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## Geneva & Montreux Graduate Programs

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**#StartHere**





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**Website & Blog**

[www.euruni.edu](http://www.euruni.edu)

**EU Today TV | Events Section**

[www.euruni.tv](http://www.euruni.tv)



The world is  
changing,  
EU is ready.  
Are you?



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Welcome to EU Business School,

The foundation of any good career is a solid knowledge base. We live in an era in which information is instantaneously available. Education is no longer about acquiring information but rather developing key skills and learning how to evolve constantly 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, professionally and personally, and seize the new opportunities available to you. Don't forget the value of your youth, time and an 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 to be entrepreneurial, to think for yourself, to learn from your mistakes and, most of all, to take advantage of the opportunities that will arise. 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. Behind you, you will have a network of over 26,000 alumni and business professionals there 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

The EU Group 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, the EU Business School curriculum promotes the managerial skills, business ethics and entrepreneurial initiative vital to pursuing jobs in today's current global market.

Our high-caliber faculty is made up of entrepreneurs, consultants, business leaders and full-time academics. Our faculty works with students on an individual basis to create a cooperative and caring learning environment where human values flourish. All of our courses are taught in English with programs that are student-oriented, flexible and personalized. We use a combination of classroom

theory and hands-on experiential learning that draws on both the American business education model and European learning methodologies. EU's pragmatic approach to business education prepares students for careers in today's rapidly evolving and globalized business world.

In Switzerland, EU provides students with the choice between two distinct campuses, one in Geneva and one in Montreux. Both campuses offer various programs at the foundation, bachelor's, master's, MBA and DBA levels, with focuses on international business, communication & public relations, international marketing, global banking & finance, leisure & tourism management, entrepreneurship, leadership, e-business and sports management, among others.





With our global network, we encourage students to participate in program-related, intercampus exchanges, both continentally and with partner institutions around the world.

The EU Group continuously explores affiliation opportunities with world-class institutions. Our students in Switzerland can earn state-recognized graduate degrees on campus, thanks to our partnership with the University of Roehampton in London.

For students who want an international, flexible and personalized business education, this brochure is a window into our institution and the graduate programs offered at our Geneva and Montreux campuses. We invite you to read through it and contact our admissions staff with any questions you might have.

Geneva campus: [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu)  
 Montreux campus: [admission.mtx@euruni.edu](mailto:admission.mtx@euruni.edu)

You can also come and visit us on campus where you will meet our dynamic, creative and welcoming team and experience EU Business School firsthand.

## TOP REASONS TO STUDY AT EU

**International:** People from over 100 countries study at EU; 98% speak more than two languages.

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**Small Class Sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

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**Experiential Business Learning:** Case-study methods and a pragmatic approach are two of our most effective tools.

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**Outstanding Faculty:** Our team is composed of academics, entrepreneurs, consultants and business leaders.

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**EU Group Ranked Among the Best:** Programs within our network are consistently featured in the top tier of global and European rankings.

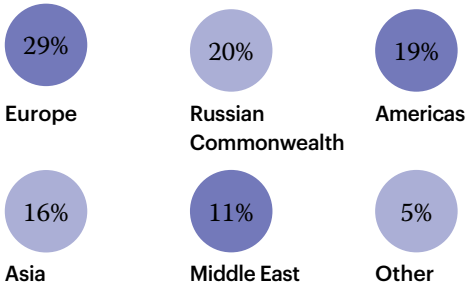
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**Building a Business Personality:** We are committed to encouraging students to build up the most valuable brand they can market: themselves.

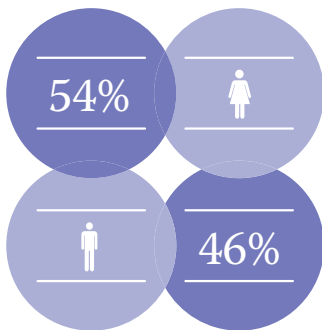
# Our numbers talk

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

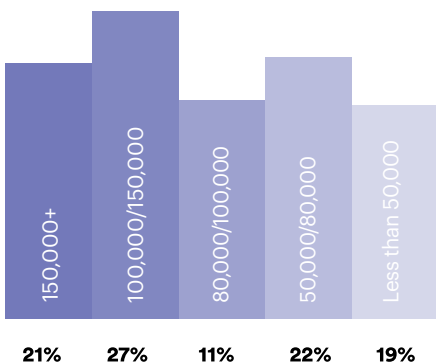
## STUDENTS BY REGION



## FEMALE TO MALE RATIO



## SALARY AFTER GRADUATION (IN EUROS)



# 20%

of our students use the knowledge gained in the classroom to create their own businesses

