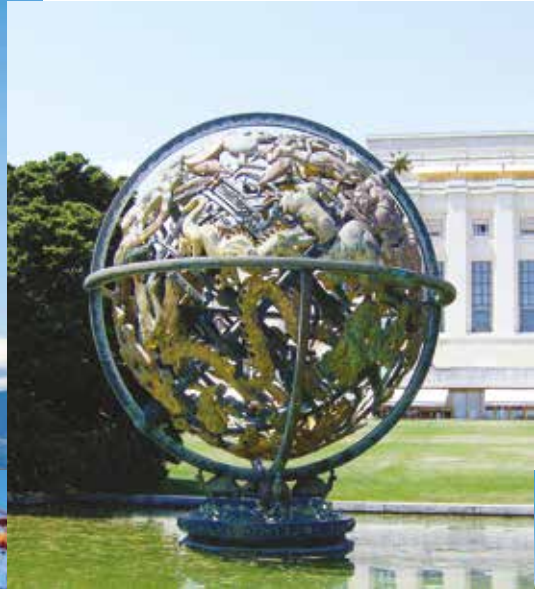
- Palace of Nations
- International Red Cross and Red Crescent Museum
- English Garden
- Bains des Pâquis
- Jet d'Eau
- Pointe de la Jonction
- Annecy
- Promenade of Lake Geneva
- Parc des Bastions



The Broken Chair sculpture by Daniel Berset

Nestled between the Jura mountains to the west and the French Alps to the east, and situated on the bank of Western Europe's largest lake, Geneva is easily one of the most picturesque cities in Europe. With its central location, Geneva can be reached within one hour by plane from most major cities in Europe. It's no wonder that a city of 200,000 inhabitants is the diplomatic center of world.

Jet d'Eau



The Celestial Sphere in Ariana Park



Geneva Flower Clock

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

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

Like a local:

For three nights a year, art galleries throughout the trendy Plainpalais district in Geneva open their doors to the public for free viewings and wine.

#8

on Mercer's 2018 Quality of Living Rankings

4km

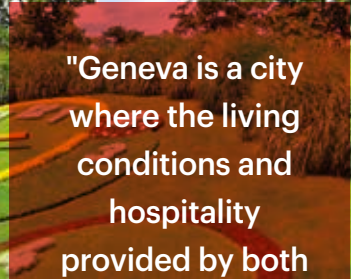
from Geneva to France

37k+

people are employed in the financial sector

40%

of residents are international, the highest percentage in Europe



"Geneva is a city where the living conditions and hospitality provided by both

the population and authorities of Geneva - at all levels - are exemplary and greatly facilitate the work and daily life of WHO employees."

Dr. Margaret Chan
Former Director-General of World Health Organization

EU Geneva Campus Life

The EU Geneva campus is located alongside the Rhône river close to the Pont du Mont-Blanc. This central location puts you at the heart of the world's leading businesses and is just a five-minute walk from the financial district and the main shopping area.

You'll feel right at home in your new neighborhood, surrounded by eclectic architecture and steps away from artisanal shops, trendy bars and restaurants. The area is well connected by public transportation, so you can easily move about and explore this charming city.

Head for a scenic lunch break at Philosopher's Island and Parc des Bastions. Need a quiet place to study? One of the biggest libraries in the city is a few minutes away on foot. In summer, you can take a refreshing swim in Lake Geneva at Bain de Pâquis beach or stroll through the flea market in Plainpalais. With the Alps just a short, one-hour drive away, you can hit the slopes every weekend. Geneva is also home to a number of music festivals and the Nuits de Bain - gallery nights that take place in the hip art district of Quartier des Bains.

The campus building houses state-of-the-art learning facilities. 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.

View from EU Geneva campus

1947

is the year the World Trade Organization was established

300+

non-governmental organizations (NGOs) call Geneva home

25%

of the city is covered by parks and green spaces





"My experience at
EU Business School
taught me to stop
doubting myself

and to work hard to
make things happen. Studying at EU
has opened my eyes
to cultural diversity
and presented me
with the opportunity
to make life-long
friends."

Mahmoud Hammoud
BA student





Montreux, Gateway to the Alps

Sports, music and business converge in this lakeside city, defined by its breathtaking surroundings and tranquil environment. Montreux is on the forefront of the international music scene, hosting the world-famous Montreux Jazz Festival every July.

With a dynamic mix of multilinguals and a large student population, you'll quickly feel at home in Montreux's close-knit community. The city is an ideal size, with everything you need just a pleasant walk away.

