

**Munich**  
Foundation &  
Bachelor's  
Programs





#StartHere







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**Websites & Blog**

[eumunich.com](http://eumunich.com)  
[euruni.edu](http://euruni.edu)

**EU Today TV**

[eumunich.com/tv](http://eumunich.com/tv)

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



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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**





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## Experience EU

Educating future business leaders and entrepreneurs with proven practical methods.



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## 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 the 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 of our courses are taught in English with programs that are student-oriented, flexible and personalized. 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 Munich campus offers various programs at the foundation, bachelor's, master's and MBA levels. These include: international business, business management, marketing, finance, enterprise and human resources management, among others. All these programs culminate in a state-accredited degree and have been approved by the Ministry of Education in Bavaria, Germany.

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 and the University of Derby in the U.K., our students in Munich can participate in programs to earn state-accredited degrees. Additionally, degree partnerships with 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 obtain 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 department at [admission.muc@eumunich.com](mailto:admission.muc@eumunich.com).

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.

**Job-seeking visa:** Students are eligible to apply for a job-seeking visa and most find employment within six months.

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

### **Building a business personality:**

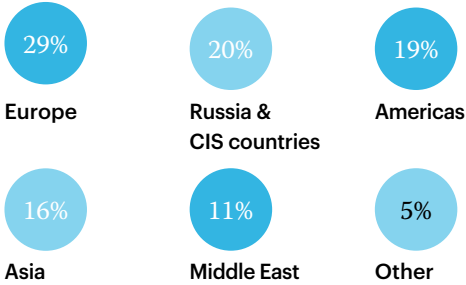
We are committed to encouraging students to build the most valuable brand they can market: themselves.

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

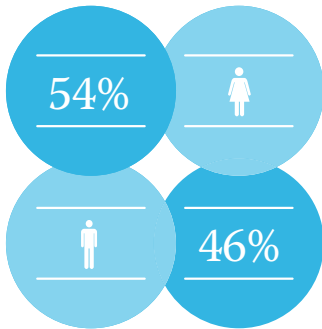
# Our Numbers Talk

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

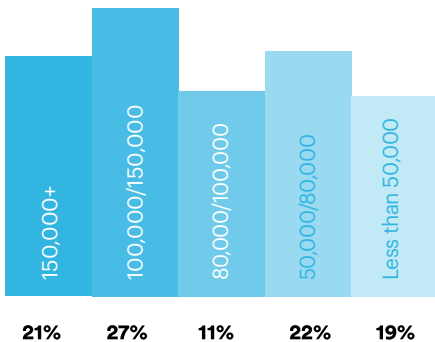
## STUDENTS BY REGION



## 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

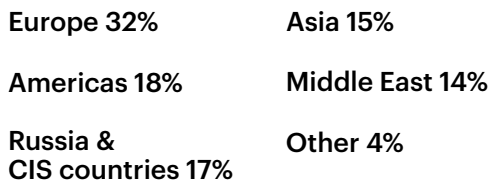
**95%** INTERNATIONAL STUDENTS

**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



eu Business School





**A European Identity  
A Global Network**

**Barcelona**

**Geneva**

**Montreux**

**Munich**

**Online**



Admini  
Departo



# Official Qualifications

## **BSc (HONS) IN INTERNATIONAL BUSINESS WITH ONE OF SEVEN MINORS:**

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

Upon completing the above BSc (Hons) program, students will earn both a state-accredited degree from the University of Roehampton in London, U.K. and a Certificate of Specialization in one of the seven minors from EU Business School Switzerland.



## **BA (HONS) IN ONE OF FIVE PATHWAYS:**

- Business Management
- Business Management & Marketing
- Business Management & Finance
- Business Management & Enterprise
- Business Management & Human Resources Management

Upon successful completion of one of the BA (Hons) programs, students will earn a state-accredited degree from the University of Derby, U.K.. These programs are additionally accredited by the Chartered Management Institute (CMI), which gives students the possibility of achieving an extra international qualification: CMI's Diploma in Management and Leadership.



All bachelor's programs are approved by the Bavarian State Ministry for Education, Culture, Science and Arts.

# Rankings and Memberships

EU Business School sees international recognition and institutional value as a foundation for educational success. Throughout its history, the school has been known for high program quality and, over the years has also developed strong bonds with leading national and international professional organizations. The high standard of our programs, achievements of our students and professionalism of our faculty are reflected in these business school rankings.



