

**Munich**  
Master's & MBA  
Programs



#StartHere





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**Websites & Blog**

eumunich.com  
euruni.edu

**EU Today TV**

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 Barcelona, Geneva, Montreux, 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 ex-

periential 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; communication & public relations; international marketing; global banking & finance; leisure & tourism management; entrepreneurship; digital business; sports management and blockchain 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 institutions. Our students in Munich earn state-accredited master's and MBA degrees on campus, thanks to our partnership with the University of Roehampton in London, U.K.

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 comprises more than 100 nationalities, with 98% of students speaking two or more languages.

**Small class sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

**All classes taught in English:** Including assignments, lectures, 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:**

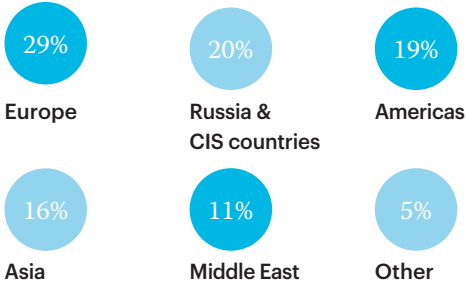
We are committed to encouraging students to build the most valuable brand they can market: themselves.

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

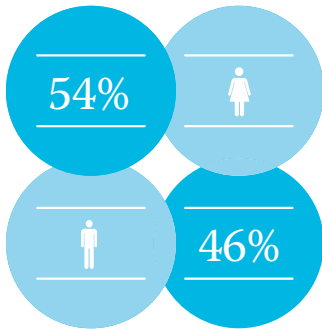
# Our Numbers Talk

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

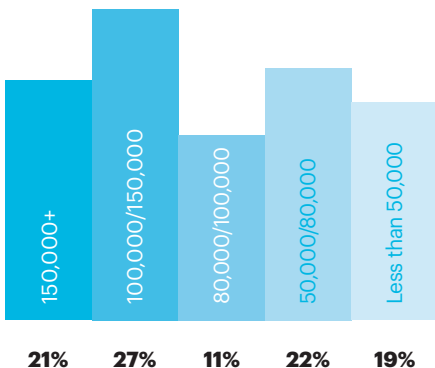
## STUDENTS BY REGION



## 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

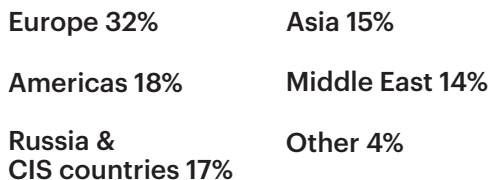
**95%** INTERNATIONAL STUDENTS

**3.5** AVERAGE LANGUAGES SPOKEN

**23-46** MASTER'S AND MBA STUDENT AGE RANGE

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

## WORK PLACEMENT BY REGION





# come

## ncement ceremony

#StartHere

eu Business School

Commencement Ceremony 2019

#EUClass19

#StartHere



eu Business School

eu Business School



# Official Qualifications

## MSc IN INTERNATIONAL MANAGEMENT MBA

### Both programs in one of 11 majors:

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

Upon successful completion of one of the MSc in International Management or MBA programs, students will earn both a state-accredited degree from the University of Roehampton in London, U.K., and a Certificate of Advanced Studies in one of the above majors from EU Business School Switzerland.