# 6<sup>months</sup>

**AVERAGE TIME WITHIN WHICH STUDENTS FIND THEIR FIRST JOB AFTER GRADUATION**

# 95%

**INTERNATIONAL STUDENTS**

# 3.5

**AVERAGE LANGUAGES SPOKEN**

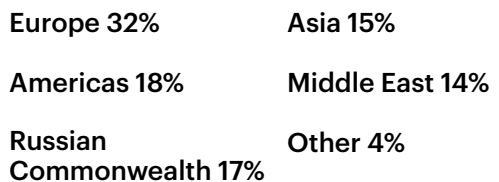
# 21-46

**GRADUATE STUDENT AGE RANGE**

# 37%

of students take advantage of our transfer opportunities to explore living and studying in different cities

## WORK PLACEMENT BY REGION





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

# Internationally accredited programs

With the completion of the following MBA programs, students earn a qualification from EU Switzerland that is internationally accredited by ACBSP, IACBE, IQA and certified by EduQua.

## MBA programs in one of 11 majors:

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



# Official qualifications

While completing one of the EU MBA programs listed above, students can also earn a state-recognized degree from the University of Roehampton in London.

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



## MEMBERSHIPS:



- EU's main campuses
- Exchange opportunities

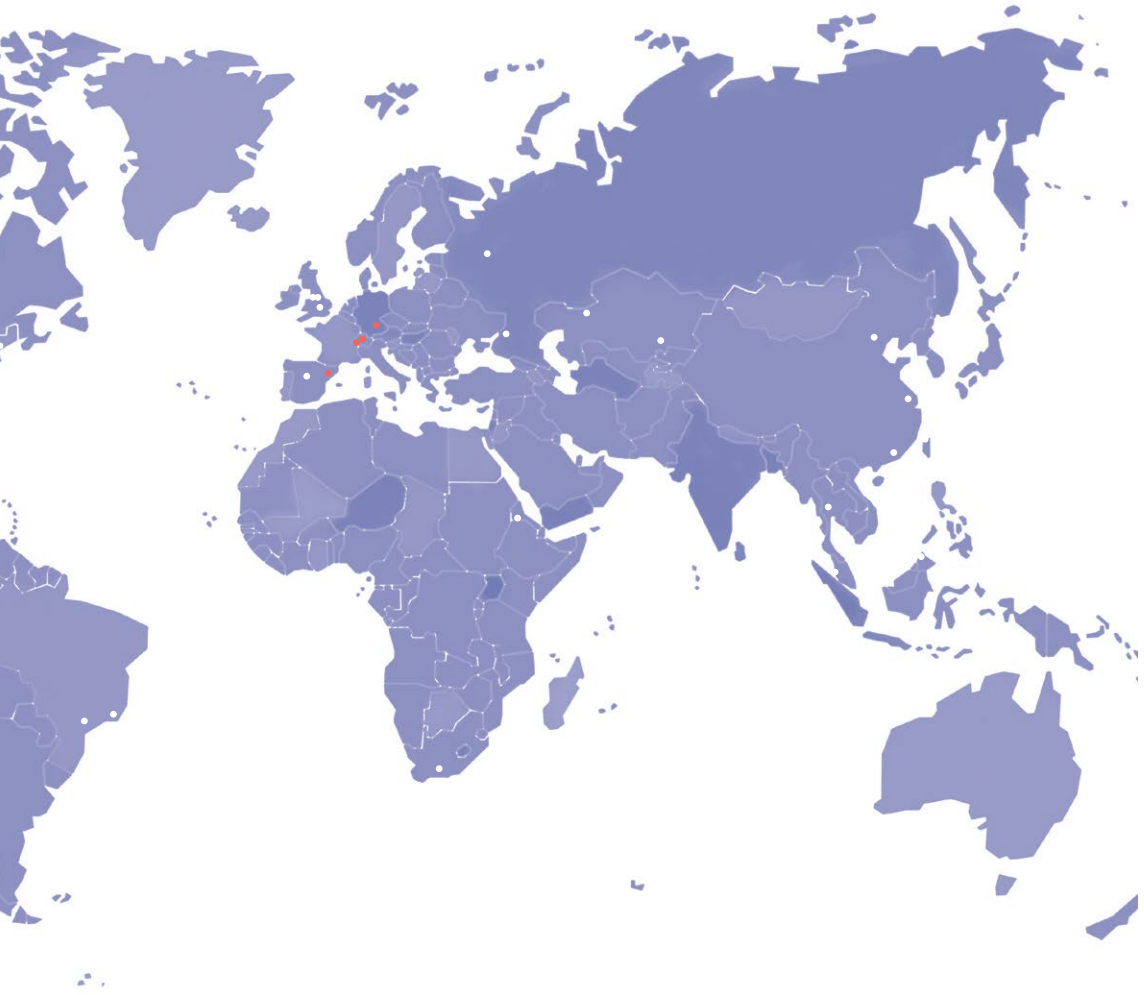
## RANKINGS:

# 1

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







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

EU Business School develops partnerships with universities and educational institutions around the world to provide the best 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.

### **TOP TIER**

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

### 5

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

### 6

Sixth-best business school for female students according to Capital magazine

### TOP 20

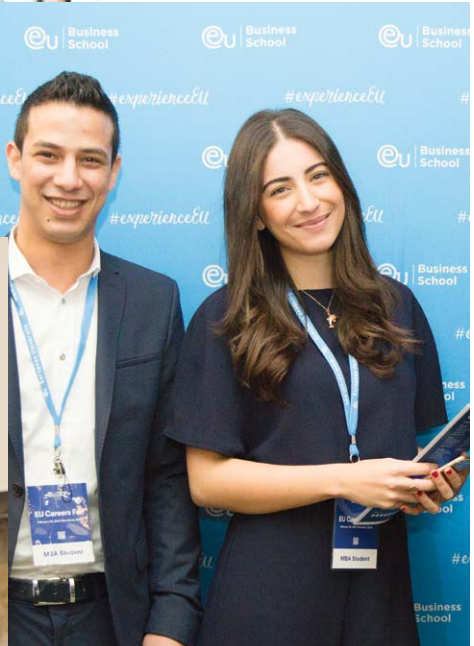
Listed as a top 20 business school by China Economic Review magazine

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



Students visit UEFA headquarters and receive an in-depth presentation about the organization from the secretary general



Students meet with potential employers at the annual EU Careers Fair

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





Students visit HP Enterprise Innovation Center in Geneva

Each year, students tour different countries in Asia for an unparalleled practical learning opportunity



Director general of the United Nations office in Geneva, Michael Möller, addresses EU students, former Swiss President Adolf Ogi and former UN Secretary General Kofi Annan at the UN







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## Geneva & Montreux

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



# Geneva, the center of diplomacy and finance

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



Palace of Nations

**Explore:**

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



The Broken Chair sculpture by Daniel Berset

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

Jet d'Eau



The Celestial Sphere in Ariana Park



Geneva Flower Clock

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

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

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

#8

on Mercer's 2016 Quality of Living Rankings

4km

from Geneva to France

37k+

people are employed in the financial sector

40%

of residents are international, the highest percentage in Europe

Geneva is a city where the living conditions and hospitality provided by both the population and authorities of Geneva - at all levels - are exemplary and greatly facilitate the work and daily life of WHO employees.

Dr. Margaret Chan



## EU Geneva campus life

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

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

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

The campus building houses state-of-the-art learning facilities. Wi-Fi access is available across campus and every classroom has a SMARTboard with a high-tech sound system.

1947

is the year the World Trade Organization was established

300+

non-governmental organizations (NGOs) call Geneva home

25%

of the city is covered by parks and green spaces







Studying at EU  
changed my  
professional and  
personal life in a  
way I never could  
have imagined.  
It opened my  
eyes, gave me the  
courage to accept  
new challenges and  
helped me see the  
world without limits.

Matías Quevedo  
MBA alumnus





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## Montreux, gateway to the Alps

Sport, music and business converge in this lakeside city, defined by its breathtaking surroundings and tranquil environment. Montreux is on the forefront of the international music scene, hosting the world's largest jazz festival every July.