It is impossible to talk about Montreux without discussing its breathtaking landscape, sitting on the northeast corner of Lake Geneva. The city has inspired many writers, artists and singers, including David Bowie, Freddie Mercury, Igor Stravinsky and Vladimir Nabokov. Numerous hiking trails allow for quick excursions to nearby forests and if music is your thing, the Queen Studio

17

towns and cities make up the Montreux Riviera region

250k+

people attend the Montreux Jazz Festival each year

300k+

tourists visit the Chillon Castle each year

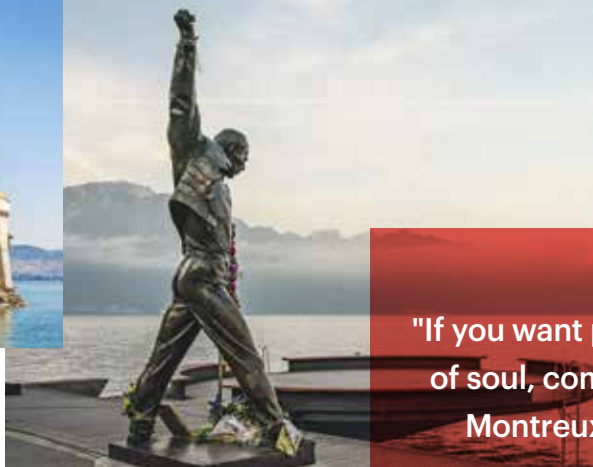
1971

is the year Deep Purple recorded their album at the Montreux casino

Montreux Jazz Festival



Chillon Castle



Freddie Mercury Statue

"If you want peace of soul, come to Montreux."
Freddie Mercury

Experience offers a glimpse into the iconic group's recording history in Montreux's original Mountain Studios.

In summer, the city comes alive with the arrival of the Montreux Jazz Festival. The event attracts hundreds of thousands of visitors from far and wide who come to listen to the world's greatest musicians. When temperatures start to rise, everyone heads to Lake Geneva's beaches to enjoy sailing, sunbathing and watersports. As the seasons change, Montreux

transforms into a winter paradise. With world-famous ski slopes just an hour's drive away, most locals like to spend their weekends on the slopes. In November and December, the annual Christmas market, Montreux Noël, offers festive and fun-filled stalls that provide locals and tourists the opportunity to savor traditional Swiss treats while shopping for unique gifts.

Like a local: Head to the picturesque town of Yverne and take a wine tour. It's a short drive from the EU Montreux campus.

Explore:

- The Olympic Museum in Lausanne
- Chillon Castle
- Charlie Chaplin Museum
- Queen Studio Experience
- Narcissus Hiking Trails
- Nestlé's nest Museum
- Lavaux, UNESCO World Heritage Site
- Gstaad
- Montreux Waterfront

EU Montreux Campus Life

EU Montreux is located in Villa Ormond, a manor house on the shores of Lake Geneva, in downtown Montreux. With many activities within walking distance of campus, it is the perfect location for both studying and socializing.



EU Montreux campus



Lake Geneva

Known as the Swiss Riviera, Montreux has a unique microclimate which keeps temperatures in the city four to five degrees above the regional average. These exceptional temperatures allow for the growth of flora typical of the Mediterranean, including cypresses and even palm trees. The campus is surrounded by luscious gardens that are perfect for an outdoor lunch or study break, and there is also a beautiful veranda at your disposal.

You can easily explore the quaint streets of Montreux and beyond with one of EU's bicycles which are available for you to use, free of charge, on campus. Hop on a bike or walk just a few steps to reach the

seven-kilometer promenade, which runs along the lake between Chillon Castle and the nearby town of Vevey, home to the headquarters of the world's leading nutrition, health and wellness company, Nestlé.

EU provides you with an outstanding learning environment that caters to all of your needs. The campus building houses state-of-the-art learning facilities with Wi-Fi access 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.



"I chose the Montreux campus because of the small class sizes and it's a close-knit community and so you have contact with lecturers and administration. You basically know everyone and I felt really comfortable there."

Jessica Putz
BS alumna



580km²

is the surface area of Lake Geneva, the largest lake in Western Europe



25

is the number of years Charlie Chaplin lived in the area



40min

to the nearest ski resort, Villars





Programs

FOUNDATION PROGRAMS:

English Foundation

Business Bridging

BACHELOR'S PROGRAMS:

EU Bachelor's degrees

BBA - Bachelor of Business Administration

BA - Bachelor of Arts in Communication & Public Relations

BA - Bachelor of Arts in Leisure & Tourism Management

BA - Bachelor of Arts in International Relations

BA - Bachelor of Arts in Sports Management

BA - Bachelor of Arts in Digital Business, Design & Innovation

BS - Bachelor of Science in Business Finance

Dual qualification on campus

BSc (Hons) in International Business

(awarded by the University of Roehampton)



Foundation Programs

Our bachelor's programs require a certain level of English and academic achievement. If you do not meet these requirements, we offer two preparatory programs which may only be taken as a precursor to our degrees. The English Foundation program is for those who need to improve their language skills while our Business Bridging program is for those who need to improve their academic level. Upon successful completion of these courses and in addition to your high school diploma or GED, you will be admitted to our bachelor's programs.

"The Business Bridging program provides students with a foundation of management strategies and theory, which will be built upon further at the bachelor's level."

Stef de Jong
Academic Dean
Swiss campuses



English Foundation

If you need to improve your English to meet our requirements, this specialized program will help you refine your language skills and prepare you for our bachelor's programs. All EU classes are taken in English, including assignments, exams, courses and dissertations.

English is a language necessary for any successful career in international business. The English Foundation program is a one-semester (13-week) course with start dates in September, February and June. The program is divided into three levels, each lasting four weeks with evaluations at the end of each. Students will take a final exam at the end of the course. Upon satisfactory completion of the program, students will be eligible to enroll in one of our bachelor's degree programs.