## 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

# 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 18<sup>th</sup> in the world by QS Top MBA

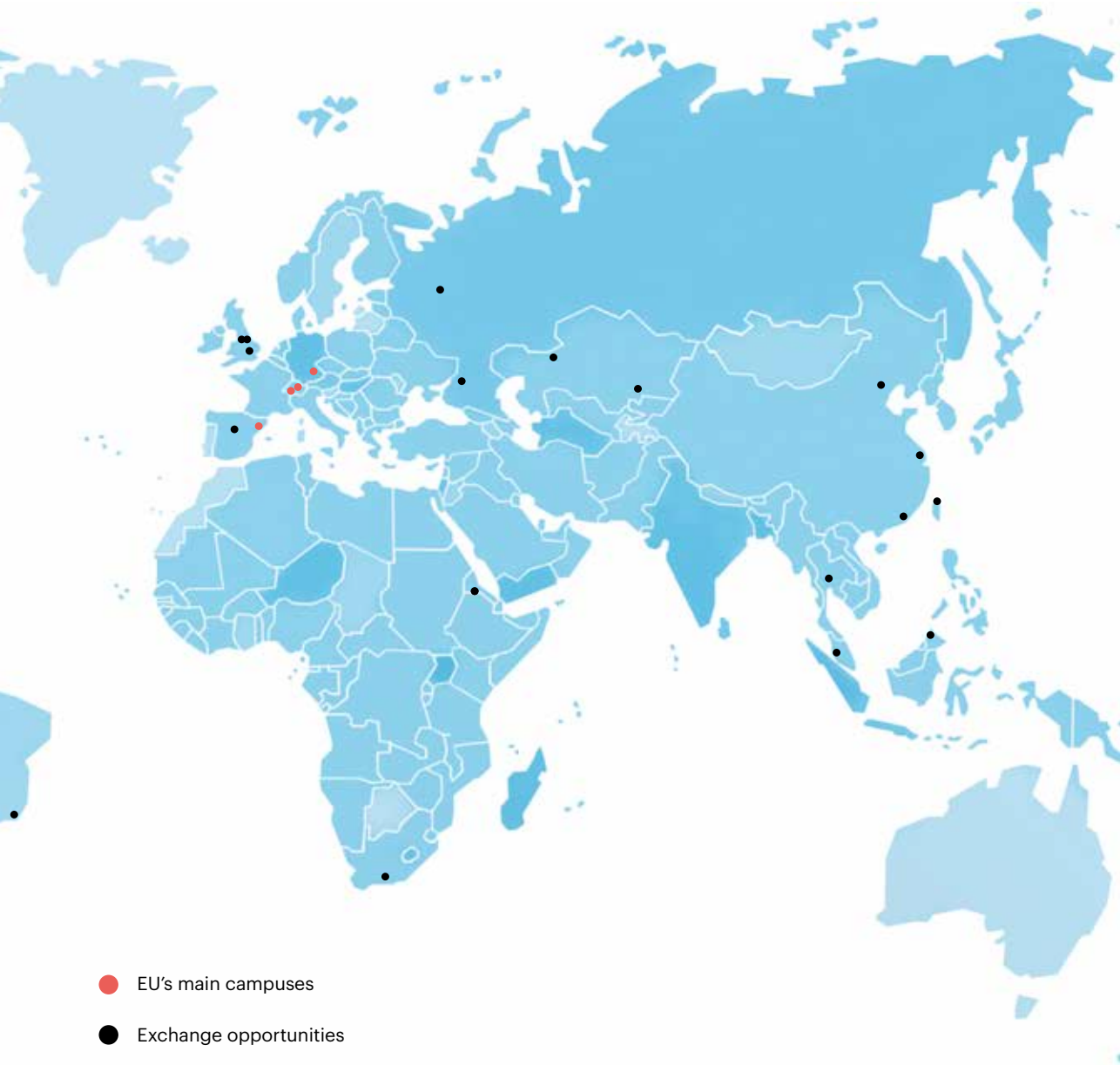
## EU BUSINESS SCHOOL GROUP

### PROFESSIONAL ACCREDITATIONS:



### MEMBERSHIPS:





## **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.



# 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 welcome party



Students and alumni make connections at Oktoberfest



Students take part in tours of Munich and team-building events during orientation week



Students go on exclusive company visits for an unparalleled practical learning opportunity

"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 make connections and friendships that last a lifetime



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





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## Munich

The economic capital of Germany and a flourishing metropolis offers its residents the best in culture, sport and education.



# A Cultural, Educational and Business Hub at the Heart of Europe

As the major economic power in Germany, this city prides itself on innovative industry and an excellent quality of life. With the strongest growth and employment rates in the country, it is the perfect location for your world-class business education.

In Munich, you will find a kaleidoscope of contrasts - from rococo opera halls to cutting-edge skyscrapers and from Western European heritage to American modernity. Along with the beautiful, 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. Through initiatives that help local startup companies with logistics and a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.

While your courses will require a great deal of dedication, you should explore this wonderful city every chance you get. We encourage you to take advantage of the numerous resources available to you in the city and on our social media pages to familiarize yourself with Munich. We’re sure you will feel at home in no time. Your EU Munich experience will immerse you in this forward-thinking, progressive city, renowned for its business vision.

## 2025

the year Munich plans to supply the city with 100% clean electricity

## €1

admission on Sundays for many museums

## #3

on Mercer’s 2018 Quality of Living Rankings



Frauenkirche; the Munich cathedral



Bavarian State Chancellery



Apollo's Temple in the English Garden

"You needn't bother going anywhere else. I can tell you: you can't beat Munich."  
Ernest Hemingway

**90-minute flight to:**

- 1. Prague
- 2. Paris
- 3. Rome
- 4. Berlin
- 5. Amsterdam
- 6. Geneva

**Explore:**

- Munich Residenz
- Frauenkirche
- Viktualienmarkt
- English Garden
- Nymphenburg Palace
- Deutsches Museum
- Pinakothek Art Galleries
- St. Peter's Tower
- Olympiapark
- Urban art at Tumblingerstrasse

**From €25:**

The Bavaria Ticket, good for one day of travel anywhere in the state; even Salzburg.



# A City for all Seasons

Filled with activities and festivals all year round, Munich is a lively and culturally diverse metropolis that honors the old and celebrates the new.