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

## EU BUSINESS SCHOOL GROUP

### PROFESSIONAL ACCREDITATIONS:



### MEMBERSHIPS:



### RANKINGS:

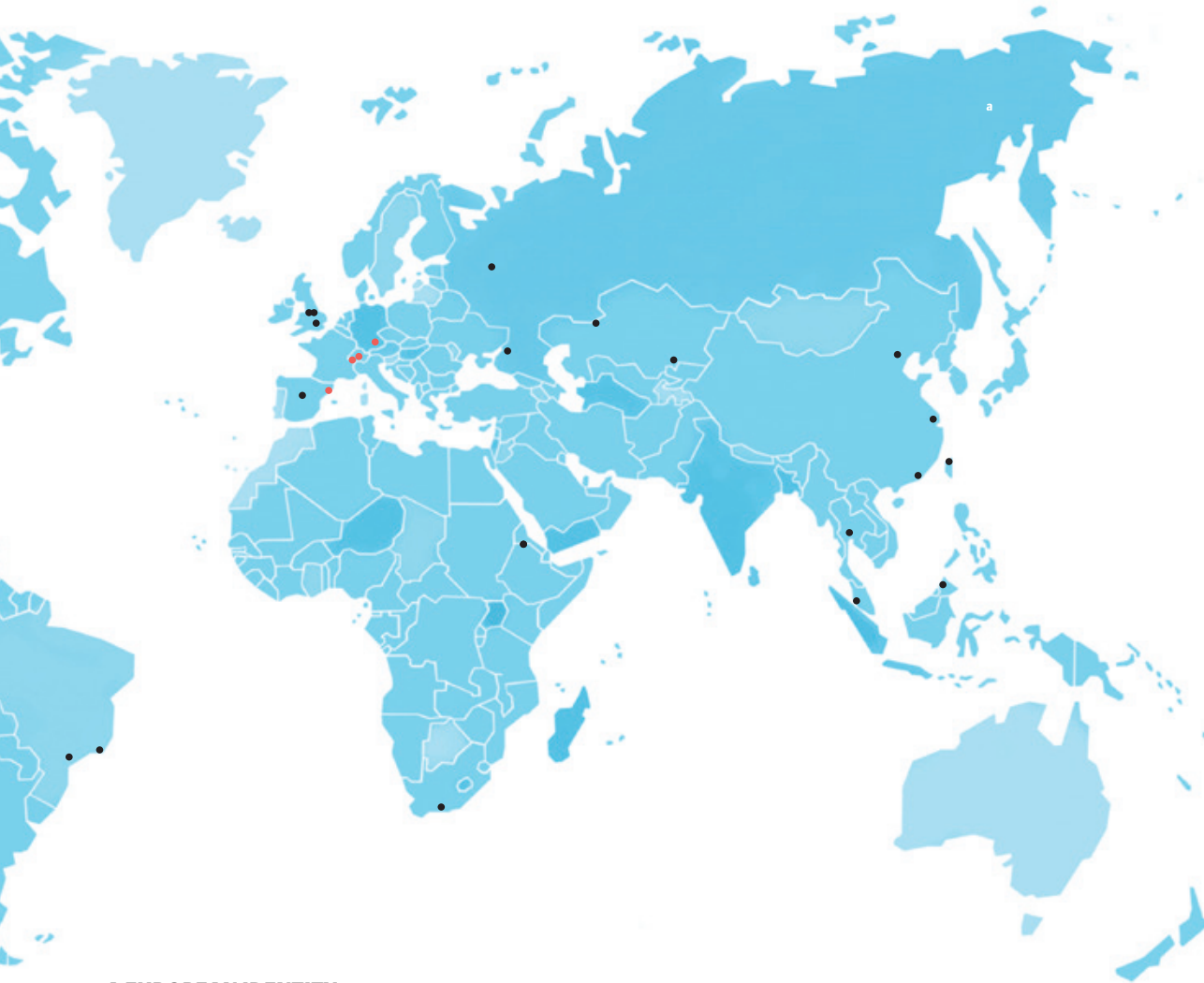
# 1

EU's Online MBA ranked top in CEO Magazine's online global rankings

## TOP TIER

Ranked in the top tier for global and European MBA programs by CEO Magazine





## **A EUROPEAN IDENTITY A GLOBAL NETWORK**

EU Business School develops partnerships with world-class universities and educational institutions around the globe to provide a superior education for our students. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, students are able to add a truly global perspective to their education.

- EU's main campuses
- Exchange opportunities

# 4 STARS

Awarded four stars for excellence in business education by QS Stars

# 5

Ranked fifth in the QS MBA Guide Return on Investment Report for salary uplift in Europe

# 6

Placed sixth as best business school for female students by Capital magazine

# 15

EU's Online MBA ranked 15<sup>th</sup> in the world by QS Top MBA

# Your Life at EU

You'll get a hands-on approach to education at EU. Here, you will have the opportunity to meet dignitaries, travel to incredible countries, attend prestigious events and completely immerse yourself in a different culture through sports and social activities.

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



1. Students attend book conferences by business leaders
2. Students get a behind-the-scenes look at car manufacturing at BMW Welt
3. Study trip to Desigual headquarters
4. CEO of Google Belgium and Luxembourg, Thierry Geerts, presents his book *Digitalis* at EU Business School in Munich
5. Brian Cookson, OBE, former president of the Union Cycliste Internationale (UCI), addresses students, alumni and guests at the Commencement Ceremony
6. Making connections at Oktoberfest



4



5



6





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# Munich

The economic capital of Germany, this 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.

Nicknamed the center of “laptops and lederhosen”, business is also vital to the city’s identity. Through initiatives that help local startups with logistics and providing 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.

Olympiapark

## 2025

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

## €1

admission on Sundays for many museums

## #3

on Mercer’s 2019 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 Bayern Ticket, good for one day of travel anywhere in the state, plus cities such as 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
5. Munich Oktoberfest



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, there is so much to see and do in Munich 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



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## A City Campus Surrounded by Parks

Centrally located near the site of Oktoberfest and Bavaria Park, EU Munich places you at the strategic heart of this green, forward-thinking and international city.

The EU Munich campus is centrally located across the street from the historic and lively Theresienwiese fairground, home to the world-famous Oktoberfest. The area is full of parks and recreational spaces, designed in accordance with the city's urban plan for a greener and more compact environment. There are plenty of cafés and traditional Bavarian restaurants with terraces in the area around the campus which are perfect for relaxing after a day of study.