A sample of the program courses:

- _____ English for Academic Purposes
 - _____ Structures of Writing & Grammar
 - _____ Reading & Text Analysis
 - _____ Business English
-

Business Bridging

Many high school students aspire to enroll in an international bachelor's degree but lack the skills and background to do so. The Business Bridging program provides candidates with the necessary knowledge to succeed in our three-year bachelor's programs.

The Business Bridging program is a one-semester (13-week) course that acts as a bridge to the first year of our undergraduate programs. Students will strengthen their academic, communication and business English skills while studying management and economic concepts. Students can enroll in the program in October, February and June. Upon successful completion, students are automatically admitted into the first year of our undergraduate programs.

A sample of the program courses:

- _____ Business & Society
 - _____ Management Basics
 - _____ Introduction to Business Law
 - _____ Introduction to Economics
-



About the Bachelor's (BBA/BA/BS) Programs

The EU Switzerland bachelor's programs are six- or seven-semester, three-year programs (210 or 240 ECTS) that allow you to transfer to campuses in Barcelona and Munich during the first four semesters. With start dates in October, February, June and August, you will develop an entrepreneurial, creative and innovative mindset and become well-versed in international business principles.

We develop business professionals by combining traditional teaching methods with 'experiential learning' such as company visits, guest speaker sessions, business simulations, group discussions and project work, among others. We immerse students in a real-world business environment and expound on the latest technological advances to prepare you for the dynamic and challenging workplace.

In addition to a strong grounding in international business, we offer specialization options to help deepen your knowledge in major business disciplines. You gain expert knowledge in your chosen field to become more competitive in the job market.

With our fast-track option, you can accelerate your studies by completing one or two intensive summer semesters depending on your start date. You can also participate in study abroad programs and/or earn an additional qualification with our international academic partners around the world.

EU Business School's curriculum is in accordance with the Bologna Process, a standardization process of higher education across Europe in which ECTS are awarded.

You can choose from one of these seven bachelor's programs:

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Communication & Public Relations
- BA - Bachelor of Arts in Leisure & Tourism Management
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Digital Business, Design & Innovation
- BS - Bachelor of Science in Business Finance

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..

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.

Option one: single qualification

This is a six-semester, three-year program with 210 ECTS. The first year comprises core courses to provide students with a solid base in all fundamental business areas. Specialization subjects are incorporated into the curriculum from the third semester onwards. On successfully completing six semesters, two final case studies and a dissertation, students earn a private, internationally-accredited bachelor's degree from EU Business School Switzerland.

Example of EU Bachelor's programs' six semester structure

Academic Year	Fall	Spring	Summer
Year 1	Semester 1 Core courses	Semester 2 Core courses	Fast-track option available
Year 2	Semester 3 Core & specialization courses	Semester 4 Core & specialization courses	Fast-track option available
Year 3	Semester 5 Core & specialization courses	Semester 6 Core & specialization courses	

Option two: dual qualification

This is a seven semester, three-year program with 240 ECTS. The first-year core courses provide students with a solid base in all fundamental business areas. Specialization subjects are incorporated into the curriculum in the third, fourth and fifth semesters. In the third year, you will focus on business management modules to equip you with key managerial concepts, theories and tools necessary for any business field. Upon the successful completion of two final cases and a dissertation, you graduate with a private internationally-accredited bachelor's degree from EU Business School Switzerland and a state-accredited BSc (Hons) in International Business from the University of Roehampton in London.

Students who wish to further their knowledge in one of the seven specializations can take an additional semester and earn a Diploma of Advanced Studies (30 ECTS) which is accredited and state-recognized (*titulo propio*) from Universidad Católica de Murcia (UCAM), Spain.

Example of EU Bachelor's programs' seven-semester structure

Academic Year	Fall	Spring	Summer
Year 1	Semester 1 Core courses	Semester 2 Core courses	Semester 3 Core courses & specialization
Year 2	Semester 4 Core & specialization courses	Semester 5 Core & specialization courses	
Year 3	Semester 6 International Business	Semester 7 International Business	Semester 8 Diploma of Advanced Studies in specialization (optional)



BBA - Bachelor of Business Administration

Students completing this specialization pursue careers in:

- Marketing
- Management
- Finance
- Entrepreneurship

The Bachelor of Business Administration is a diverse degree that will prepare you for a full range of functions within the business world, making you a valuable asset to any organization. This program develops the business acumen required to conduct business that matters on a global scale. Students will cover international negotiation, cultures and languages, while exploring the complexity of multinational organizations, with their intricate hierarchies, social frameworks and administrative challenges.

A sample of the program courses:

- _____ Strategic Marketing
 - _____ Leadership & Team Building
 - _____ Cross-Cultural Business Issues
-

BA - Bachelor of Arts in Communication & Public Relations

Students completing this specialization pursue careers in:

- Advertising
- Media relations
- Digital communications
- Reputation and crisis management

Consumers have become active participants of the digital world, blurring the line between company and customer. Media today is driven by strong brands, social media campaigns and individual influencers that establish and propel relationships with target audiences. This ongoing dialogue is the key to reaching new customers and solidifying relationships with existing ones. This program will cover topics such as structuring public relations campaigns, media strategy and organizational communication and ethics.