1. Allianz Arena, home of FC Bayern Munich
2. Surfing the Isar River
3. Christmas Market
4. English Garden





Munich brings together the best things in life: good food, good music and fun. From its world-famous Oktoberfest and Christmas markets to music festivals, alpine skiing, FC Bayern and summer beer gardens, you'll never run out of new things to experience - you can even go river surfing on the Isar or attend an opera at one of its rococo opera halls! When it comes to celebrating life and culture, in Munich there is so much to see and to take part in that you'll never get bored.

**Like a local:**

Did you know that in Bavaria you can bring your own food to any beer garden? It's been a practice since the 19<sup>th</sup> century, but remember you must buy your drinks from the establishment and eat at the long wooden tables outside.



Some hearty, traditional Bavarian food

## 2007

the first year of the EU Oktoberfest alumni event

## 20kg

the average weight carried by an Oktoberfest server per trip

## 7.7M

liters of beer are served at Oktoberfest each year



## A Campus Surrounded by Parks and Green Spaces

Centrally located on Theresienhöhe, between the site of Oktoberfest and Bavaria Park, EU Munich places you at the strategic center of the city.

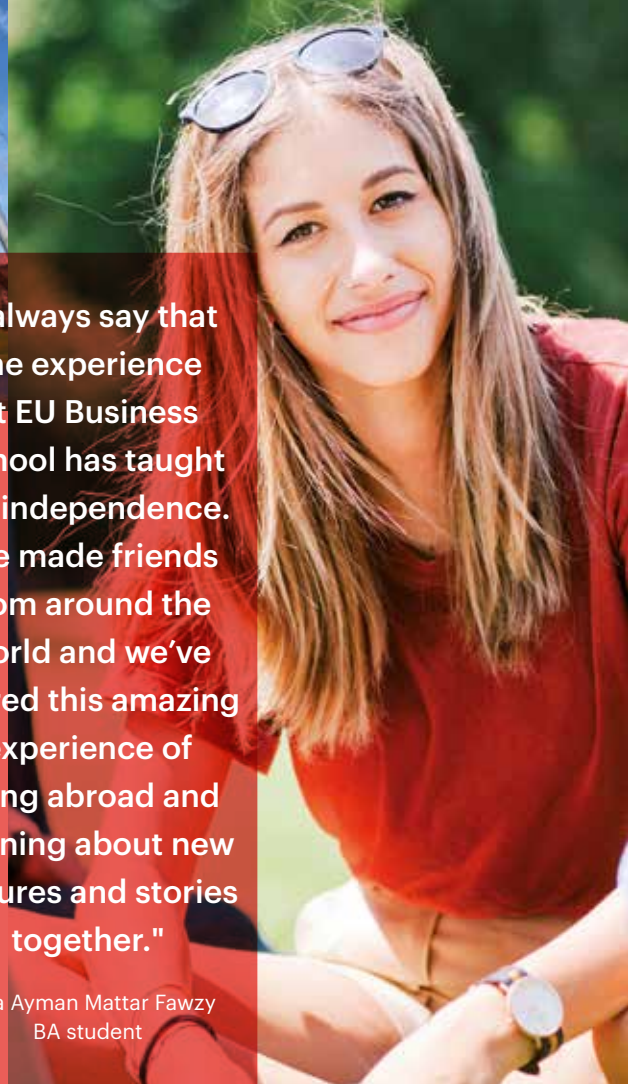


The EU Munich campus is centrally located across the street from the historic and lively Theresienwiese fairground, home to the world's largest beer festival, Oktoberfest. The area underwent a huge change in 1998. Many of the buildings built before 1920 were extensively modernized, and several recreational spaces were designed in accordance with the city's urban plan for a greener and more compact environment.

Impressively, of Theresienhöhe's 47 hectares, 25 are public acreage and 11 are green spaces. As one of the greenest cities in Europe, the city's population of almost 1.4 million enjoy a high quality of life, making it no wonder that Munich regularly tops opinion polls of the best places to live in Germany.

The campus building houses 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 and 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.

A comfortable walk from the city's historic center, the EU Munich campus is in close proximity to the world's business leaders.



"I always say that the experience at EU Business School has taught me independence. I've made friends from around the world and we've shared this amazing experience of living abroad and learning about new cultures and stories together."

Dina Ayman Mattar Fawzy  
BA student

# 11 hectares

of green and public space to enjoy

# 80km

of biking trails in the English Garden

# 10min

from Marienplatz with public transit

Students regularly attend company visits to the headquarters of global enterprises like BMW, Siemens, Paulaner, Coca-Cola, MAN Trucks, Audi and Porsche. These visits offer students an opportunity to gain unique insight into the way that successful businesses operate. Senior-level employees regularly visit the EU Munich campus to share their knowledge and provide case studies to the eager students.



**eul** | Business  
School

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# Programs

## **FOUNDATION PROGRAMS:**

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English Foundation

Business Bridging

## **BACHELOR'S PROGRAMS:**

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### **Bachelor of Science (Hons) degree**

BSc (Hons) in International Business

with one of the following minors:

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

### **Bachelor of Arts (Hons) degrees**

BA (Hons) in Business Management

BA (Hons) in Business Management & Marketing

BA (Hons) in Business Management & Finance

BA (Hons) in Business Management & Enterprise

BA (Hons) in Business Management & HRM





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## 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 English Foundation program is taught by native speakers and is the best way to improve your English and gain confidence when speaking. It is excellent preparation for the bachelor's program."**

Maria Makovskaya  
English Foundation student



## 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.

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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.