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

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

17

towns and cities make up the Montreux Riviera region

250k+

people attend the Montreux Jazz Festival each year

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300k+

tourists visit the Chillon Castle each year

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1971

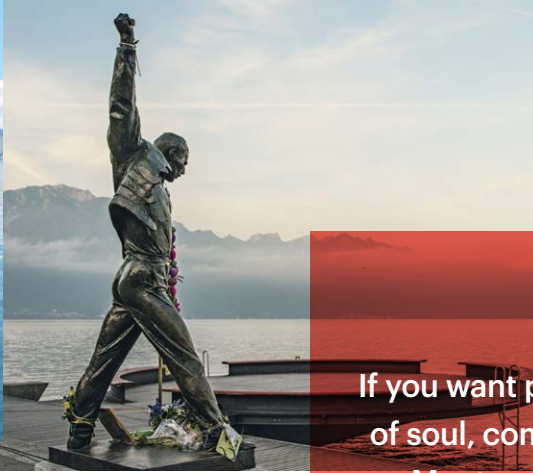
is the year Deep Purple recorded their album at the Montreux casino



Montreux Jazz Festival



Chillon Castle



Freddie Mercury Statue

If you want peace  
of soul, come to  
**Montreux.**

Freddie Mercury

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

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

just an hour drive away, most locals like to spend their weekends on the slopes. In November and December, the annual Christmas market, Montreux Noël, offers up festive and fun-filled stalls that provide locals and tourists the opportunity to savor traditional Swiss treats while shopping for unique gifts.

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

#### Explore:

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



## EU Montreux campus life

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



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

You can easily explore the quaint streets of Montreux and beyond with one of EU's bicycles which are avail-

able for you to use, free of charge, on campus.

Hop on a bike or walk just a few steps to reach the seven-kilometer promenade, which runs along the lake between Chillon Castle and the nearby town of Vevey, home to the headquarters of the world's leading nutrition, health and wellness company, Nestlé.

EU provides you with an outstanding learning environment that caters to all of your needs. The campus building houses state-of-the-art learning facilities with Wi-Fi access and every classroom has a SMART-board with a high-tech sound system.



# 580km<sup>2</sup>

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



# 25

is the number of years Charlie Chaplin lived in the area



# 40min

to the nearest ski resort, Villars

I found the faculty extremely helpful; they encourage open discussion, teamwork and their real-world experience greatly contributed to the learning process.

Samuel Läderach  
MBA alumnus







**eu** | Business  
School



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# Programs

**Master's (MBA) programs in one of 11 majors:**

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

**DUAL QUALIFICATIONS ON CAMPUS:****MSc in International Management  
MBA**

(both awarded by the University  
of Roehampton)



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## About our graduate programs

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

EU Geneva and EU Montreux graduate 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. All classes are taught in English and take place in the afternoon or evening from Monday to Friday. The program lasts one year, full time (three terms of 10 weeks each) or two years, part time (six terms of 10 weeks each), with intakes in October, January and March.

Within the MBA path, students can choose from 11 business majors. In these programs, students explore, examine and analyze various topics to develop their own business personality. The first two terms cover the essential skills for understanding graduate level business concepts and the last term focuses on the student's major.

Students can also earn a U.K. state-recognized degree from the University of Roehampton (UoR) in



Munich



Barcelona

London while studying on one of our Swiss campuses. This partnership gives students the option of studying an MBA or MSc in International Management from UoR.

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

### **Munich, Germany**

The economic capital of Germany is home to a kaleidoscope of contrasts - from rococo opera halls to cutting-edge skyscrapers. Alongside old buildings, narrow streets with charming cafés and lively open-air beer gardens, you will find state-of-the-art architecture and a vibrant nightlife. Coined as the center of “laptops and lederhosen”, business is also

vital to the city’s identity. From programs to help startup companies with logistics to a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.

### **Barcelona, Spain**

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



## About the MBA

The MBA is a one-year, full-time or two-year, part-time program (90 ECTS) that deepens your knowledge and understanding of business to help you develop management and leadership skills. No matter what your needs, the MBA has a wide spectrum of benefits and personalizations applicable to you.



Internationally renowned, our MBA is featured in the top tier of the European MBA listings according to CEO Magazine and our full-time MBA has been placed fifth highest for salary uplift in Europe in the QS Return on Investment Report 2015.

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

With the full-time option, you can expect to spend 30 to 40 hours per week on MBA-related work. We also offer students the flexibility to study the MBA part-time. This option allows busy career professionals to combine a full-time career while spreading their studies out over a two-year period. The MBA program culminates in a dissertation.