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 to promote learning and student wellbeing. 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.

A pleasant stroll from the city's beautiful historic center, the EU Munich campus is in close proximity to top companies and startup hubs.

2,200m<sup>2</sup>

in a modern campus building

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700

students from across the globe

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5min

from Marienplatz with public transit





"We had contact with managers and leaders from some of the biggest companies worldwide. The hands-on knowledge and the contacts I made are still useful to me today. That's what I don't think I would have had at any other business school."

Paulo Pinto,  
MBA alumnus

From our campus, students regularly go on 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 insights 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.



**Jim Hagemann Snabe**  
Chairman of Siemens and Mærsk

**SIEMENS**



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# Programs

## **MSc in International Management MBA**

### **Both programs in one of 11 majors:**

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management



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## About our Master's and MBA Programs

Today's employers are on the lookout for MSc and MBA graduates who have international exposure and can succeed in the global business world.

The EU Munich MSc and MBA programs are tailored to accommodate each student's needs. We offer a variety of specializations, ranging from the traditional to the most up-to-date areas of the international business world. The MSc program is designed for aspiring professionals with less than two years of work experience, while the MBA is for working professionals and those who have previously held managerial roles. All classes are taught in English and take place in the afternoon or evening from Monday to Friday. The programs last one year, full time (three terms of 10 weeks each), or two years, part time (six terms of 10 weeks each), with intakes in October, January and March.

Within the MSc and MBA paths, students can choose from 11 business majors. In these programs, students

explore, examine and analyze various topics to develop their own business personalities. The first two terms cover the essential skills for understanding core business concepts and the last term focuses on the student's major. Upon completion of a Management Research Methods Module and a dissertation, students earn a Certificate of Advanced Studies from EU Business School Switzerland and a state-accredited degree from the University of Roehampton in London, U.K., while studying on our Munich campus.

The **University of Roehampton** (UoR) 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, the regulator for higher education in England.

Geneva



Barcelona

You can add to your international experience by studying a term abroad at one of our other campuses in Switzerland, Spain or online. Potential employers consider candidates who have lived in other countries and immersed themselves in different cultures to be adaptable, independent and better problem-solvers.

### **Geneva, Switzerland**

Home to the headquarters of leading international organizations, such as the United Nations, World Trade Organization, World Health Organization and Red Cross, Geneva is also a global financial hub. Good food, a high quality of life and easy access to other metropolises around Europe make Geneva a stimulating and attractive cosmopolitan city.

### **Montreux, Switzerland**

This Swiss city sits on the northeast corner of Lake Geneva. It offers plenty of old-world charm, and a stunning natural landscape to explore. 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, 1,300+ startups 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.

## About the MSc in International Management

The MSc is available as a one-year, full-time or two-year, part-time program (90 ECTS). It is designed for aspiring professionals with less than two years of work experience. Students completing the program earn a state-accredited MSc in International Management from the University of Roehampton in London, U.K., and a Certificate of Advanced Studies from EU Business School Switzerland in their selected major.



The knowledge and skills gained during the MSc program will provide a solid foundation for careers in all sectors. You will learn the crucial elements of business and management while developing the acumen required to conduct business matters on an international scale, understanding principles, cultures and languages.

As a student of the MSc program, you will develop your business personality and hone your management skills through lectures, company visits, seminars, workshops, individual assignments, group projects, case studies and business simulations. You will discuss topics integral to the modern international business environment while taking an in-depth look at subjects ranging from marketing to economics.

The program includes core and specialization courses culminating with a Management Research Methods module and dissertation. You can expect to spend 30 to 40 hours per week on MSc-related work.

**Within the MSc in International Management degree path, you also earn an EU Business School Certificate of Advanced Studies in one of these 11 majors:**

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

## About the MBA

The MBA is designed for business professionals with over two years of professional work experience. You can choose from one-year, full-time, or two-year, part-time options (90 ECTS), each with 11 majors. Graduates earn a state-accredited MBA from the University of Roehampton in London, U.K., and a Certificate of Advanced Studies from EU Business School Switzerland.



Internationally renowned, EU Business School has been awarded a four-star rating in business school excellence by the prestigious QS Stars Ratings. Our MBA programs are ranked in the top tier for global and European MBA programs by CEO Magazine. Moreover, QS MBA Guide ranks EU Business School fifth for the best MBA salary uplift in Europe in their Return of Investment Report.

This program is for professionals who want to change their career path, move into managerial positions or expand their existing skill set. The MBA takes an in-depth look at subjects, from marketing to economics and covers topics integral to the modern business world. Our practical hands-on approach to learning includes group projects, case studies, class discussions, business simulations and workshops, among others, providing students with real-world business experience.