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A sample of the program courses:

- \_\_\_\_\_ Business & Society
  - \_\_\_\_\_ Management Basics
  - \_\_\_\_\_ Introduction to Business Law
  - \_\_\_\_\_ Introduction to Economics
-

Programs

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## About the Bachelor of Science (Hons) in International Business Program

The BSc (Hons) in International Business is a six-semester, three-year program (180 ECTS). Our summer fast-track option gives you the opportunity to complete your degree in just two and a half years. During semesters one through four, you can choose to study on any of our campuses in Munich, Geneva, Montreux or Barcelona. The final two semesters of your degree must be completed in Munich. The program content includes company visits and guest speakers.

You will earn a BSc (Hons) in International Business; a state-accredited degree from the University of Roehampton in London and a Certificate of Specialization from EU Business School Switzerland in your chosen minor. Intake takes place four times per year in October, February, June and August. The program is recognized by the Bavarian Ministry of Education and you are eligible to apply for a job-seeking visa upon successful completion of the program requirements.

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.

**During the program, you will take five courses within one of these seven minors:**

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





# COMPANIES ARE GOING SOLOMO



SOCIAL



LOCAL



MOBILE



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# BSc (Hons) in International Business

## **As an International Business student you will learn how to:**

- Understand international business principles and demonstrate developed global perspectives;
- Communicate and work with individuals from various cultures;
- Analyze both the global and local business environment and how they interact;
- Use practical, ethical and critical thinking skills in business situations.

From day one, you will experience the complexity of an international business environment, debating and working with classmates from around the world. The current international business climate is complex. Both small-to-medium-enterprises and large corporations working in a global context must contend with different cultures, regulations, legal systems and types of risks; international teams and satellite offices are usually managed across long distances and time zones. The Bachelor of Science (Hons) in International Business program will equip you with an understanding of how to navigate transnational challenges and analyze how to adapt your business strategy to assure success.

This program will prepare you for a management position in a diverse range of business areas such as analysis, development, sales, marketing and human resources.

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A sample of the program courses:

- Marketing Management
  - Entrepreneurship & New Venture Creation
  - Cross-Cultural Management
  - Managing Innovation
- 





## About the Bachelor of Arts (Hons) Programs

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

A solid business education is the basis for any successful career. Acquiring a specialized skill set in addition to core knowledge is what will make you stand out in today's competitive market. The BA (Hons) has five pathways to provide students with deep insight into major business disciplines: business management, marketing, finance, enterprise and human resources management.

After completing your program on campus, you will earn a U.K. state-accredited BA (Hons) degree awarded by our academic partner, the University of Derby. These bachelor's programs are additionally accredited by the Chartered Management Institute (CMI), which gives you the possibility of achieving an extra international qualification: CMI's Diploma in Management and Leadership.

The **University of Derby** in the U.K. is a public university recognized by the U.K. government's higher education authorities. The university was ranked one of the top 30 universities by The Guardian University Guide 2019 and in the top 10 for business and marketing.

### You can choose from one of these five pathways:

- BA (Hons) in Business Management
- BA (Hons) in Business Management & Marketing
- BA (Hons) in Business Management & Finance
- BA (Hons) in Business Management & Enterprise
- BA (Hons) in Business Management & HRM

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# BA (Hons) in Business Management

## **As a Business Management student you will learn how to:**

- Understand organizations and their management within global and local spheres;
- Develop an understanding of the analytical tools of business;
- Apply business theories, concepts and frameworks to the real-world environment;
- Master general business concepts and skills through research, critical analysis and evaluation.

The Business Management program equips you with the concepts, theories and techniques to pursue a successful career in business leadership. You'll cover essential competencies, from finance and marketing to data analysis, ethics and social responsibility. You'll become more analytical, creative and independent in your thinking. Your management qualifications will equip you for a rewarding career in many areas of business.

Graduates of this program have progressed to roles such as operations manager, business analyst, business development manager, executive sales manager, lead marketing officer and human resources advisor.

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## A sample of the program courses:

- Managing the Dynamic Organization
  - Improving Business Performance
  - Delivering Winning Projects
  - Enhancing Personal Leadership
- 







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## BA (Hons) in Business Management & Marketing

### **As a Business Management & Marketing student you will learn how to:**

- Foster a customer-led approach toward all business opportunities;
- Inform of new product and service development;
- Apply innovative concepts and techniques to achieve key marketing opportunities;
- Evaluate contemporary marketing theory and strategies to meet stakeholder needs.

The Business Management & Marketing program gives you the right knowledge and tools to excel in today's postmodern marketing environment. You will be introduced to the fundamentals of the field and understand how marketing functions within the different departments of real businesses and with customers.

Being able to combine elements of different business disciplines is vital to your career, and key to your development as a successful "marketeer". The skills you learn through the program will help you excel in the marketing field.

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A sample of the program courses:

- Brand Impact & Popular Culture
  - Digital & Social Media
  - Consumer Behavior
  - Marketing Across Cultures
-

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# BA (Hons) in Business Management & Finance

## **As a Business Management & Finance student you will learn how to:**

- Develop specialist skills that include financial analysis and projections;
- Contextualize the local and global financial environment;
- Apply financial theories and analysis to real business functions;
- Manage financial decision-making processes and problem-solving.