### **Within the MBA degree path, you can choose from one of 11 majors in:**

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

## Dual qualifications on campus

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



In order to obtain both EU and UoR qualifications you must complete 112 ECTS. This is achieved through the completion of a final EU business competency simulation and a UoR dissertation in addition to your EU MBA course load.

The UoR MSc program is designed for aspiring professionals with less than two years of work experience, while the UoR MBA program is for working professionals and those who have previously held managerial roles.

Both qualifications can be earned in one year of full-time study. However, we also offer a two-year, part-time option for professionals who want to continue focusing on their careers while upgrading their skill set.

### Choose from one of the following programs:

- MSc in International Management
- MBA

The University of Roehampton in London adheres to the standards set by the U.K. government's Quality Assurance Agency for Higher Education (QAA). The University of Roehampton is the most research intensive modern university in the U.K. according to the Research Excellence Framework produced by the Higher Education Funding Council for England.



## TOP REASONS TO STUDY AN MBA

**Build Your Network:** Meet recruiters, entrepreneurs, managers, CEOs and 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? 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 provides and become an expert in your field.

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

## International Business

### Students completing this major pursue careers in:

- Non-profit organizations
- Multinational corporations
- Trade services
- Government agencies

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

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A sample of the International Business program courses:

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





## Communication & Public Relations

### Students completing this major pursue careers as:

- Campaign coordinators
- Media consultants
- Development officers
- Communications managers

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 Communication & Public Relations program courses:

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

## International Marketing

### Students completing this major pursue careers in:

- Marketing consultancy
- Advertising
- Public relations
- 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 major provides the framework for understanding markets, competitors, product portfolios and consumer behavior from an international perspective. You'll learn about the latest developments in e-marketing strategies, advertising and media; preparing you for a career in international marketing.

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A sample of the International Marketing program courses:

- \_\_\_\_\_ Sales Management
  - \_\_\_\_\_ E-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, operation 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 the tools necessary to deal with important practical issues in a finance-centered career. It is the perfect preparation for management positions in the fields of corporate finance, investment management and other diverse areas in banking and finance.

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A sample of the Global Banking & Finance program courses:

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

## Leisure & Tourism Management

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

- Hotel chain executives
- Tourism bureau directors
- Resort managers
- Event and conference executives

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 major 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 your understanding of international and intercultural management needs.

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A sample of the Leisure & Tourism Management program courses:

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



## Entrepreneurship

### Students completing this major pursue careers in:

- Information technology
- B2B/B2C sales
- Venture capital
- Consultancy

Growing businesses need to adapt to environmental and technological changes. This major prepares you for the challenges of establishing and growing a business in today's dynamic climate. We'll help you build the framework for your new venture and provide you with the skills necessary to become an entrepreneurial leader. By graduation, you will have developed 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 Entrepreneurship program courses:

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

## Leadership

### Students completing this major pursue careers in:

- Corporate management
- Consultancy
- Motivational speaking
- Team building

Good leadership means good business. Professional communication, team building and conflict resolution are the key skills developed in this comprehensive program. Whether you want to be a startup entrepreneur or a change-agent in an existing organization, this major will help you to define your leadership style. You'll learn to set clear goals and objectives while effectively managing a team. This program promotes leadership values that benefit both companies and their employees.

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A sample of the Leadership program courses:

- \_\_\_\_\_ Business Ethics
  - \_\_\_\_\_ Business Policy & Strategy
  - \_\_\_\_\_ Coaching & Mentoring
-





## E-Business

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

- Entrepreneurship
- Marketing and sales interface
- Consultancy
- Executive management

The success of a business today depends on its online presence. Accordingly, e-business is one of the fastest growing and most in-demand modern industries. The e-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.

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A sample of the E-Business program courses:

- \_\_\_\_\_ E-Marketing Strategies
  - \_\_\_\_\_ Crafting the E-Business Model
  - \_\_\_\_\_ The E-Consumer
- 

## Sports Management

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

- Recruiting
- Marketing and promotions management
- Sports media and public relations
- Corporate sponsorship

The sports market is a multibillion 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 the challenges of management as applied to sport and sponsorship through courses in sports marketing, management and financial management.

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A sample of the Sports Management 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 Human Resources Management program courses:

- \_\_\_\_\_ International HRM
  - \_\_\_\_\_ 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 Design Management program courses:

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





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## Beyond the Classroom

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



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## Career development is a journey, our one-on-one assistance will help you reach your career goals

When you use our career services you receive guidance at each stage of your professional journey, whether it's deciding what you really want to do, searching for work experience or preparing for that first interview.