The program includes core and specialization courses culminating with a Management Research Methods module and dissertation. You can expect to spend 30 to 40 hours per week on MBA-related work.

**Within the MBA degree path, you also earn an EU Business School Certificate of Advanced Studies in one of these 11 majors:**

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management



### TOP REASONS TO STUDY A MASTER'S OR AN MBA

**Build your network:** Meet recruiters, entrepreneurs, managers, CEOs or even your next business partner, while developing your skill set with other success-minded professionals.

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**Become a leader:** Improve your chances of obtaining a high-level management position along with new career opportunities.

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**Change industries:** Looking to move into another industry? A master's or an MBA can help bridge the gap. Do what you are passionate about.

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**Credibility:** Enjoy the worldwide recognition a graduate degree brings and become an expert in your field.

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**Higher salary:** Master's and MBA graduates can expect a significant increase in income.

### International Business

#### Students completing this major pursue careers in:

- International management
- Multinational corporations
- Import and export
- Marketing

Today's successful professionals must demonstrate a varied skill set, adaptable to the diverse and international nature of the global market. This major equips you with the tools to navigate a world with rapidly diminishing borders. In this program, you will develop a broad understanding of the global economic playing field through extensive case study research accompanied by a diverse range of topics that relate to international business, including: finance, law, media, communications and management.

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A sample of the program courses:

- \_\_\_\_\_ Business Policy & Strategy
  - \_\_\_\_\_ International Finance
  - \_\_\_\_\_ Technology & Change Management
-





## Communication & Public Relations

### Students completing this major pursue careers in:

- Event management
- Corporate communications
- Public relations
- Press relations

The skills required for communication and public relations have been drastically redefined by changes in social and digital media. Professionals in the field are required to coordinate increasingly complex public relations campaigns now that the consumer and brand are so interconnected. This program will provide students with the know-how to stay ahead of current trends and to apply the latest technologies and communication strategies.

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A sample of the program courses:

- \_\_\_\_\_ Public Relations
  - \_\_\_\_\_ Organizational Communication
  - \_\_\_\_\_ Practical Applications in PR
- 

## International Marketing

### Students completing this major pursue careers in:

- Marketing consulting
- Advertising
- Media
- Brand management

The marketing of products and services is an important aspect of any business. Effective delivery of a company's offerings is key to success in today's constantly evolving and diverse business world. This program provides the framework for understanding markets, competitors, product portfolios and consumer behavior from an international perspective. You'll learn about the latest developments in digital marketing strategies, advertising and media, preparing you for a career in international marketing.

---

A sample of the program courses:

- \_\_\_\_\_ Sales Management
  - \_\_\_\_\_ Digital Marketing Strategies
  - \_\_\_\_\_ Advertising & Media
-



## Global Banking & Finance

### **Students completing this major pursue careers in:**

- Investment banking
- Financial management and planning
- Strategic acquisitions
- Credit strategy management

This major covers a diverse range of areas in the finance industry, from the financial organization, operations and challenges of the economy at large to issues of financial management in firms and financial institutions. This program equips you with the analytical foundation and tools necessary to deal with important practical issues in a finance-centered career. This program is the perfect preparation for management positions in the fields of corporate finance, investment management and other areas of banking and finance.

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A sample of the program courses:

- \_\_\_\_\_ Financial Investments
  - \_\_\_\_\_ Financial Planning
  - \_\_\_\_\_ Short-Term Financial Management
- 

## Leisure & Tourism Management

### **Students completing this major pursue careers in:**

- Hotel management
- Digital tourism
- Event and conference management
- Tour operators

Tourism is the fastest growing industry in today's business world and companies continue to require academically qualified managers to afford them an insight into the industry. This specialization explores the theories, practices and business models that make up the tourism and leisure field. Focusing on the development of executive skills and strategic aptitudes, this program will deliver the key competencies required in the industry while developing understanding of international and intercultural management needs.

---

A sample of the program courses:

- \_\_\_\_\_ Strategic Tourism Marketing
  - \_\_\_\_\_ Environments of Tourism
  - \_\_\_\_\_ Digital Business in Tourism
-



## Entrepreneurship

### Students completing this major pursue careers in:

- Innovation management
- Entrepreneurship
- Venture capital
- Management consulting

Growing businesses need to adapt to environmental and technological changes. This major prepares you for the challenges of establishing and growing a business in today's dynamic climate. We'll help you build the framework for your new venture and provide you with the skills necessary to become an entrepreneurial leader. You will develop key capabilities for success in the areas of new product and service development as well as small and family business management.