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

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A sample of the program courses:

- Business Accounting
  - Financial Management
  - Improving Business Performance
  - Investing & Financial Markets
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## BA (Hons) in Business Management & Enterprise

### **As a Business Management & Enterprise student you will learn how to:**

- Self-direct in the planning and implementation of projects at a professional level;
- Foster entrepreneurial skills that will enhance your employability, marketability and career choices;
- Identify potential business opportunities and assess their practicalities;
- Develop a holistic approach of venture creation and an understanding of its environment.

The Business Management & Enterprise program is designed to prepare you to be a future entrepreneur, with the skills and knowledge to start your own business or to run departments within larger companies. The program presents a general business outlook while developing your integrated perspective of business.

This program assists you in creating a compelling personal point of view to help you land a leading role. You will also develop your skills in venture management, team project planning and launching a business. Graduates of this program often go on to start their own companies, take over a family business or work as business consultants and management analysts, among other ventures.

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A sample of the program courses:

- Innovation & Knowledge Transfer
  - Developing Entrepreneurial Networks
  - Enterprise Strategy & Concepts
  - Sustainable Development & International Business Law
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# BA (Hons) in Business Management & Human Resources Management

## **As a Business Management & Human Resources Management student you will learn how to:**

- Understand human resources management practices and their importance in managing people;
- Direct human capital within an ever-changing business environment;
- Build functional knowledge of the strategic aspects of human resources management;
- Manage information and communication effectively both as an individual and as a team member.

The Business Management & Human Resources Management program is set within the broader fields of business, management and corporate strategy. The curriculum emphasizes how human resources strategies and management decisions have an important and lasting impact on the performance of organizations, regardless of size, type or sector. Your case studies will center on real work-based issues with strategic implications. You will learn about managing people from a social, cultural and political point of view while developing personal skills, through working in a group.

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A sample of the program courses:

- Employment Law in the Workplace
  - Global Talent Management
  - Developing & Managing Performance
  - Principles and Practices of Leadership & Management
- 





# Make Europe Your Campus

Add to your international experience by studying at one of our other campuses in Switzerland and 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.

## 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 an attractive cosmopolitan city.

Geneva



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

Montreux



## 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

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## Go the distance

After completing six semesters in Munich, you will have the opportunity to study two semesters at one of our partner universities and earn two accredited qualifications.

### **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.





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## 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
- The Hidden Job Market: Cold Calling, Networking and Researching Employers
- Perfect Your Professional Image
- The Art of Networking
- Successful Job Interviews
- How to Write a Successful Job Application (CV and cover letter tips)
- The Power of LinkedIn
- EU Career Services: What we Offer and How we Can Help

#### **Past internships attained in Munich:**

- British Consulate Munich
- British Embassy Berlin
- InterNations
- FlixBus
- Caremondo
- Ipsos
- Triumph
- Holydog
- Hilton Hotels
- Globalsports
- Vertic
- Cosmocover
- PowerBar

# 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 tell all of our students: 'your career begins on your first day at EU Business School.' They combine their passion with business."

Katie Marshall  
Career Services Counselor  
Munich campus

# Maximilian Eisermann

Germany

Bachelor of Science  
(Hons) in International  
Business

Career services  
counseling

Internship  
at Darwin  
Recruitment

Internship at The Duke  
Distillery in Munich

## Internship at the British Consulate in Munich



"It was much easier getting a foot in the door with the existing connection between businesses and EU Business School.

Without the constant updates from EU, I would have not known about those interesting openings."

Maximilian Eisermann





## 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 Munich is proud to partner with:**

**The Professional Women's Network (PWN)** hosts 600 events per year in 25 cities. EU Munich has partnered with PWN for their Global Entrepreneurship Program; a seven-month, online program with on-site conferences.

**TEDxMunich** is where you can hear from inspiring German and international speakers from various fields. We even have a couple of student volunteer placements to further your experience.

**The Toastmasters' Munich** chapter of **'The Effective Communicators Club'** has members from over 20 nationalities. Biweekly meetings help members improve their corporate presentations and public speaking skills while networking with other professionals.

