

Foundation  
& Bachelor's  
Programs

**Munich**



# OUR PURPOSE

We contribute to the global community by providing a comprehensive and in-depth international business education to an inspired, culturally diverse student body.

## Contents

- 3** Who We Are
- 4** Our Campuses
- 5** Top Reasons to Study at EU
- 6** Accrediting Bodies
- 8** Munich
- 9** The EU Munich Campus
- 10** Student Life at EU Munich
- 13** EU Business School at a Glance
- 14** Learning Approach
- 15** Our Foundation & Bachelor's Programs
- 20** Learning From Leaders
- 22** Study Abroad Programs
- 22** Inter-Campus Transfers
- 24** Career Services
- 25** EU Alumni Association & the Alumni Hub
- 28** Student Support
- 30** How to Apply





# Welcome to EU Business School

We live in a fast-paced era in which 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 and in-depth knowledge of business. 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.

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. From our Career Services Department to our global network of EU alumni, you will have access to dedicated business professionals to guide you as you establish yourself in the world of business. So, if you are looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus.



**Luc Craen**  
Managing Director  
EU Business School

## Who We Are

EU Business School (EU) has been educating future entrepreneurs and business leaders since 1973.

We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs, taught exclusively in English, in Barcelona, Geneva and Munich, as well as on our Digital Campus.

Headquartered in Switzerland, we believe in Swiss values, an international mindset and a pragmatic approach to learning.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our experiential learning approach, which includes case studies, business simulations, company visits and conferences with world-

## AN ENTREPRENEURIAL MINDSET A PRAGMATIC APPROACH

renowned leaders, ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provide networking opportunities around the globe. Inter-campus and global study abroad programs further enhance our students' international experience.

EU Business School is a member of OMNES Education Group, the French leader in private higher education, offering students further academic and international opportunities.



# Our Campuses

Our campuses are located in the top European business and tech hubs of Munich, Barcelona and Geneva, while our Digital Campus provides maximum flexibility. Our students expand their global outlook with inter-campus transfers or international exchanges at our partner universities all over the world.



## MUNICH

Germany's economic powerhouse, renowned for innovation

## BARCELONA

World-leading smart city and startup hub on the Mediterranean

## GENEVA

Diplomatic and financial capital in the heart of Europe

## DIGITAL

Designed to deliver a blended, dynamic and innovative learning experience



## EU BUSINESS SCHOOL GROUP

### RANKINGS

#1



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

#1



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

#3



EU's MBA ranks #3 in Spain by Forbes

\*\*\*\*  
4



Awarded four stars overall for business education by QS Stars

#20



Ranked #20 worldwide by América Economía in its global MBA rankings

#24



EU's Online MBA ranks #24 in the world by QS Top MBA

## MEMBERSHIPS







## Top Reasons to Study at EU

### 01

#### INTERNATIONAL

Learning in a multicultural environment of 100+ nationalities opens our students to international perspectives and gives them a global mindset.

### 02

#### AN ENTREPRENEURIAL MINDSET

We foster entrepreneurial thinking, teaching our students to become agile and creative problem-solvers.

### 03

#### SMALL CLASS SIZES

Our small class sizes promote interaction and collaboration, personalized attention, enhanced learning and outstanding academic performance.

### 04

#### ALL CLASSES TAUGHT IN ENGLISH

Our students learn to communicate fluently and effectively in the international language of business.

### 05

#### EXPERIENTIAL LEARNING

We believe in hands-on, pragmatic learning, including project-based cases and business simulations, to give our students the real-world business skills to excel.

### 06

#### OUTSTANDING FACULTY

Our faculty of highly qualified academics, industry experts, entrepreneurs and business leaders provide academic credentials and real-world experience of how businesses work.

### 07

#### BUILDING A BUSINESS PERSONALITY

We encourage students to build the most valuable brand they can market: themselves.

### 08

#### RANKED AMONG THE BEST

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

#### JOB-SEEKING VISA

Students at EU Munich are eligible to apply for an up to 18-month job-seeking visa and most find employment within six months.

# Accrediting Bodies

# University Qualifications

EU Business School continuously explores affiliation opportunities with world-class institutions. In partnership with University of Derby and London Metropolitan University in the U.K., and Dublin Business School, Ireland, EU students earn state-recognized degrees. Through its alliance with Universidad Católica San Antonio de Murcia (UCAM), Spain, students attain university-specific bachelor's, master's and MBA degrees (*título propio*)\*.

The degree programs (*títulos propios*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, and the Dublin Business School degrees awarded by Quality & Qualifications Ireland, are authorized to be delivered at EU Business School Munich GmbH following Art 86 Abs. 3 BayHschG.



## BACHELOR'S (BBA/BA/BS) PROGRAMS (*TÍTULO PROPIO*)\* IN ONE OF EIGHT MAJORS

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

Upon successfully completing these bachelor's programs, you will earn a university-specific bachelor's degree (*título propio*)\* from Universidad Católica San Antonio de Murcia (UCAM), Spain, and a Certificate of Specialization in one of the eight majors from EU Business School Switzerland.



## EU BUSINESS SCHOOL GROUP PROFESSIONAL ACCREDITATIONS



## BACHELOR'S (*TÍTULO PROPIO*)\* + BA (HONS) IN BUSINESS MANAGEMENT

By successfully completing seven semesters, you will earn an extra qualification, a state-recognized bachelor's degree from University of Derby, U.K. in addition to a university-specific bachelor's degree (*título propio*)\* from Universidad Católica San Antonio de Murcia (UCAM), Spain. To earn both degree titles, you will study in a hybrid learning environment.



## BA (HONS) IN ONE OF SIX PATHWAYS

- Business
- Business (Management)
- Business (Project Management)
- Business (HR Management)
- Business (Law)
- Business (Information Systems)

This Dublin Business School state-recognized degree is fully accredited by the Irish government through QQI, the Irish state body for quality assurance of all education and training services. On successful completion, you will earn a state-recognized Dublin Business School BA (Hons) in Business degree awarded by Quality & Qualifications Ireland (QQI).



\*For more information about university-specific degrees (*título propio*) and state-recognized university titles, please refer to the section 'Degrees at EU Business School' on our website at [eumunich.com/degrees](https://eumunich.com/degrees).

# Validating and Accrediting Partners



**UCAM**  
UNIVERSIDAD CATÓLICA  
DE MURCIA

## UNIVERSIDAD CATÓLICA SAN ANTONIO DE MURCIA (UCAM), SPAIN

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

UCAM is accredited by the Agencia Nacional de Evaluación de la Calidad y Acreditación (ANECA). It was awarded a four-star rating overall by QS Stars and was ranked the 34th university in Spain by the Times Higher Education World University Rankings 2023.