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A sample of the program courses:

- \_\_\_\_\_ New Product Development
  - \_\_\_\_\_ Innovation & Leadership
  - \_\_\_\_\_ Technology & Change Management
- 

## Digital Business

### Students completing this major pursue careers in:

- Online marketing and sales
- Consulting
- Digital commerce
- Entrepreneurship

The success of a business today depends on its online presence. Accordingly, digital business is one of the fastest growing and most in-demand modern industries. The digital business program prepares you to thrive in an online business context, examining a broad range of topics from online architecture to usability, while covering many of the relevant issues that managers face in internet-based environments. You will be well-equipped to start your own online business, join an existing company or invent new ways of doing business online.

---

A sample of the program courses:

- \_\_\_\_\_ Digital Marketing Strategies
  - \_\_\_\_\_ Digital Business Design
  - \_\_\_\_\_ The Digital Consumer
-



## Sports Management

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

- Team and club management
- Marketing and promotions management
- Sports media and public relations
- Corporate sponsorship

The sports market is a multi-billion dollar industry, experiencing rapid expansion in regions such as China, Russia, Brazil and the Middle East. The industry offers diverse and dynamic opportunities to graduates, ranging from professional sports to managing events and corporate sponsorship. Professionals who want to work in this field require an increasingly specialized skill set. This program prepares you to meet these challenges through courses in sports marketing and management, financial management as applied to sport and sponsorship.

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A sample of the program courses:

- \_\_\_\_\_ Sports Sponsorship
  - \_\_\_\_\_ Sports Marketing Management
  - \_\_\_\_\_ Crafting Unique Sports Events
- 

## Human Resources Management

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

- Recruitment
- Personnel management
- Compensation management
- Labor relations

People are the most valuable asset of any company and now, more than ever, organizations are committed to the happiness and retention of great employees. The human resources management major focuses on managing people from a social, cultural and political point of view while developing management skills. You will learn effective talent scouting and management, in addition to the trends and techniques necessary to build a top-notch team of business professionals.

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A sample of the program courses:

- \_\_\_\_\_ International HR Management
  - \_\_\_\_\_ HR Development & Training
  - \_\_\_\_\_ People Management
-



## Design Management

### Students completing this major pursue careers in:

- Brand strategy
- Advertising
- Packing design development
- Marketing management

Companies now have more options than ever to promote their products and brands. Practical knowledge of design, current trends and how they affect corporate practices is quickly becoming a key component of running a successful organization. Through this program, you will gain a general understanding of design history and esthetics while learning how to best apply them to business and productive management practices.

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A sample of the program courses:

- \_\_\_\_\_ Luxury & Design
  - \_\_\_\_\_ Architecture & Hotel Design
  - \_\_\_\_\_ Photography & Management
- 

## Blockchain Management

### Students completing this major pursue careers in:

- Fintech
- Transformation management
- Banking
- Financial consulting

One of the most influential and important emerging technologies in modern business, blockchain promises to shape the 21<sup>st</sup> century in various sectors. This major explores how blockchain can revolutionize economics while addressing some of the most pressing problems in society such as trust, transparency, inclusive participation and fair trade. You will gain an in-depth, panoramic understanding of the fundamentals of blockchain, while critically evaluating the processes, practices and tools of this disruptive technology.

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A sample of the program courses:

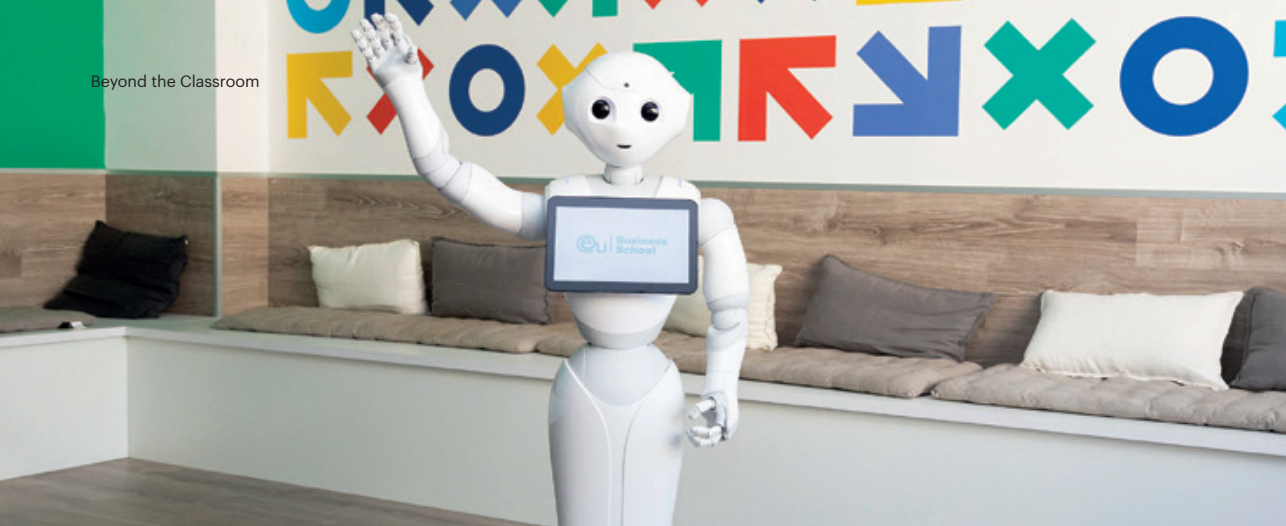
- \_\_\_\_\_ Business Strategy Simulation
  - \_\_\_\_\_ Cryptocurrencies & Fintech
  - \_\_\_\_\_ Blockchain & Sustainable Development
-