**EU students attend events including:**

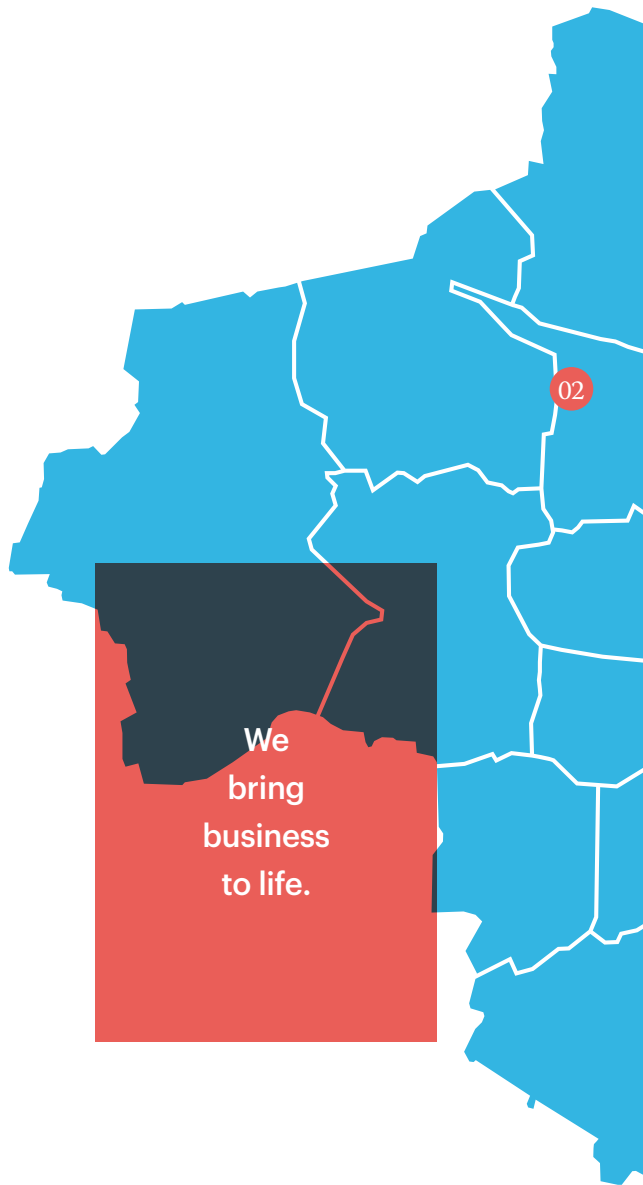
- Change the World Model United Nations in New York (CWMUN)
- Morpheus Cup
- Entrepreneurship School
- Swiss Economic Forum
- Chamber of Commerce workshops
- High Performance Leadership program
- Online students on-campus networking events
- Executive Work breakfast
- Alumni afterwork cocktail
- Afterwork networking event
- 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 EU Munich campus to share their expertise, from Grammy winners to successful entrepreneurs. You are also connected to Munich's local and international business world through visits to companies such as BMW and Germany's largest daily newspaper, Süddeutsche Zeitung. These company visits give you behind-the-scenes access and a privileged look at the organizations. 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.

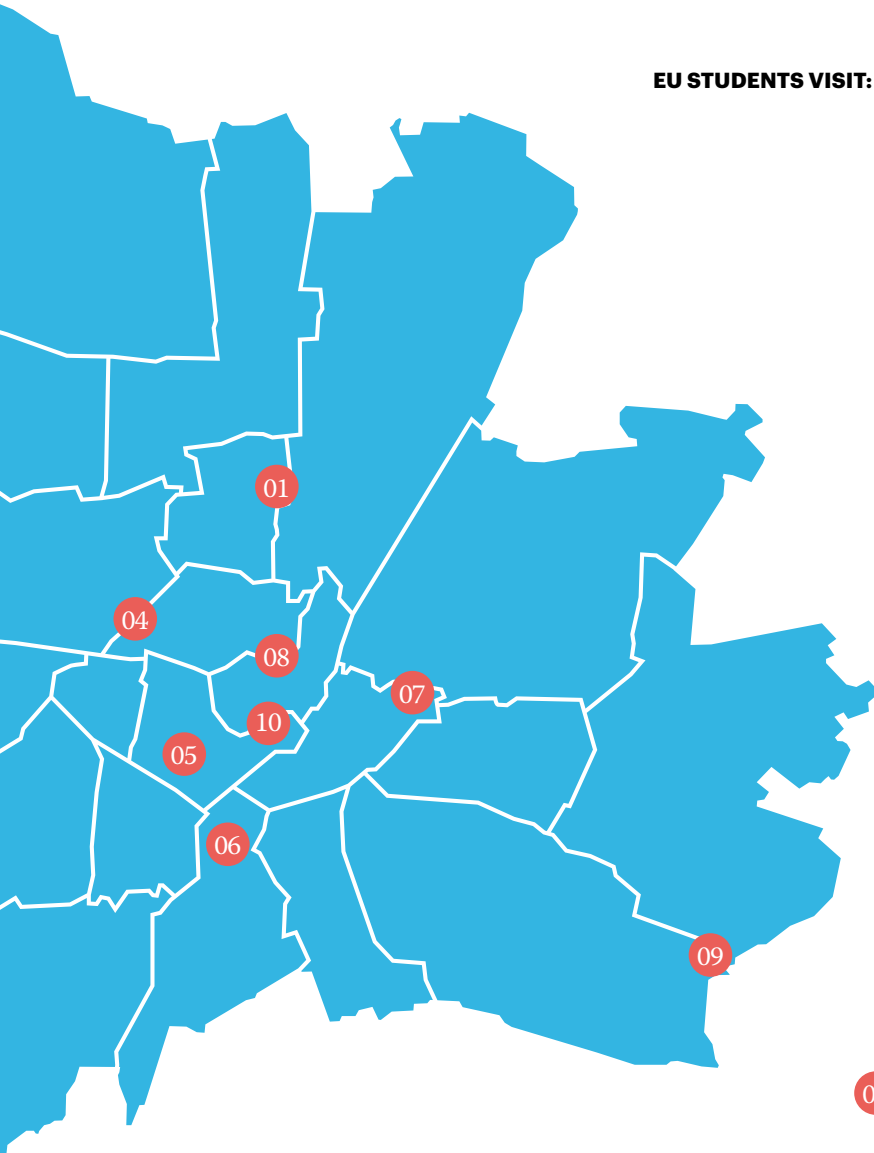


**Jean-Claude Biver**  
**President of the LVMH Watch Division, Chairman of Hublot, Chairman of Zenith Watches and CEO of TAG Heuer** spoke about innovative thinking and living in paradise every day by doing what you truly love.