[ucam.edu](http://ucam.edu)



**UNIVERSITY OF  
DERBY**

## UNIVERSITY OF DERBY, U.K.

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

UoD was recognized for its world-leading research in the Research Excellence Framework 2021 (REF 2021) and was ranked within the top 50 universities overall in the U.K by the Guardian University Guide 2023.

[derby.ac.uk](http://derby.ac.uk)



**DBS**  
Dublin  
Business  
School

## DUBLIN BUSINESS SCHOOL, DUBLIN, IRELAND

Dublin Business School (DBS) is a private higher education institution and Ireland's largest accredited independent provider of higher education. Its programs are accredited by Quality and Qualifications Ireland (QQI), the Irish state body for quality assurance of all education and training services. The institution has 90 awards (including embedded awards) currently validated under QQI. DBS was awarded a four-star rating overall by QS Stars.

[dbs.ie](http://dbs.ie)



# MUNICH

*A vibrant and prosperous tech hub in the heart of Europe, Munich is a fantastic place to study and start your career.*

Munich is the perfect location to study business. A major economic power in Germany, it's home to top international companies, innovative tech businesses and a highly developed startup ecosystem.

The city center is full of parks and brims over with beer gardens and stylish shops, cafés and bars. Outside the classroom, students can enjoy everything from the world-famous Oktoberfest and Christmas markets to music festivals, alpine skiing, FC Bayern and summer beer gardens.

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#3

on the latest Quality of Life ranking by Mercer

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< 1 hour

to the stunning Bavarian Alps

---

1,200km

of cycling lanes

---

2025

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





# The EU Munich Campus

**The EU Munich campus is centrally located across the street from the historic and lively Theresienwiese fairground, home to the world-famous Oktoberfest.**

The bright and modern campus building features state-of-the-art learning facilities that have been specifically designed to optimize the student experience. The customized classrooms are arranged around a leafy central courtyard where students can relax between lectures. All classrooms and study areas are fully equipped with the latest technology and benefit from huge windows and lots of natural light. There is a library, ideal for reading, catching up on assignments and revising. The cozy and inviting lounge has sofas and snack machines where you can relax, grab some coffee or catch up with friends.



2,200m<sup>2</sup> in a modern campus building



700 students from across the globe



5 minutes from Marienplatz with public transit



Take a tour  
around campus



# Student Life at EU Munich

Student life is all about coming together. At EU Business School, students make friends and connect with classmates through sports, festivals, parties, excursions, charity events and much more! Join in and become part of EU's international community.

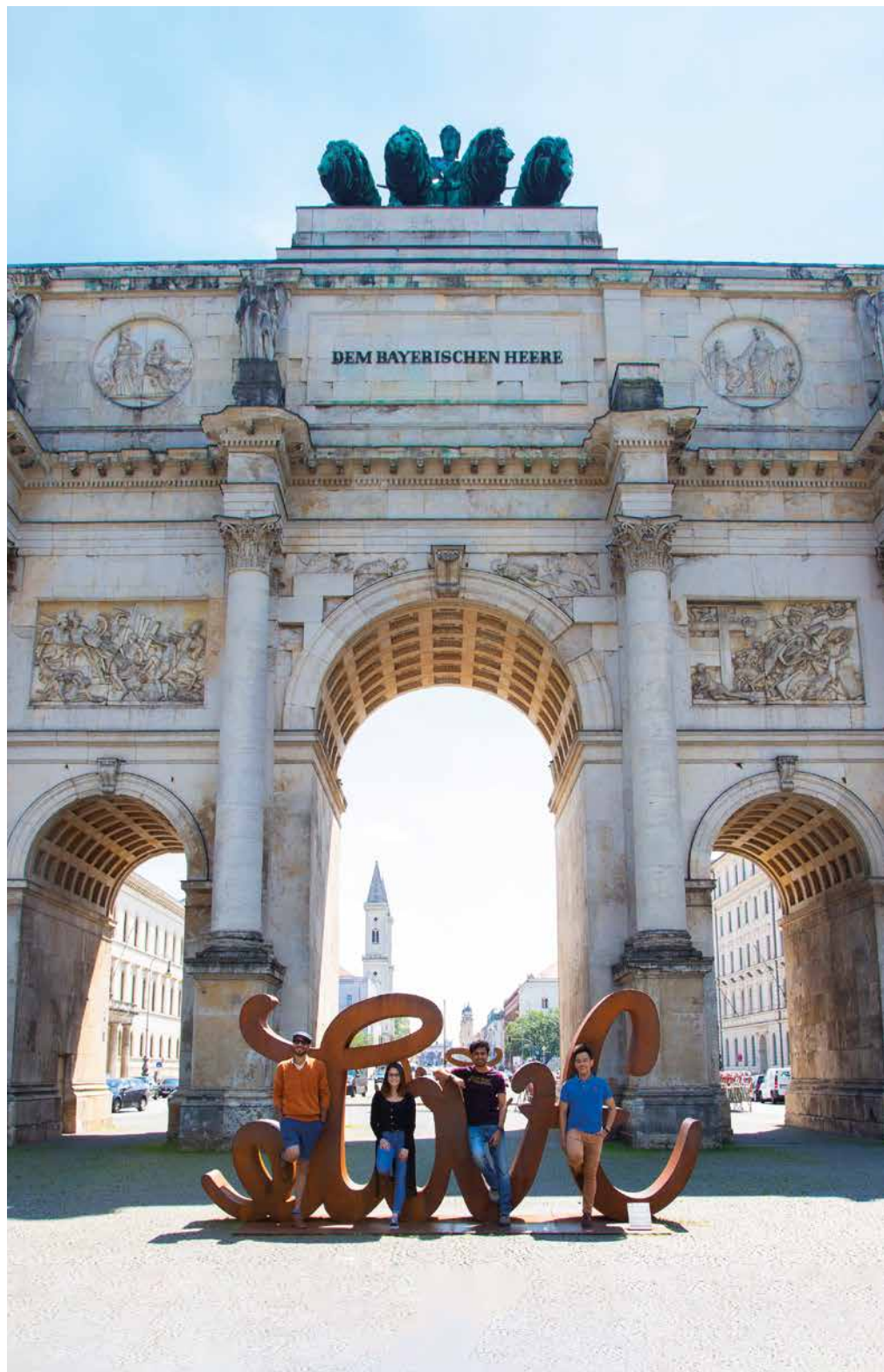
Do you love sports and outdoor activities? So do we! You can join your classmates on the soccer field, or go hiking in the spectacular Bavarian mountains and lakes!

As soon as you start your studies at EU, you'll be invited to welcome drinks during Orientation Week, which will give you an opportunity to get to know your new classmates and make connections. You will also be able to explore your new campus city on a walking tour of all Munich's most famous sights. Throughout the academic year, you can take part in all kinds of events outside the classroom from cultural excursions to Halloween parties.

If you enjoy giving back, you could also participate in one of our charity events.