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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 human resources 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: 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
- InterNations
- FlixBus
- KPMG
- Allianz
- Consline
- Huawei Technologies
- Steelcase
- Wirecard
- Optile
- Essity
- IBM
- Siemens



## 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.

**Find exclusive internship offers**  
Exclusive offers are found on our Career Center site, which also serves as your profile for employers.

02

03

### **Optimize and tailor your CV**

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

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

04

05

### **Prepare for your interview**

For Skype or phone interviews, you should behave, dress and speak exactly as 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."

Nora Bielek  
Career Services Counselor  
Munich campus



"Career services helped me prepare my CV and cover letter in a German format and in a professional way. And it didn't stop there. I also got guidance on how to network and look for further opportunities within my workplace."

Prajakta Prabhune

Prajakta  
Prabhune  
India

Skype meeting  
with EU's Career  
Services Department

Master of Business  
Administration  
with a major in  
Global Banking  
& Finance

Career services  
counseling

Internship in  
Regulatory  
Affairs at  
Allianz



## 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 promote 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:**

**PN Munich Network:** EU Munich is a partner with this network of English-speaking, international business professionals. Students have the opportunity to interact with professionals at networking events held both on and off campus.

**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.

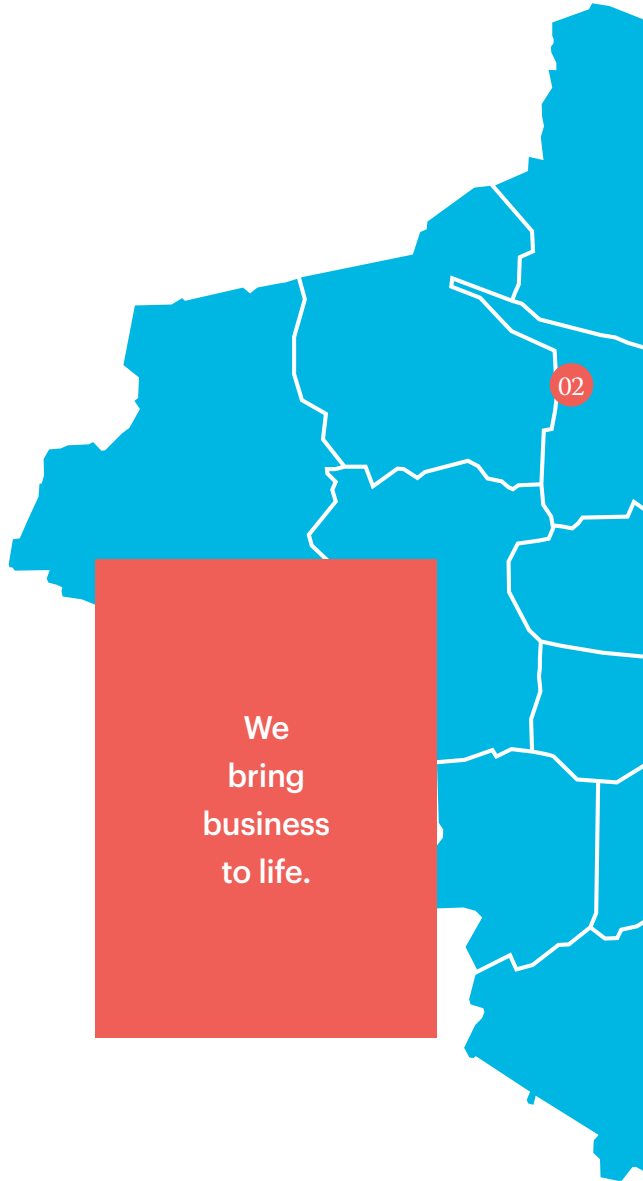
### **EU students attend events including:**

- Change the World Model United Nations in New York (CWMUN)
- Morpheus Cup
- Swiss Economic Forum
- High Performance Leadership program
- Online students on-campus networking events
- 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.



We bring business to life.

## LEARNING FROM LEADERS:



**Adolf Ogi**  
**Former President of Switzerland** delivered a powerful speech on leadership and his career as a top diplomat and head of state.



**Omar Berrada**  
**Chief Operating Officer of Manchester City FC** presented the global strategy behind Manchester City FC and gave students top tips for a successful career in sports.