A sample of the program courses:

- _____ Interpersonal Communication
 - _____ Persuasion & Lobbying
 - _____ Media Planning
-



BA - Bachelor of Arts in Leisure & Tourism Management

Students completing this specialization pursue careers in:

- Event organization
- Hotel management
- Customer service
- Digital tourism

Tourism is the fastest growing industry in today's business world. With this bachelor's program, you will get an in-depth and practical understanding of hospitality management; quality of service; event and conference planning; and sustainability as it applies to tourism. This overview of these key business areas ensures that you gain a deep understanding of the industry. Cases studies will allow you to apply theoretical knowledge to real-world scenarios and find appropriate solutions.

A sample of the program courses:

- _____ The Business of Tourism
- _____ Sustainable Tourism: Policies & Ethics
- _____ Event & Conference Management

BA - Bachelor of Arts in International Relations

Students completing this specialization pursue careers in:

- Diplomacy and foreign policy
- International corporate development
- Public, civil service and local government
- International communications

This program combines a global international relations outlook with the practical skills of business thinking. As corporations expand and blur national boundaries, they operate in a more complex landscape. This specialization provides a solid knowledge of the global economic environment recognizing politics, cross-cultural values and ethics as key components. Students who complete this program are trained to apply a global mindset to conflict management and resolution while considering growth and the bottom line.

A sample of the program courses:

- _____ Diplomacy & Foreign Policy
- _____ Social, Company & State Protocol
- _____ International Peace & Security



BA - Bachelor of Arts in Sports Management

Students completing this specialization pursue careers in:

- Team & club management
- Merchandising
- Sports event management
- Corporate sponsorship

International sponsorship and corporate competition have transformed sports into a multi-billion euro industry. International sports have set trends and redefined boundaries in international politics and cross-cultural communication, as well as trademark rights and financial models. This field requires professionals with specific sports management skills combined with deep business and financial understanding. Students acquire specific skills to meet the challenges of this competitive atmosphere through courses in negotiation, sponsorship and broadcasting, among others.

A sample of the program courses:

- _____ Sports Broadcasting
 - _____ Sponsoring & Sports Comm.
 - _____ Sports Facility Planning & Mgmt.
-

BA - Bachelor of Arts in Digital Business, Design & Innovation

Students completing this specialization pursue careers in:

- Digital startups
- Online marketing
- Digital innovation management
- Information technology

Digitalization is continually expanding horizons. In addition to startups and new ventures, established businesses are also going digital to appeal to new generations and adapt to modern technologies. They all need entrepreneurial innovators who can come up with creative solutions that are also practical and applicable. Through this program young business leaders will develop the skills, adaptability and curiosity to not just keep up with evolution, but also think ahead and drive change.

A sample of the program courses:

- _____ Boosting Creativity
 - _____ Digital Skills Development
 - _____ Entrepreneurship in Digitalization
-



BS - Bachelor of Science in Business Finance

Students completing this specialization pursue careers in:

- Banking
- Financial planning
- Financial analysis
- International finance

Business finance is about creating value for stakeholders which makes it a rewarding and challenging field to work in. In this specialization, you will learn how to make decisions based on financial risk and opportunity, anticipate your clients' needs and efficiently manage financial resources while balancing risk and profitability. Through a clear understanding of financial instruments and institutions, you will graduate with sound business ethics and a comprehensive overview of global finance.

A sample of the program courses:

- _____ Bank & Treasury Management
 - _____ Security Analysis
 - _____ Financial Derivatives
-

"To become game changers in a fast-paced world, we need to transform the way we do business, learn and communicate. Students need to be curious, creative, disruptive and adaptable to stay employable."

Dr. Jon-Hans Coetzer
Chief Academic Officer

Make Europe Your Campus

Add to your international experience by studying at one of our other campuses in Germany or Spain. Based on program availability, you may study a semester or full year abroad. Potential employers consider candidates who have lived in other countries and immersed themselves in different cultures to be adaptable, independent and better problem-solvers. Living abroad will also expand and strengthen your global network.

Munich



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.

Barcelona, Spain

As a major economic power in Spain, Barcelona prides itself on its collection of innovative entrepreneurs and growing business industries. With a very reasonable cost of living and endless opportunities to play sports and socialize, the city has made a name for itself as the cosmopolitan capital of the Mediterranean coast. The home of FC Barcelona, close to 1,000 startups and acclaimed artists such as Salvador Dalí and Antoni Gaudí, Barcelona has rapidly become a center for young, creative talent, with hundreds of enterprises and entrepreneurs embarking on business ventures here.

Barcelona





New York City

Go the Distance

After completing at least five semesters in Switzerland, you will have the opportunity to study two semesters at one of our partner universities and earn an additional qualification.

New York, Pace University

Study in the Big Apple and experience the wonder of Times Square, the Statue of Liberty and the flashing lights of Broadway for yourself. Located in the heart of New York's financial district, Pace University offers an unparalleled experience of the world's business capital. Pace University was established in 1906 and its Lubin School of Business is professionally accredited by AACSB.

California, University of California, Riverside

Enjoy a beachside lifestyle in the American capital of sun, snow and nature. Time magazine ranked the University of California, Riverside (UCR) number one for graduation rate, affordability and financial aid available to students. The UCR faculty includes 48 Fulbright fellows, 19 Guggenheim fellows and 49 National Endowment for the Humanities fellows. Graduates are eligible for optional practical training, which allows them to work in the United States for up to one year.