Follow us on  
social media







**"MUNICH IS A FANTASTIC CITY  
TO BE A STUDENT. WITH LOTS  
HAPPENING ALL YEAR ROUND.  
BUT OKTOBERFEST IS THE  
BIGGEST AND BEST FESTIVAL!"**

Arsenii Poliakov  
Bachelor's student at EU Munich





Students  
by Region

19%  
Americas

29%  
Europe

11%  
Africa &  
Middle East

16%  
Asia

20%  
Russia &  
CIS Countries

5%  
Other

20%

of our students  
are entrepreneurs



**95%**

international  
students

**3.5**

languages  
spoken on  
average  
by students

**93%**

of our students  
accepted a job  
offer within six  
months of  
graduation

**37%**

of students take  
advantage  
of our transfer  
opportunities

## EU Business School at a Glance

**54% Women  
46% Men**  
**Bachelor's Student  
Age Range  
17-26**

# Learning Approach

**When you study a bachelor's program at EU, you will gain the real-world business skills, entrepreneurial mindset and global perspective you need to excel in the workplace of the future.**

Our experiential and pragmatic approach to business education prepares you for careers in the business world through case studies, business simulations, company visits and more. Your lecturers are highly qualified academics and working professionals, who use their real-world expertise to bring theoretical concepts to life. In addition, you will have the opportunity to interact with top industry experts at exclusive EU seminars and events, including our flagship Learning From Leaders conferences with world-renowned businesspeople. Our innovative Business Immersion Weeks, which take place every semester, are designed to give students hands-on experience of the inner workings of companies.

## An Entrepreneurial Mindset

We are a business school for entrepreneurial thinkers who want to break the mold, to innovate and build a different future. We develop work-ready graduates with an agile and creative mindset, who are adept at navigating change and finding solutions.

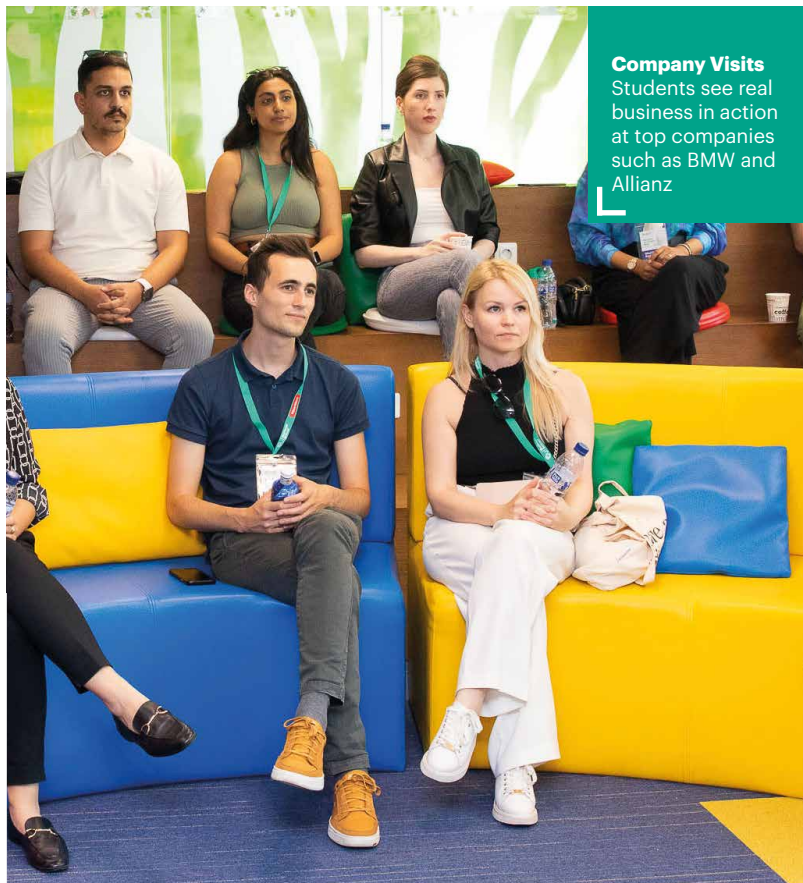
### Business Immersion Week

Hands-on, interactive activities, company visits and more!



### Company Visits

Students see real business in action at top companies such as BMW and Allianz



### World-renowned Speakers at Commencement

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



Find out more about our learning approach



## FOUNDATION & BACHELOR'S PROGRAMS





**"THE ENGLISH FOUNDATION PROGRAM 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



See all our  
foundation  
programs

# Foundation Programs

The bachelor's programs offered at EU Munich require a certain level of English and academic achievement. If you do not meet these requirements, we offer two preparatory programs. The English Foundation program will improve your language skills and the Business Bridging program will boost your academic level. Upon successful completion of these courses, you will be automatically admitted to our bachelor's programs if you fulfil all other application requirements.

## ENGLISH FOUNDATION

This specialized program will help you refine your language skills and prepare you for our bachelor's programs, which are taught in English. Upon satisfactory completion of the English Foundation Program, you will be eligible to enroll in an EU degree program if you meet all the application requirements.

### BENEFITS

- Improve proficiency in written and oral English skills
- Learn English to make the most of your studies at EU
- Automatic admission to EU degree programs

### CERTIFICATE AWARDED

- English Foundation Program certificate from EU Business School Switzerland

## BUSINESS BRIDGING

The Business Bridging program gives you the knowledge to succeed in EU's three-year bachelor's programs. You will study management, economics and business law and strengthen your academic, communication and business English skills. Successful completion of the Business Bridging Program entitles you to automatic admission into the first year of our bachelor's programs if you meet all the application requirements.

### BENEFITS

- Gain business skills required to earn an EU bachelor's degree
- Bridge the gap between your current abilities and EU academic requirements
- Automatic admission to EU bachelor's degrees

### CERTIFICATE AWARDED

- Business Bridging Program certificate from EU Business School Switzerland



**Duration:**  
One term  
(10 weeks)



**Start Dates:**  
October, February,  
June, August



ECTS



**Duration:**  
One semester  
(13 weeks)



**Start Dates:**  
October, February,  
June, August



ECTS



# Bachelor's (BBA/BA/BS) Programs (*título propio*)\*

These bachelor's programs are designed for students eager to gain the knowledge and insights needed to start a career in international business, as well as the creative and agile mindset required for success.

## ABOUT THE BACHELOR'S (BBA/BA/BS) PROGRAMS (*TÍTULO PROPIO*)\*

The bachelor's programs (*título propio*)\* from Universidad Católica San Antonio de Murcia (UCAM), Spain, are three-year, six- or seven-semester programs (210 or 240 ECTS) with start dates in October, February, June and August, that allow you to transfer to campuses in Barcelona, Geneva or our Digital Campus during the first five semesters. 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, conferences, business simulations, group discussions and project work, among others. In addition to a strong grounding in business, we offer specialization options to help deepen knowledge in major business disciplines. You will 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 will also have the opportunity to do inter-campus transfers and to participate in study abroad programs and/or earn an additional qualification with our international academic partners around the world.