EU Business School enjoys a solid reputation among recruiters and local companies. The caliber of our students and the efficiency of EU's independent, dedicated EU Career Services Department (CSD) provides a distinct competitive edge in job interviews. The way you present and sell yourself is equally as important as your knowledge and experience, which must be presented effectively in your CV and during your job interview in order to be recognized.

The CSD serves students, alumni and organizations by addressing individual development and employment needs. The CSD regularly holds career workshops and will be able to provide you with assistance in formulating, exploring and implementing your career options.

### **EU Career Fairs**

The CSD organizes regular career fairs, which are exciting, dynamic and laden with opportunity, the most prominent being the annual EU Careers Fair in Barcelona. Here, companies are ready to uncover some of the best talent available, providing for a number of enriching professional opportunities. On a personal level, you are able to interact with 12 to 15 of the foremost international companies, while also enjoying the chance to discuss your CV, job prospects and skills, in short interviews with recruitment experts. Students across all campuses are invited to participate in our career fairs.

### **EU Career Services Department workshops:**

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

### **Past internships attained in Switzerland:**

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

## Our career services counselor can help you:

01

### **Edit your cover letter**

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

02

### **Optimize your CV**

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

03

### **Find exclusive internship offers**

You can access exclusive offers on our free Jobteaser platform through your personal dashboard, which also serves as your profile for employers on the site.

04

### **Prepare for your interview**

For Skype or phone interviews, you should behave, dress and speak exactly like you would during a face-to-face interview.

05

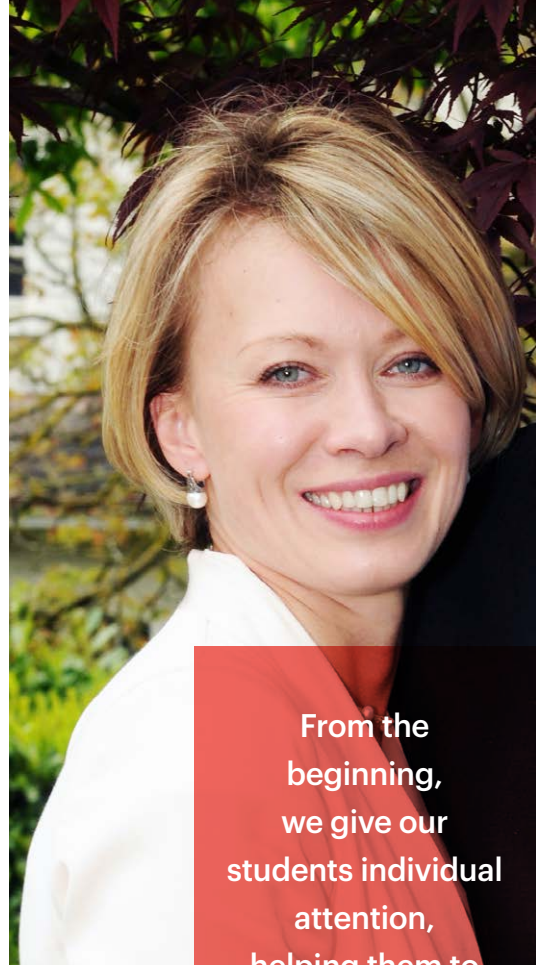
### **Choose the right outfit**

Office-appropriate attire has changed over the years, our team will help you make the best choice.

06

### **Build your professional online identity**

A study by Adweek magazine showed that 92% of companies use social media for recruiting.



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

Tatiana Sunshine  
Career Services Counselor  
Swiss campuses



# Gastón García Blasco

Spain

Master of Business Administration with a major in International Business

Career services counseling

Internship with the International Boxing Association (AIBA)

Match Operations Assistant at the Union of European Football Associations (UEFA)

Ho Kim, ex-CEO of the International Boxing Association (AIBA), came to EU as a guest speaker and gave me the opportunity to work in the company for 6 months as competition coordinator.

Gastón García Blasco





## Networking

Throughout your career, networking will be the most effective method of progression. A substantial percentage of our graduates receive their first job offer through a personal contact they made.

At EU Business School, we know that networking plays a significant role in today's job search process. Our on-campus conferences, partnerships and alumni events are designed to give our students and graduates an abundance of opportunities. At these events, they interact with other professionals, build strong business relationships and create meaningful and lasting contacts.