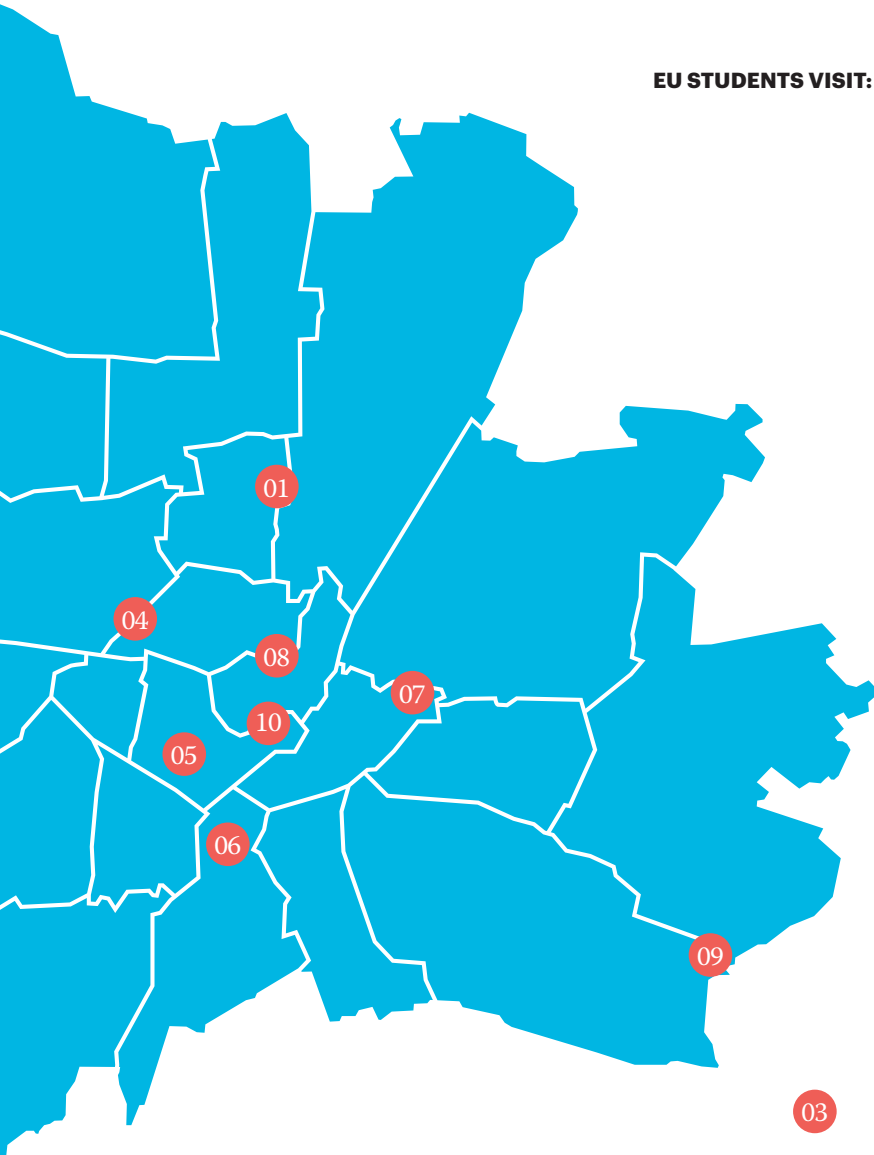


**Jean-Claude Biver**  
**President of the LVMH Watch Division, Chairman of Hublot, Chairman of Zenith Watches and CEO of TAG Heuer**, spoke about innovative thinking and living in paradise every day by doing what you truly love.



**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 Friedrich**  
**CEO of Consorsbank**  
**and DAB BNP Paribas** explained the strategic importance of CSR and how it uses the three Ps – 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

**MSc in International Management**  
**MBA**

---

### Step 2: Choose your major

- International Business
- Communication & Public Relations
- International Marketing
- Global Banking & Finance
- Leisure & Tourism Management
- Entrepreneurship
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

---

### Step 3: 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)

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### Step 4: Submit your application

In addition to other documentation, you will need a certified copy of your bachelor's degree and an official copy of your academic transcripts.