The credits earned in the courses of each of these bachelor's programs (*título propio*)\* follow the European Credit Transfer and Accumulation System (ECTS), the European standard for credits, as established in the Bologna Process.

## PROGRAMS AVAILABLE

- BBA - Bachelor of Business Administration (*título propio*)\*
- BA - Bachelor of Arts in Digital Communication (*título propio*)\*
- BA - Bachelor of Arts in Leisure & Tourism Management (*título propio*)\*
- BA - Bachelor of Arts in International Relations (*título propio*)\*
- BA - Bachelor of Arts in Sports Management (*título propio*)\*
- BA - Bachelor of Arts in Digital Business, Design & Innovation (*título propio*)\*
- BA - Bachelor of Arts in Artificial Intelligence for Business (*título propio*)\*
- BS - Bachelor of Science in Business Finance (*título propio*)\*

**"THE LEARNING APPROACH AT EU IS VERY HANDS-ON. WHICH MEANS THAT WE LEARN REAL-WORLD BUSINESS SKILLS. I ALSO REALLY LIKE THAT MANY OF OUR LECTURERS ARE BUSINESS PROFESSIONALS WHO CAN SHARE THEIR EXPERIENCES WITH US."**

Era Milo  
Bachelor's student at EU Munich



**Duration:**  
Six or seven  
semesters/three  
years



**Start Dates:**  
October, January,  
June, August

**210**

ECTS

**240**

ECTS

\*For more information about university-specific degrees (*título propio*) and state-recognized university titles, please refer to the section 'Degrees at EU Business School' on our website at [eumunich.com/degrees](https://eumunich.com/degrees).

## PROGRAM STRUCTURE

### OPTION 1: BACHELOR'S DEGREES (*TÍTULO PROPIO*)\*

This is a six-semester, three-year program with 210 ECTS. The first year comprises core courses to provide you with a solid base in all fundamental business areas. Specialization subjects are incorporated from the third semester onwards. On successfully completing six semesters, two final case studies and a dissertation, you earn a university-specific bachelor's degree (*título propio*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, and a Certificate of Specialization in one of the eight majors from EU Business School Switzerland.

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 2: BACHELOR'S (*TÍTULO PROPIO*)\* + BA (HONS) IN BUSINESS MANAGEMENT

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 in the third, fourth and fifth semesters. In the third year, you will focus on business management 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 will earn a university-specific bachelor's degree (*título propio*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, and a Certificate of Specialization in one of the eight majors from EU Business School Switzerland. In addition, you will be awarded a state-recognized BA (Hons) in Business Management from the University of Derby, U.K. To earn these degree titles, you will study in a hybrid learning environment.

As well as opening doors in the business job market, this option is recommended if you wish to do graduate or post-graduate studies at a public university and/or work in the public sector.

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

## DEGREE AWARDED

### Option 1: Bachelor's degrees (*título propio*)\*

- A university-specific bachelor's degree (*título propio*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.
- A Certificate of Specialization in one of the eight majors from EU Business School Switzerland.

### Option 2: Bachelor's (*título propio*)\* + BA (Hons) in Business Management

- A university-specific bachelor's degree (*título propio*)\* awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain.
- A Certificate of Specialization in one of the eight majors from EU Business School Switzerland.
- A state-recognized BA (Hons) in Business Management from University of Derby, U.K.



See all our  
bachelor's  
programs

\*For more information about university-specific degrees (*título propio*) and state-recognized university titles, please refer to the section 'Degrees at EU Business School' on our website at [eumunich.com/degrees](https://eumunich.com/degrees).



# Bachelor of Arts (Hons) Programs

This program gives students a thorough grounding in fundamental business competencies while honing their leadership and managerial skills, as well as the opportunity specialize in key areas of business.

## ABOUT THE BACHELOR OF ARTS (HONS) PROGRAMS

The BA (Hons) in Business is a three-year, full-time program (180 ECTS) with start dates in October and February, that provides you with the fundamental skills of business and a diversity of cross-enterprise skills necessary in today's competitive and evolving market. Through this EQF\* level 6/NFQ\*\* level 8 honors bachelor's degree, you will acquire insight into sub-fields of business and increase your knowledge and skills in the specialist areas of Management, Project Management, Human Resource Management, Law or Information Systems, depending on the pathway you choose.

In the first year, you will study common core subjects. In the second and third years, electives are introduced allowing you to gain specialist knowledge in a chosen field of interest. Throughout the program, the learning approach is hands-on with modules comprising both formative and summative assessments as well as group work and presentations.

This Dublin Business School state-recognized degree is fully accredited by the Irish government through QQI, the Irish state body for quality assurance of all education and training services. On successful completion of the program, students earn a state-recognized Dublin Business School BA (Hons) in Business degree awarded by Quality & Qualifications Ireland (QQI).

## PATHWAYS AVAILABLE

- BA (Hons) in Business
- BA (Hons) in Business (Management)
- BA (Hons) in Business (Project Management)
- BA (Hons) in Business (HR Management)
- BA (Hons) in Business (Law)
- BA (Hons) in Business (Information Systems)

## PROGRAM STRUCTURE

Academic Year	Fall	Spring
Year 1	Semester 1 Core courses	Semester 2 Core courses
Year 2	Semester 3 Core & specialization courses	Semester 4 Core & specialization courses
Year 3	Semester 5 Core & specialization courses	Semester 6 Core & specialization courses

## DEGREE AWARDED

- A state-recognized Dublin Business School BA (Hons) in Business awarded by Quality and Qualifications, Ireland.



See all our BA (Hons) programs



**Duration:**  
Six semesters/  
three years



**Start Dates:**  
October,  
February



**ECTS**

\*EQF: European Qualifications Framework

\*\*NFQ: Irish National Framework of Qualifications

# Learning From Leaders

**Our flagship conference series, Learning From Leaders, gives our students a unique opportunity to learn and network with some of the world's most renowned entrepreneurs and leaders from the worlds of business, politics and beyond.**

CEOs of top global companies such as the chairman of Nestlé, Paul Bulcke, former heads of state including the former president of Switzerland, Adolf Ogi, and changemakers such as Steve Davis, strategic advisor of the Bill & Melinda Gates Foundation, among many others, have joined us. Other speakers include:



1

**Kofi Annan,**  
7<sup>th</sup> Secretary-General  
of the UN

**② Omar Berrada,**  
Omar Berrada, Chief Football  
Operations Officer, City Football  
Group & Manchester City FC

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

**José Manuel Barroso,**  
Chair of Gavi, Former Prime  
Minister of Portugal & Former  
President of the European  
Commission