Boston, Fisher College

Surround yourself with greatness by studying in the world's higher education capital. Fisher College has been providing a top-class education in Boston since 1903. This academic institution covers a wide range of subjects and has specialist undergraduate and graduate courses in business administration. Fisher College stands out in its field for its highly qualified faculty; 90% of which hold the highest possible degree in their subject.

Bangkok, Stamford International University

Experience the pull of the buzzing capital of Thailand, home to temples, the Grand Palace and Southeast Asia's largest outdoor market. Stamford International University was founded in 1995 and is accredited by the Ministry of Education and Ministry of University Affairs in Thailand and IACBE. All its courses are taught in English. The university specializes in business and management as well as information technology.



Beyond the Classroom

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



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:

- The Importance of Personal Branding and Social Presence
- Successful Job Interviews
- How to Manage Your Social Networks
- Job Search Strategies
- Portfolio Development Techniques
- Practical Guidance on Your Job Search
- Creating Your Portfolio
- Digital Reputation

Past internships attained in Switzerland:

- United Nations
- World Trade Organization
- World Intellectual Property Organization
- World Health Organization
- Olympic Foundation
- Ernst & Young
- Procter & Gamble Europe
- Google Switzerland
- Expedia Switzerland
- Ralph Lauren Europe
- HSBC Private Bank
- J.P. Morgan Switzerland
- UBS Switzerland
- L'Oréal
- Nissan International
- Tesla Switzerland
- Nestlé
- Hôtel Royal Savoy
- Swatch Group

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

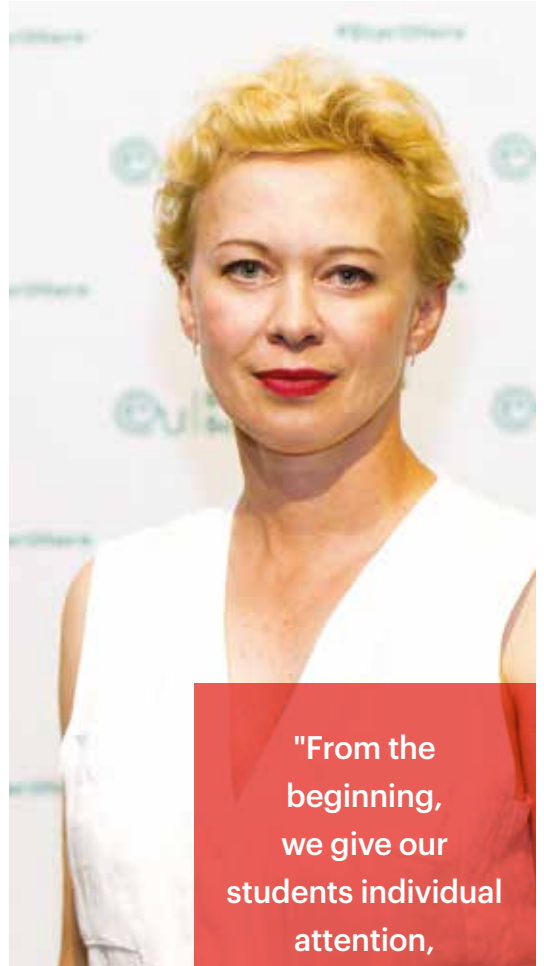
Edit your cover letter

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.



"From the beginning, we give our students individual attention, helping them build their personal brand and opening them up to new opportunities."

Tatiana Sunshine
Career Services Counselor
Swiss campuses

Philip Owusu

Ghana

Bachelor of Business Administration

Career services counseling

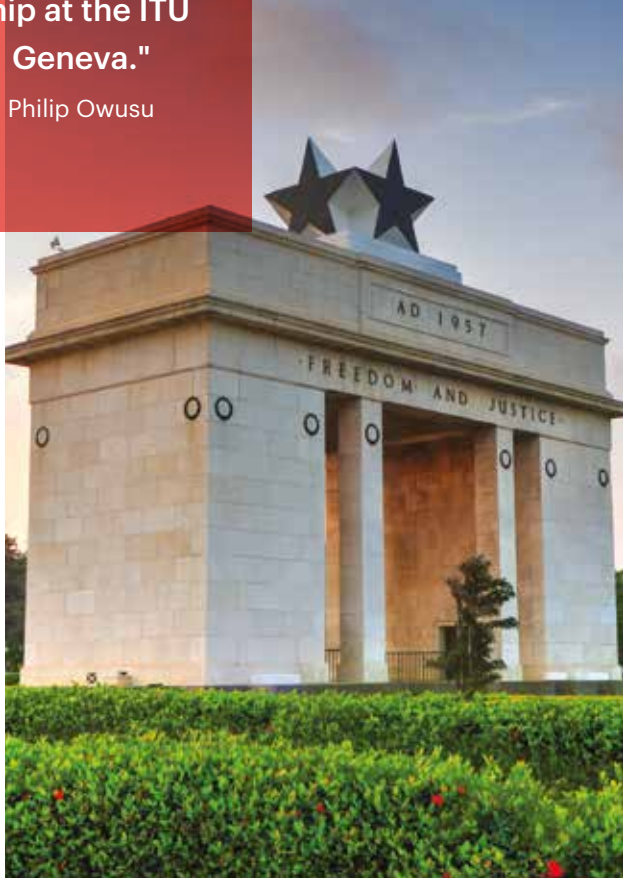
Internship at International Telecommunication Union (ITU) Geneva

Internship at KPMG

Logistics at International Telecommunication Union Geneva

"Thanks to the EU Career Services Department, I was able to confidently pursue my goals. With their help, I landed a six-month internship at the ITU Geneva."