Submit your application online at:

[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 arrival, it is essential to know your visa requirements to enter, travel and study in Germany. 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 and Barbuda, Costa Rica, Mauritius, Serbia, Argentina, El Salvador, Macedonia, Seychelles, Australia\*, Guatemala, Mexico, Singapore, Bahamas, Honduras, Monaco, St. Kitts and Nevis, Barbados, Hong Kong (SAR passports), Montenegro, Taiwan (only passports with an ID number), Bosnia and 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 that you 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)



**Paul Bulcke**  
Chairman of Nestlé

**Nestlé**



**eu** Business  
School

# 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.

## 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 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)

- 
- \_\_\_\_\_ 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
-

**Ninmar Akcan**  
Entrepreneur and  
International Sports  
and Player Agent  
Class of 2008



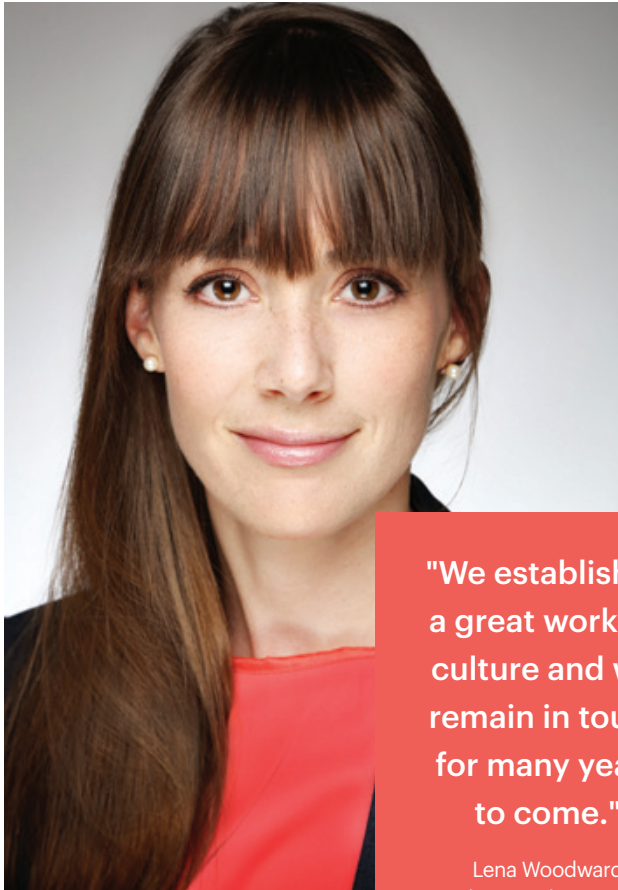


# A Network for Life

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  
Banking Marketing Lead,  
Deloitte Switzerland  
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.

Our alumni work at some of the biggest global companies including Google, Facebook, Microsoft, Sony, Nike and Deloitte.

For more information, please email [alumni@euruni.edu](mailto:alumni@euruni.edu)



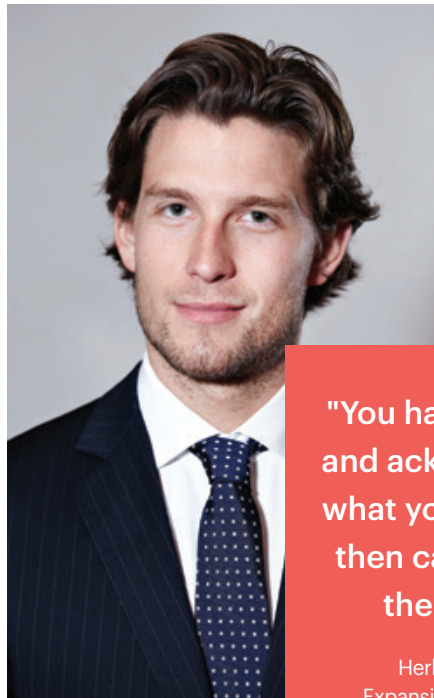
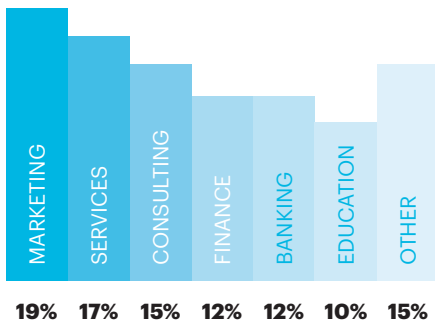
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

27,000+

SECTOR



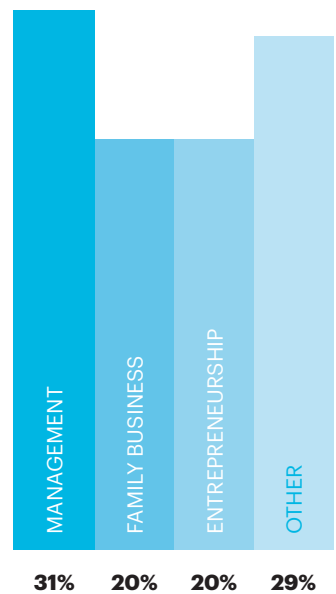
"You have to love and acknowledge what you do; only then can you be the best."

Herbert Petz  
Expansion Manager,  
Arnold Investments  
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**

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info.muc@eumunich.com

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F +41 22 779 26 73  
info.gva@euruni.edu

**Barcelona**

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

**Montreux**

Villa Ormond  
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1815 Clarens-Montreux  
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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)

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