**Peter Brabeck-Letmathe,**  
Chairman Emeritus,  
Former Chairman & CEO,  
Nestlé

**④ Børge Brende**  
President of the World  
Economic Forum

**⑤ Paul Bulcke,**  
Chairman of Nestlé

**Christian Clerc,**  
President of Global Operations  
at Four Seasons Hotels &  
Resorts

**Steve Davis,**  
Senior Strategic Advisor to the  
Bill & Melinda Gates Foundation

**Alain Dehaze,**  
CEO of the Adecco  
Group

**Mathieu Jatton,**  
CEO of Montreux Jazz  
Festival

**Dr. Carl Benedikt Frey,**  
Director, Future of Work  
Program at Oxford  
University

**③ Thierry Geerts,**  
Country Director of Google,  
Belgium & Luxembourg

**Rick Goings,**  
Former Chairman & CEO of  
Tupperware Brands

**① Jim Hagemann Snabe,**  
Chairman of Siemens & Maersk

**⑤ Adrian Hallmark,**  
Chairman & CEO of Bentley  
Motors

**Johnny Harris,**  
Filmmaker, YouTuber & Founder  
of Bright Trip

**Helena Hedblom,**  
President & CEO of Epiroc

**André Hoffmann,**  
Vice Chairman of Hoffmann-La  
Roche

**Ronnie Leten,**  
Chairman of Ericsson

**Ebba Lepage,**  
Executive Vice President & Head  
of Corporate Sustainability of  
Lombard Odier Group

**Joanne Lipman,**  
Former Editor-in-Chief of USA  
Today

**Michael Moller,**  
Director-General of the United  
Nations Office, Geneva

**Vanessa Mounzar,**  
Chief Diversity & Inclusion  
Officer of LVMH

**Matt Murray,**  
Former Editor in Chief of the  
Wall Street Journal

**Erdem Ovacik,**  
Co-Founder & Social  
Entrepreneur of Donkey  
Republic

**⑦ Paul Polman,**  
Co-Founder & Chair at IMAGINE  
& Former CEO of Unilever

**Dr. R. Seetharaman,**  
CEO of Doha Bank

**Tom Siebel,**  
CEO of C3 AI & Founder of  
Siebel Systems

**Zev Siegl,**  
Co-Founder of Starbucks &  
Startup Mentor

**Mirjam Staub-Bisang,**  
Head of BlackRock Switzerland

**Daan Struyven,**  
Senior Energy Economist of  
Goldman Sachs

**Michael Sylver,**  
Director of Program  
Management & Support  
Services Division of UNECE

**Julien Tornare,**  
President & CEO of Zenith  
Watches, LVMH Group

**Guy Verhofstadt,**  
Former Prime Minister of  
Belgium & MEP

**Waqas Al-Siddiqi,**  
Serial Entrepreneur, Founder  
& CEO of Biotricity

**Lynn Yu,**  
CEO of Jason Yu

**Alexandre Zeller,**  
Chairman of Crédit Suisse



Watch our Learning  
From Leaders  
conferences





## Study Abroad Programs

At EU Business School, we are proud of our international and diverse community. We offer students studying an EU bachelor's program the opportunity to further expand their global perspective and multicultural understanding by taking part in study abroad programs with our prestigious international partners located all over the world, as well as our partner schools from OMNES Education Group.

Our student counselors will provide information on the opportunities available for your program.

\*Some of the partners with whom we cooperate on study abroad, student and faculty exchange programs.



## Inter-Campus Transfers

Studying abroad is a life-changing experience. It will give you the chance to build your self-confidence, become more independent and make new friends while fostering the cross-cultural understanding and adaptable mindset that will enhance your employability in the future. At EU Business School, you can choose to spend one or two semesters at one of our fantastic campuses in Spain or Switzerland, or opt for the flexibility of our Digital Campus.



### BARCELONA, SPAIN

As a major economic power in Spain, Barcelona prides itself on its 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 and the works of 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.

**#1**  
beach city in  
the world

**#4**  
smart city  
in Europe

**10,000+**  
cafés, bars and  
restaurants

**1,900+**  
startups





### GENEVA, SWITZERLAND

Stunningly set against the Alps, Geneva is a lively and picturesque city in the heart of Europe. This major financial and diplomatic center is home to more international organizations, financial institutions and multinationals than anywhere else. Plus, it has a buzzing tech and startup scene. The charming old town is packed with shops, cafés and bars, and Lake Geneva and the Alps are right on the doorstep for water sports, world-class skiing and much more!

#7

most liveable city in the world, according to The Economist

4km

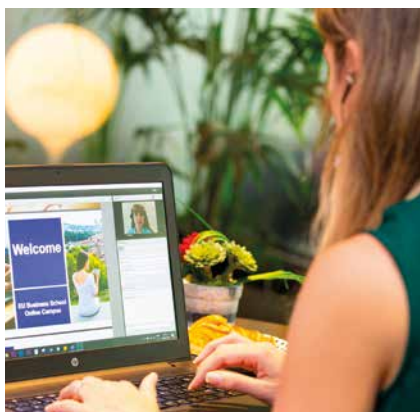
from Geneva to France

37k+

people employed in the financial sector

160+

HQs and international organizations



### DIGITAL CAMPUS

Studying at our Digital Campus instantly connects you to a network of peers, lecturers and business experts from all over the world. Delivered on an easy-to-use platform, EU's online programs are personalized and incorporate practical experiential learning methods to bring business to life in a dynamic environment. Students have the flexibility to combine work and travel to get ahead in their careers.

2012

EU's Digital Campus was founded

3

online on-campus weeks for networking and gatherings

90+

nationalities within our online student body

70+

lecturers from all over the world

# Career Services



The **Career Services Department** at EU Business School offers advice to students on a one-to-one basis and in group sessions to enhance their career prospects and ensure their job search is successful. EU students receive guidance at each stage of their professional journey, whether it's deciding on their next step, changing careers or preparing for an interview.

## ANNUAL CAREER DAYS

During our annual EU Career Day, students are given the opportunity to expand their professional networks, meet with company representatives, hear from business leaders and recruitment specialists, and participate in workshops and panel discussions designed to strengthen skills essential for achieving career success.

## CAREER SERVICES WORKSHOPS

The Career Services Department organizes coaching and career development workshops on topics like job selection, personal branding and mentoring. In addition, they offer practical sessions on key aspects of the job search process, including building your professional online identity, optimizing your CV, writing the perfect cover letter, and preparing for an interview.

## TALENT EXPERTS AND COACHES

At EU, we continuously work to promote the personal and professional development of all our students. We give students the opportunity to interact with career coaches and HR experts and hear from entrepreneurs and industry leaders on a wide range of topics. In addition, students visit a broad range of companies – from startups to the headquarters of major multinationals – in order to experience the inner workings of businesses firsthand.