Philip Owusu





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.

Our Geneva and Montreux campuses are proud to partner with:

- Geneva Chamber of Commerce, Industry and Services (CCIG)
- International Labor Organization
- World Trade Organization
- Career Starter
- Montreux Jazz Festival
- Adecco
- AIESEC
- ThinkYoung
- Project Firefly
- Catalyx Summer Union Suisse

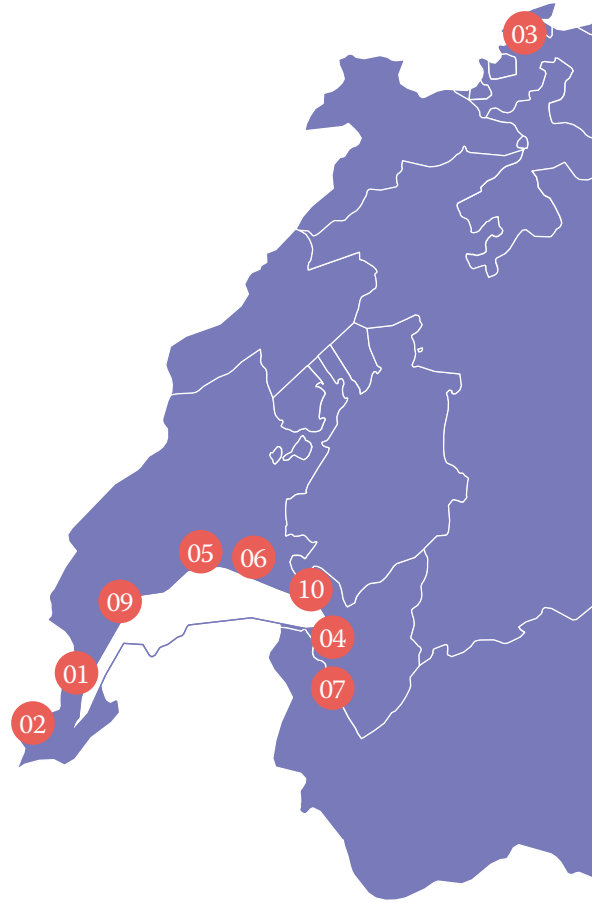
EU students attend events including:

- Change the World Model United Nations in New York (CWMUN)
- Baselworld
- Morpheus Cup
- Entrepreneurship School
- Swiss Economic Forum
- Geneva Chamber of Commerce workshops
- High Performance Leadership program
- Executive Work breakfast
- TEDx
- Alumni afterwork cocktails
- Afterwork networking events
- Guest speaker events

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 Geneva and Montreux campuses to share their expertise. Past speakers have ranged from established business professionals to successful entrepreneurs. You are also connected to Switzerland's local and international business world through visits to companies such as Nestlé, Swatch Group and the Hewlett Packard Enterprise Customer Innovation Center. These company 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 employment through their extensive network of contacts, providing additional opportunities for keen students.



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.