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

**EU STUDENTS VISIT:**



01



02



03

LANTENHAMMER

04



05



06



07

Süddeutsche Zeitung

08

BAYERISCHE STAATSOOPER

09



10

KUNSTHALLE MÜNCHEN

03



**Jens Bay**  
**Industry Manager in**  
**Media & Entertainment**  
**at Google Munich** shared his insights on marketing, life at Google and working with a Grammy award-winning team. He asked: "what keeps you up at night?"



**Simone Dappert**  
**Human Resources**  
**Expert and Partner &**  
**Founder of Konsultwerk** broke down the essentials of applying for a job in today's highly competitive market; it's more than just what's on your CV.



**Kai Friederich**  
**CEO of Consorsbank**  
**and DAB BNP Paribas** explained the strategic importance of CSR and how it uses the three P's – people, planet and profit – to focus corporate strategy on what is important.



**Kai Boschmann**  
**Chief Marketing & Com-**  
**munications Officer at**  
**International SOS** spoke to students about how to be an effective marketer in today's business sphere.



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## At Home in Munich

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



# SUCCESS STORIES

#StartHere

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## 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

BSc (Hons) in International Business  
BA (Hons) in Business Management  
BA (Hons) in Business Management & Marketing  
BA (Hons) in Business Management & Finance  
BA (Hons) in Business Management & Enterprise  
BA (Hons) in Business Management & HRM

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### 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:  
[eumunich.com/admissions](https://eumunich.com/admissions)

### Step 3: Submit your application

If you are close to completion or have completed one of these options:

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

Submit your application online at:  
[eumunich.com/apply](https://eumunich.com/apply)

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### 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 Munich website: [eumunich.com/admissions](https://eumunich.com/admissions)

# Visas

Before arriving in Germany, it is essential to know your visa requirements to enter, travel and study here. There may be many requirements to fulfill depending on your country of origin and it may take up to three months after submission to receive an answer, with no possibility to expedite the process. There's no shortage of students applying for visas, so it is vital to book your appointment well in advance.

### You will not need a visa if you are:

- A citizen of the EU/EEA/EFTA countries
- A partner or child of an EU/EEA/EFTA national, but only if you are traveling together
- You will not need a visa for short-term stays (up to 90 days) if you are a holder of a diplomatic or special passport from Chad, Ghana, Philippines, Thailand or Turkey
- You will not need a visa for short-term stays (up to 90 days) if you are a holder of a diplomatic passport from Albania, Algeria, Bosnia and Herzegovina, Georgia, India, Jamaica, Kenya, Macedonia, Malawi, Moldova, Montenegro, Morocco, Namibia, Pakistan, Peru, Russian Federation, Serbia, South Africa, Tunisia, Ukraine or United Arab Emirates
- You will not need a visa for short-term stays (up to 90 days) and may be eligible to apply for a residence permit directly in Germany (those marked with \*), if you are a citizen of one of the following countries:  
Albania, Chile, Malaysia, San Marino, Antigua & Barbuda, Costa Rica, Mauritius, Serbia, Argentina, El Salvador, Macedonia, Seychelles, Australia\*, Guatemala, Mexico, Singapore, Bahamas, Honduras, Monaco, St. Kitts & Nevis, Barbados, Hong Kong (SAR passports), Montenegro, Taiwan (only passports with an ID number), Bosnia & Herzegovina (only biometric passports), Israel\*, Nicaragua, U.S.A.\*, Brazil, Japan\*, New Zealand\*, Uruguay, Brunei, South Korea\*, Panama, Vatican City, Canada\*, Macao (RAE only), Paraguay and Venezuela

All other nationalities will need to apply for a visa.

Note that the requirements for obtaining visas might change. Contact your local German embassy to ensure you have the most up-to-date list of requirements.

### Required documents:

- Two completed visa application forms in German with all the required photos and signatures
- Health insurance covering at least the first 90 days of your stay. Once you move to Germany, you will need to register with a German insurance provider
- Passport and photocopies
- Motivation letter and CV
- Evidence of previous academic performance/degree certificates
- EU Business School acceptance letter
- English level certificate (IELTS/TOEFL/CAE)
- Students must prove they have at least €8,640 per year at their disposal. There are three options:
  1. Deposit a security payment into a blocked account;
  2. A resident in Germany provides the Munich Foreigners Office with a guarantee letter to cover your expenses;
  3. Scholarship confirmation of at least €720 per month from a certified institution.

It is strongly recommended to complete all documents accurately and provide translations for all documents that are in any language other than German.

The requirements for obtaining visas may change, therefore, we recommend that you contact your local German Embassy or Consulate General to have the most up-to-date list of requirements.

### Please note:

Each visa application is reviewed individually, therefore the requested documents may vary. Each 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.

For more information, please refer to:

[info.eumunich.com/student-services-munich](https://info.eumunich.com/student-services-munich)

# Living in Munich

As one of the fastest growing cities in Europe and a magnet for thousands of jobseekers and people pursuing further education, accommodation in Munich is highly sought after. 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.