The **EU alumni network** gives you access to an invaluable body of business professionals to help you transition from graduate to business leader. Join the EU Alumni Hub to connect to this community of 162 nationalities, which brings together 30,000+ alumni from across the world.

The **Alumni Hub**, the online platform for the EU Alumni Association, is where members can sign up for exciting events and activities, join professional groups to build relationships and discover career development opportunities. Members also use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer job openings and mentor others, sharing their expertise and inspiring the next generation of business leaders.



Visit our  
alumni website

## EU Alumni Association & the Alumni Hub

### NETWORKING

Networking is key to achieving a successful career. At EU Business School, we hold on-campus conferences and events designed to give our students an abundance of networking opportunities. You will interact with top industry professionals and alumni to build strong business relationships and create meaningful and lasting connections. In addition, you can take part in our regular alumni events that are held all over the globe.



#### **CHRISTOPH KASTENHOLZ**

BBA, 2012

Christoph Kastenholz is founding partner & CEO at Pulse Advertising & HIVE Management. They have offices in Hamburg, London, Milan and New York, and their clients include Zalando, PUMA, MINI and Estée Lauder.

Selected for the Forbes 30 under 30 list for 2018, it's easy to see Christoph has his mind set on success.



#### **KRISTINA POLUYANOVA**

BBA, 2013

Kristina Poluyanova is Senior EMEA Product Marketing Manager at Autodesk, an American 3D software company which is a global leader in design technology. A multilingual, tech-savvy marketing specialist, Kristina is passionate about technology, product management and machine learning.



#### **JULIAN BALADURAGE**

BSc (Hons) International Business, 2012

Julian Baladurage founded his first company, MBJ LONDON, while he was studying at EU. The company won the Best SME WaaS Company 2020, Best End-to-End WaaS Company 2020 and was a finalist in the UK Business Tech Awards 2020. Alongside running MBJ LONDON and his second company, alqemist, he is studying a PhD on artificial intelligence in marketing.



#### **NOËLLE DEMOLE**

BA in International Relations, 2017

After earning her bachelor's degree at EU, Noëlle Alice Demole went on to complete a Master of Science in Negotiation and Conflict Resolution at Columbia University, set up an NGO, and was selected for the Forbes 30 Under 30 DACH list in 2021.

## Our Alumni in Numbers

Our community of 30,000+ alumni successfully work and live across the globe.

*"THE MULTICULTURAL ENVIRONMENT AT EU BUSINESS SCHOOL PREPARES YOU FOR TODAY'S GLOBALIZED BUSINESS WORLD."*

Julian Baladurage  
CEO and Co-Founder MBJ London  
Class of 2012

### TOP FACTS

162

nationalities

20%

are CEOs

31%

are entrepreneurs

20%

work in family  
businesses

54%

are women

### WHERE OUR ALUMNI LIVE AND WORK

18%

#### Americas

Top countries:

United States of America  
Canada  
Colombia

32%

#### Europe

Top countries:

Germany  
Spain  
Switzerland

14%

#### Middle East

Top countries:

United Arab Emirates  
Saudi Arabia  
Qatar

17%

#### Russia & CIS countries

Top countries:

Russia  
Kazakhstan  
Azerbaijan

19%

#### Asia

Top countries:

India  
Singapore  
China

### OUR ALUMNI ARE BUSINESS LEADERS

46%

in Leadership & Managerial Roles

CEOs

Directors

Managing  
Directors

CMOs, COOs,  
CFOs, CIOs

Executive  
Directors

43%

24%

18%

10%

5%



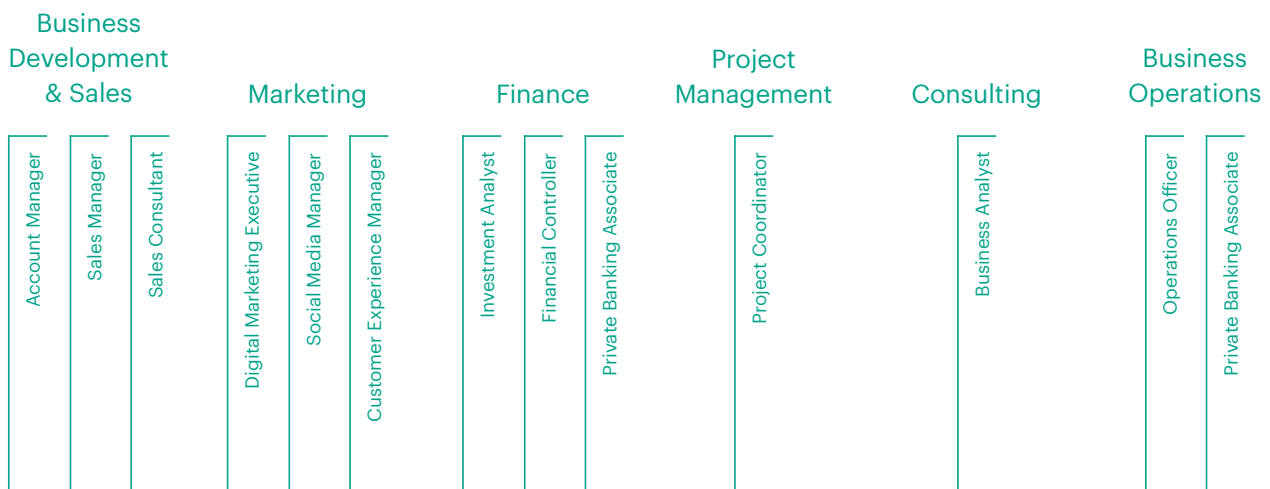
# Our Bachelor's Graduates

Our bachelor's graduates of the past five years have successfully entered the international workplace.

93% accepted a job offer within 6 months after graduation

54% of students found work abroad

## MOST POPULAR JOBS



## BY INDUSTRY

## BY FUNCTION

27%  
Others

18% 17% 17%

IT, Internet & Technology

Financial Services, Investment & Banking

Hospitality, Sports & Leisure

9%

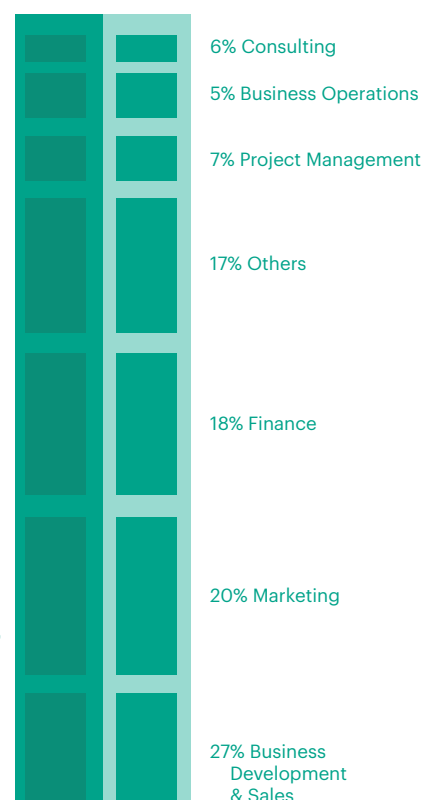
Marketing, Advertising & Media

7%

Pharma & Healthcare

5%

Consumer Goods



# Student Support

Studying abroad is an exciting, life-changing opportunity, but we know that it can also bring some challenges. Our staff is here to provide you with the practical support you need throughout your EU journey from the moment you apply to your graduation and beyond.