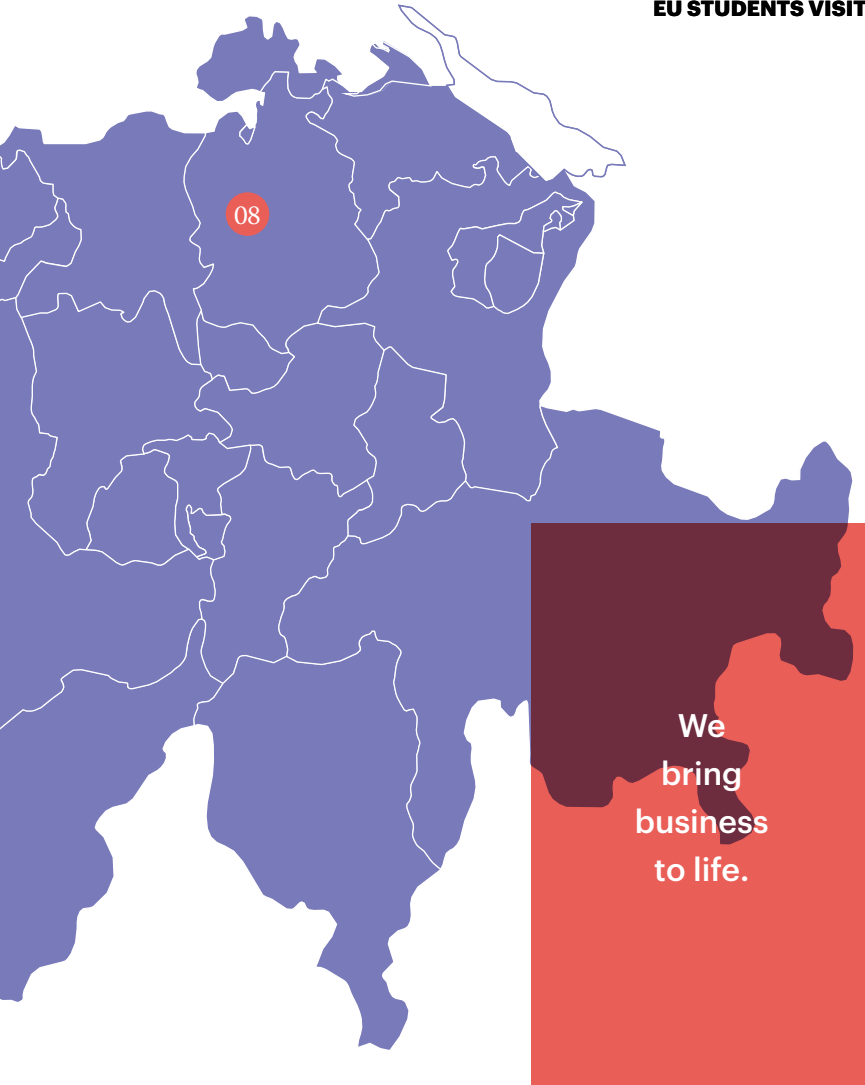


Paul Bulcke
Chairman of Nestlé inspired students by speaking of the importance of values and the business challenges in a VUCA world.



Jean-Claude Biver
President of the LVMH Watch Division, Chairman of Hublot, Chairman of Zenith Watches and CEO of TAGHeuer spoke about innovative thinking and living in paradise every day by doing what you truly love.

EU STUDENTS VISIT:



01



02

CERN

03

BASELWORLD

04



05



06



07



08



09



10



We
bring
business
to life.



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



Jean-Jacques Gauer, Former Chairman of Leading Hotels of the World spoke to students about motivation, the tourism industry and the value of giving personal attention to your customers.



Lorenzo Stoll
Head of the Western Division of Swiss International Air Lines examined the world of aviation, the business strategy behind new technologies and putting the customer first.



Kurt Kupper
CEO of Reuge explained how success in the industry stems from various business aspects and the importance of always challenging yourself to go one step further.



At Home in Switzerland

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

English Foundation
Business Bridging

BBA - Bachelor of Business Administration
BA - Bachelor of Arts in Communication & Public Relations
BA - Bachelor of Arts in Leisure & Tourism Management
BA - Bachelor of Arts in International Relations
BA - Bachelor of Arts in Sports Management
BA - Bachelor of Arts in Digital Business, Design & Innovation
BS - Bachelor of Science in Business Finance

Dual qualification on campus:

BSc (Hons) in International Business
(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

If you are completing:

- your secondary school examinations
- an International Baccalaureate (IB) diploma

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 Geneva and Montreux section of the website:
euruni.edu/admissions

Visas

Before coming to Switzerland, it is essential to find out whether you need a visa to enter, travel and study here. 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 to receive your visa. Therefore, it is important to start early and allow enough time for the consulate 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 Switzerland or the European Union in possession of a valid European Union identification card or passport
- A citizen of a country which is part of the European Economic Area or European Free Trade Association and in possession of a valid passport

You must apply at the Swiss Embassy or Consulate General in your home country or country of residence as the visa will be affixed to your passport before you depart.

We strongly recommend that you complete all documents necessary for the application process as soon as possible and provide translations of all documents in any language other than French or English.

Required documents in Geneva:

- Final acceptance documents from EU Business School Geneva and photocopies
- Passport valid for six months before the date of application and one photocopy
- E form
- O form and/or bank certificate stating you have an active account with a minimum of CHF 30,000 (the bank certificate must be in the student's name ONLY)
- D form
- "A qui de droit" (stating that you will leave Switzerland after completing your studies)
- CV/résumé
- A signed letter of motivation stating both the reason for studying in Switzerland and detailing your post-study plans
- Address in Switzerland
- 2 passport size photos (35mm x 45mm)

- Full study plan
- Copy of diplomas and transcripts

Important:

In the case that you need the O form, you will also need a copy of the passport or ID of the person who will sponsor you along with proof of their ability to pay.

Required documents in Montreux:

- Final acceptance documents from EU Business School Montreux and photocopies
- Passport valid for six months before the date of application and one photocopy
- Bank certificate stating that you have an active account with a minimum of CHF 30,000 (the bank certificate must be in the student's name ONLY)
- Completed and signed B permit form with a promise of departure in attachment (make sure to have all documents mentioned on page 3 of the B permit)
- CV/résumé
- A signed letter of motivation stating both the reason for studying in Switzerland and detailing your post-study plans
- Address in Switzerland
- 2 passport size photos (35mm x 45mm)

Please bear in mind that the visa requirements may change. Therefore, we recommend that you contact your local Swiss Embassy or Consulate General to ensure that the requirements are up to date.

Please note:

Each visa application is reviewed individually, therefore 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 issue 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. There is no such thing as an urgent or express visa.

Registering as a resident (all students):

Every student wishing to pursue studies in Switzerland (both European Union and non-European Union citizens) MUST register as a resident in the city within two weeks of arrival. Please visit the EU Student Affairs Office on campus to pick up the necessary forms and receive detailed instructions on how to complete the residence permit process.

For more information, please refer to:
info.euruni.edu/student-services-switzerland

Living in Switzerland

As cities popular to both study and work in, finding accommodation in Geneva and Montreux can be a real challenge. Therefore, we encourage all 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.