**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 |

|                          |                |
|--------------------------|----------------|
| You want to live near... |                |
| A                        | Other students |
| B                        | The EU campus  |
| C                        | Marienplatz    |

|                      |                        |
|----------------------|------------------------|
| 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 German? |                            |
| A                    | Nein                       |
| B                    | A little bit               |
| C                    | I was born to speak German |



"I love EU's international community; studying here makes my network broader and the world smaller."  
Nathasya Octaviane  
BA student

**Answers**  
Mostly As: student dorms  
Mostly Bs: private apartments  
Mostly Cs: apartment sharing



### Student dorms

Living in student dorms provides for a culturally diverse experience; it allows you to meet new people and gives you a structured living environment. A studio in a student dorm is one of the most sought after accommodation options for international students in Munich. This type of accommodation is welcoming and ensures you always have someone to talk to.

EU Munich has secured a limited number of student dorm placements with our residential partners. The dorms are located in different districts, each easily within reach of the EU campus via a direct line of public transport. Aside from this, there are also many privately run student dorms in Munich 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 at least three months prior to your expected arrival date, as thousands of German and international students arrive in Munich 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.

For more information about how to find your own flat, please contact our accommodation officer at: [accommodation@eumunich.com](mailto:accommodation@eumunich.com)

### Apartment sharing

Sharing an apartment is a popular concept in Germany 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 Munich before you begin your studies in order to meet potential housemates and landlords personally. For more information about how to find a shared apartment, please contact our accommodation officer.

### Planning your budget

When you're studying, it's very important to have a budget. You will 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 about €1,200. For accommodation expenses, you should budget around €600-800 per month to live in student dorms, €1,000 or more to live alone and €700-800 for shared accommodation. The remainder will be for basic necessities and leisure.

For more information on student dorms, private apartments and apartment sharing, please email our accommodation officer at:

[accommodation@eumunich.com](mailto:accommodation@eumunich.com)

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|       |  |
|-------|--|
| _____ | Meal at an inexpensive restaurant €7-€12 |
| _____ | One liter of milk €0.80                  |
| _____ | Cappuccino €3.50                         |
| _____ | ½ liter of domestic beer on tap €4.50    |
| _____ | Cinema ticket €11                        |

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## 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](mailto:alumni@euruni.edu)

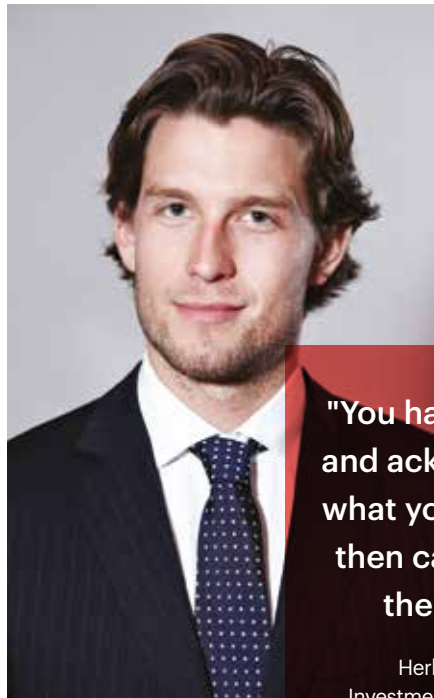
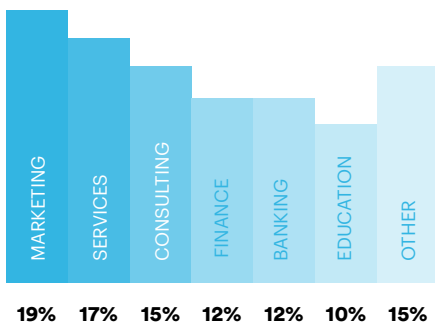
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

27,000+

SECTOR



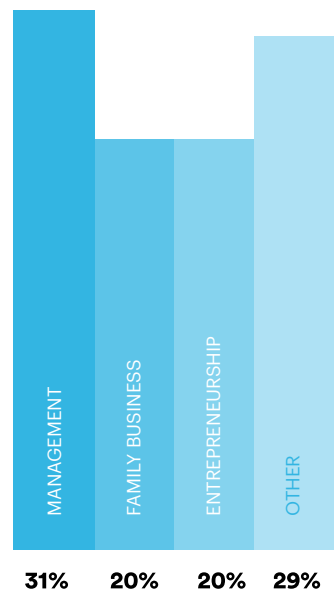
"You have to love and acknowledge what you do; only then can you be the best."

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*

**Munich**

Theresienhöhe 28  
80339 Munich  
Germany  
T +49 89 5502 9595  
F +49 89 5502 9504  
info.muc@eumunich.com

**Other campuses in:**

**Geneva**

Quai du Seujet 18  
1201 Geneva  
Switzerland  
T +41 22 779 26 71  
F +41 22 779 26 73  
info.gva@euruni.edu

**Barcelona**

**Diagonal Campus:**  
Diagonal 648 bis  
08017 Barcelona  
Spain  
T +34 93 201 81 71  
F +34 93 201 79 35  
info.bcn@euruni.edu

**Montreux**

Villa Ormond  
Rue du Lac 18  
1815 Clarens-Montreux  
Switzerland  
T +41 21 964 84 64  
F +41 21 964 84 68  
info.mtx@euruni.edu

**Ganduxer Campus:**

Ganduxer 70  
08021 Barcelona  
Spain

**Online**

T +34 93 201 81 24  
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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