## Before You Arrive



### APPLY FOR A VISA

Before coming to Munich, you should contact your country's German embassy or consulate to find out the most up-to-date visa requirements for studying in Germany that apply to your country of origin. The process from application to acceptance could take up to three months, so we recommend applying as soon as you receive your final acceptance documents. Our dedicated support team is here to help you during this process.

### FIND ACCOMMODATION

We know that finding a comfortable and welcoming living environment is important, and our team will provide support. Begin your search while you are waiting for your final enrolment documents as there is high demand.

If you prefer the structured living environment of a student dorm, EU Munich has secured a limited number of placements in private dorms. Contact our team immediately after enrolment at [accommodation@eumunich.com](mailto:accommodation@eumunich.com) to apply for a place. If you prefer to live in an apartment, note that apartments in Munich are usually rented through an agency or via websites such as [immobilienscout24.de](http://immobilienscout24.de), [immowelt.de](http://immowelt.de), [immonet.de](http://immonet.de), [wohnung-smarkt24.de](http://wohnung-smarkt24.de), among many others. Shared flats are usually referred to as WG, which stands for Wohngemeinschaft, in listings.

There are a number of websites that provide opportunities to rent a room in a WG, including [wg-gesucht.de](http://wg-gesucht.de), [studenten-wg.de](http://studenten-wg.de) and [studenten-wohnungen.de](http://studenten-wohnungen.de).

## After You Arrive



### REGISTERING YOUR ADDRESS IN MUNICH

Within two weeks of arrival in Munich, and every time you change your location in the city, you must register your address at the KVR – Kreisverwaltungsreferat (Regional Administration Office). There is a fine for not registering or re-registering on time.

### MANDATORY HEALTH INSURANCE

Students (except EU citizens) are required to have German health insurance from the first day of class. Our team can help you with this process.

### GETTING YOUR RESIDENCE PERMIT

Note that the student visa issued in your home country is temporary and only valid for three months, within which you will be required to obtain a residence permit (not applicable to citizens of the EU/EEA/EFTA countries). *Aufenthaltstitel*, as it is called in German, is issued for between one and two years and, as a permit, is bound to your studies. We will advise you on the documentation required and how to fill in the forms.

### ORIENTATION

We will help you integrate smoothly into your new campus city. You will meet and connect with staff, faculty and your fellow students at Orientation, when you will find out everything you need to know about your studies and student life at EU Munich.



**"OUR PRIORITY IS TO HELP AND SUPPORT OUR STUDENTS THROUGHOUT THEIR JOURNEY AT EU. AND WE ENCOURAGE A WARM, FAMILY ATMOSPHERE ON OUR CAMPUS."**

Velislava Saavedra  
Head of Admissions Munich

## During Your Studies



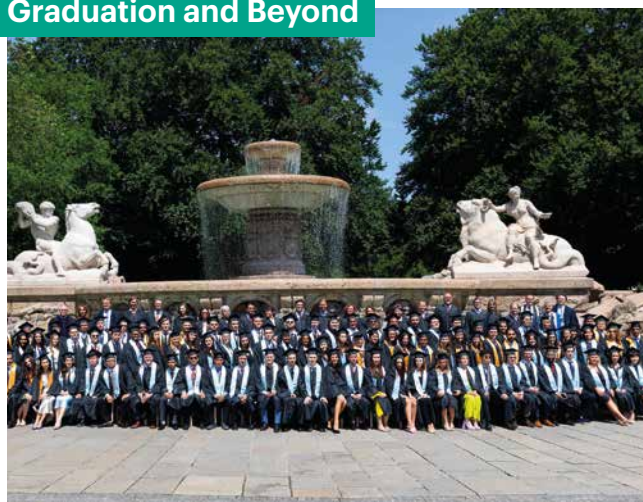
### MEET WITH YOUR ACADEMIC COUNSELOR

All students are given an academic counselor, who will be your point of contact at EU Business School. Your academic counselor will explain your timetable, offer you ongoing support during your academic journey, provide information on exciting inter-campus transfer opportunities, and much more.

### CAREER SERVICES DEPARTMENT

Our dedicated Career Services Department will provide advice, support and practical guidance throughout your academic journey at EU. From the annual Career Day events, which bring together industry experts, successful alumni and business leaders, to workshops on everything from personal branding to creating the perfect CV, we're here to help you achieve professional success.

## Graduation and Beyond



### COMMENCEMENT

Congratulations on your graduation! You will celebrate your amazing achievements with your family and friends at a thrilling and emotional Commencement ceremony. You're ready to make your mark on the world!

### JOIN THE GLOBAL EU ALUMNI NETWORK

As an EU Business School graduate, you will join a network of 30,000+ alumni all over the globe. To make the most of this extraordinary international community, join our Alumni Hub to find mentors, hear about professional opportunities, take part in social activities and much more.

Find out more at [eualumnihub.com](https://eualumnihub.com).

#### New student checklist

- ☐ Apply for your visa
- ☐ Find accommodation in Munich
- ☐ Register your address in Munich
- ☐ Get health insurance
- ☐ Apply for your Student Residence Permit

*Don't forget that our Student Services Department will support you at every step!*

# How to Apply

Congratulations on choosing EU Business School for the next step on your career journey! We look forward to receiving your application and welcoming you to the EU community.

## THE APPLICATION PROCESS

The application process is clear and straightforward, and our admissions department is always on hand if you have any queries: see [eumunich.com/admissions](https://eumunich.com/admissions) for more information and contact details.

Your application will be evaluated on a range of criteria, including your 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 (*título propio*)\*
- BA - Bachelor of Arts in Digital Communication (*título propio*)\*
- BA - Bachelor of Arts in Leisure & Tourism Management (*título propio*)\*
- BA - Bachelor of Arts in International Relations (*título propio*)\*
- BA - Bachelor of Arts in Sports Management (*título propio*)\*
- BA - Bachelor of Arts in Digital Business, Design & Innovation (*título propio*)\*
- BA - Bachelor of Arts in Artificial Intelligence for Business (*título propio*)\*
- BS - Bachelor of Science in Business Finance (*título propio*)\*
- Bachelor's (*título propio*)\* + BA (Hons) in Business Management
- BA (Hons) in Business
- BA (Hons) in Business (Management)
- BA (Hons) in Business (Project Management)
- BA (Hons) in Business (HR Management)
- BA (Hons) in Business (Law)
- BA (Hons) in Business (Information Systems)



### STEP 2: CHECK THE ENTRY REQUIREMENTS

You must fulfill the following specific academic and English language requirements before we can make you an offer.