Let's begin with a quiz to find the best accommodation to suit your needs:

Do you like to socialize?	
A	24/7
B	Not really
C	Only on the weekends

Are you neat and tidy?	
A	What is cleaning?
B	Maybe I am, maybe I'm not
C	I am when I have to be

What is your budget?	
A	Flexible
B	Money is not a problem
C	The cheaper the better

Are you a risk taker?	
A	Not at all
B	I like calculated risks
C	Risky is my business

Do you speak French?	
A	Non
B	Un petit peu
C	I was born to speak French



Answers

Mostly As: student dorms

Mostly Bs: private apartments

Mostly Cs: apartment sharing

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 Geneva has secured a limited number of student accommodations with our partners, all just a 15-minute walk from campus. EU Montreux works closely with various residential partners to help find accommodation that suits you best.

If you are planning to arrive at the beginning of the fall term (October), we recommend that you send your accommodation application to a wide range of residences by May. Thousands of students arrive in Geneva and Montreux during fall to commence their studies. 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. An important aspect of housing in Switzerland is the concept of sharing. The majority of apartments and studios don't have a private washer or dryer, instead they are put at the disposal of all residents in the building.

Apartment sharing

Sharing an apartment is a popular concept in Switzerland 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.

If you are interested in this option, we highly recommend you arrive in Geneva or Montreux before you commence your studies, in order to meet potential roommates and landlords personally. Please contact



the student affairs officer of your respective campus and they will pair you with another student who is also in search of a shared apartment.

For more information about housing, email our accommodation officer at your respective campus.
EU Geneva: accommodation.gva@euruni.edu
EU Montreux: accommodation.mtx@euruni.edu

Planning your budget

You need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a monthly living expenditure of at least CHF 2,500 to live in Geneva and CHF 1,300 to live in Montreux. Around 65-70% of this should be budgeted towards accommodation expenses and the remainder will be for basic necessities and leisure.

Geneva

- _____ Meal at an inexpensive restaurant CHF 25
- _____ One liter of milk CHF 1.70
- _____ Cappuccino CHF 4.20
- _____ ½ liter of domestic beer on tap CHF 7.25
- _____ Movie at the cinema CHF 20

Montreux

- _____ Meal at an inexpensive restaurant CHF 20
- _____ One liter of milk CHF 1.50
- _____ Cappuccino CHF 3.75
- _____ ½ liter of domestic beer on tap CHF 5.75
- _____ Movie at the cinema CHF 17





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

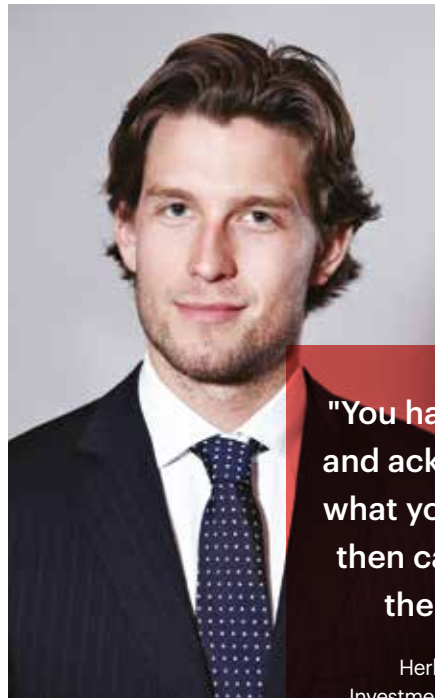
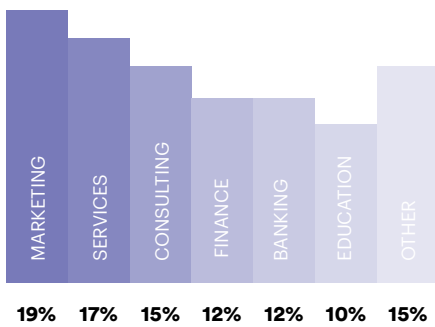
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

27,000+

SECTOR



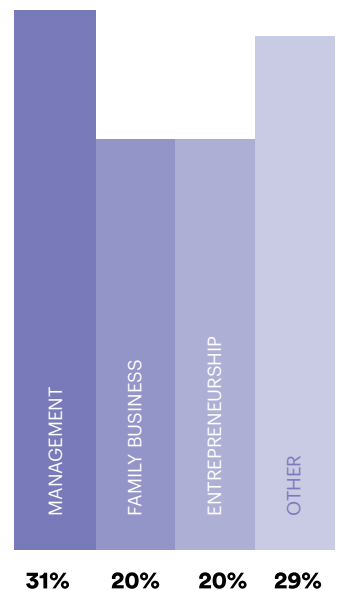
"You have to love and acknowledge what you do; only then can you be the best."

Herbert Petz
Investment Consultant,
CBRE
Class of 2010

LINKEDIN SUBGROUPS

17

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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onlinecampus@euruni.edu

Programs in:

Moscow & Rostov-on-Don (Russia) | Almaty, Astana
& Aktobe (Kazakhstan) | Taipei (Taiwan) | Hong Kong,
Shenzhen, Shanghai & Beijing (China) | Kuala Lumpur &
Kota Kinabalu (Malaysia)

Partnered with:



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