#### English Foundation Program

- Proof of English level: TOEFL score 60 (internet-based); 173 (computer-based); IELTS 5.0; CAE B1 with a minimum score of 154; or equivalent

#### Business Bridging Program

- 1 certified copy of high school diploma or equivalent and transcripts
- Proof of English level: TOEFL score 60 (internet-based); 173 (computer-based); IELTS 5.0; CAE B1 with a minimum score of 154; English native; or equivalent

#### Bachelor's Programs

- 1 certified copy of high school diploma or equivalent and transcripts
- Proof of English level: TOEFL score 80 (internet-based); 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; English native; or equivalent
- 2 letters of recommendation
- 1 written or video essay

Visit [eumunich.com/admissions](https://eumunich.com/admissions) for a list of additional supporting documents.

### STEP 3: SUBMIT YOUR APPLICATION

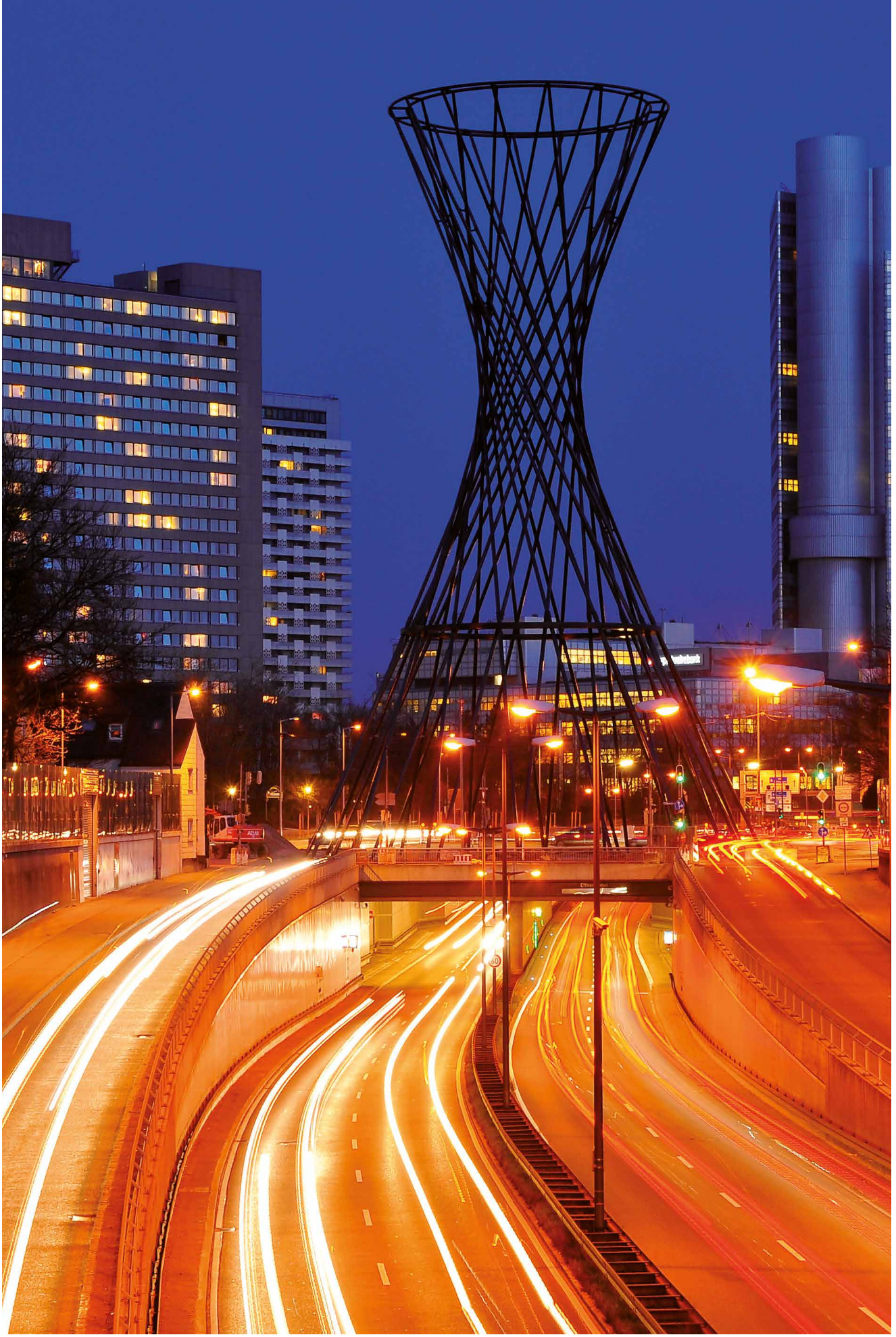
Submit your application online at: [eumunich.com/apply](https://eumunich.com/apply)

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

For more information, please refer to the EU website: [eumunich.com/admissions](https://eumunich.com/admissions)

\*For more information about university-specific degrees (*título propio*) and state-recognized university titles, please refer to the section 'Degrees at EU Business School' on our website at [eumunich.com/degrees](https://eumunich.com/degrees).





### Munich

Theresienhöhe 28  
80339 Munich  
Germany  
T +49 89 5502 9595  
F +49 89 5502 9504  
[info.muc@eumunich.com](mailto:info.muc@eumunich.com)

### Other campuses in:

#### Barcelona

**Diagonal Campus:**  
Diagonal 648 bis  
08017 Barcelona  
Spain

**Ganduxer Campus:**  
Ganduxer 70  
08021 Barcelona  
Spain

T +34 93 201 81 71  
F +34 93 201 79 35  
[info.bcn@euruni.edu](mailto:info.bcn@euruni.edu)

#### Geneva

Rue Kléberg 6  
1201 Geneva  
Switzerland  
T +41 22 779 26 71  
F +41 22 779 26 73  
[info.gva@euruni.edu](mailto:info.gva@euruni.edu)

#### Digital

T +34 93 201 81 24  
[info.dgtl@euruni.edu](mailto:info.dgtl@euruni.edu)

### SCAN FOR INFORMATION



### FIND US ON

-  @EU\_Business\_School
-  EUBusinessSchool
-  @EU\_group
-  EU Business School
-  [euruni.edu/blog](http://euruni.edu/blog)
-  [euruni.edu/youtube](http://euruni.edu/youtube)
-  [eu\\_business\\_school](https://soundcloud.com/eu_business_school)

### VALIDATING & ACCREDITING PARTNERS



### MEMBER OF