### Partnerships

Partnerships also help develop strong networking ties that create opportunity for both our students and businesses looking for new talent. In a world of shifting economic, marketing and educational needs, collaborations between educators and employers are becoming increasingly important. At EU, we encourage new relationships with organizations that share the values we impart to our students.

### Networking events

EU hosts a number of networking events around the world to bring students, alumni and local business people together and foster new relationships. From the youth conference held annually at the headquarters of the United Nations in New York, to entrepreneurial competitions held in Luxembourg, EU connects to a number of events around the world that will get you out there meeting current and future business leaders.

#### EU Geneva & EU Montreux are proud to partner with:

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

#### EU students attend events including:

- Change the World Model United Nations (CWMUN)
- Baselworld
- Morpheus Cup
- Entrepreneurship School
- Swiss Economic Forum
- Geneva Chamber of Commerce Workshops
- High Performance Leadership Program
- Executive Work Breakfast
- TEDx
- Alumni Afterwork Cocktail
- Afterwork Networking Event
- Guest speaker events

# A connection to real businesses and businesspeople is part of the EU experience

You'll interact with industry experts and leading international businesses right on our doorstep.

Guest speakers often visit the EU Geneva and EU Montreux campuses to share their expertise. Past speakers have ranged from established business professionals to successful entrepreneurs. You are also connected to Switzerland's local and international business world through industrial visits to companies such as Nestlé, Swatch Group and the Hewlett Packard Enterprise Innovation Center. These industrial visits give you behind-the-scenes access and a privileged look at how businesses operate. Both opportunities allow you to interact firsthand with industry leaders. Guest speakers have even been known to help students find employment through their extensive network of contacts, providing additional opportunities for keen students.



## LEARNING FROM LEADERS:



**Dr. Raghavan Seetharaman**  
**CEO of Doha Bank Group**

helped students gain a comprehensive idea of market dynamics, he has also given lectures on global governance and sustainability.



**Yves Leterme**  
**Former Prime Minister of Belgium and Secretary-General of the International Institute for Democracy and Electoral Assistance**

told students to be the positive business presence of the future.



**Peter Brabeck-Letmathe**  
**Former CEO and Chairman of Nestlé**

spoke about industrial food production, the future of nutrigenomics and the management of the world's water resources in relation to agriculture.



**Jean-Claude Biver**  
**President of the LVMH Watch Division and Chairman of Hublot Watches**

spoke about innovative thinking and living in paradise everyday by doing what you truly love.



## EU STUDENTS VISIT:



01



02

CERN

03

BASELWORLD

04

*Fairmont*  
LE MONTRÉUX PALACE

05

  
BRITISH AMERICAN  
TOBACCO

06



07



08



09



10



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



**Alexandre Zeller**  
**Chairman of the Board of**  
**Directors at SIX Group**  
**(the Swiss stock**  
**exchange)** inspired students about their future in business.



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



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



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## At Home in Switzerland

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





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## How to apply

Applicants are evaluated on the strength of their applications as a whole. Consideration is given to the students' qualities and abilities: leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences.

### **Step 1: Choose your program**

#### **MBA with a major in:**

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

Dual qualifications on campus:

#### **MSc in International Management**

#### **MBA**

(both awarded by the University of Roehampton)

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### **Step 2: Check the entry requirements**

The admission process at EU Business School is clear and straightforward. You must reach specific

academic and English-language requirements before we can make an offer of admission.

For details on the documentation you will need to submit, visit our website.

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### **Step 3: Submit your application**

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

Submit your application online at:

[www.euruni.edu/apply](http://www.euruni.edu/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 website:

[www.euruni.edu/admissions](http://www.euruni.edu/admissions)

# Visas

Before coming to Switzerland, it is essential to find out whether you need a visa to enter, travel and study here. There are many requirements to fulfill in order to receive a visa and, depending on your country of origin, it may take up to three months to receive your visa. Therefore, it is important to start early and allow enough time for the consulate to process your request. The visa must be issued in your home country and is temporary, only valid for 90 days.

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

- A citizen of Switzerland or the European Union, in possession of a valid European Union identification card or passport.
- A citizen of a country which is part of the European Economic Area or European Free Trade Association and in possession of a valid passport.

You must apply at the Swiss Embassy or Consulate General in your home country, as the visa is affixed to your passport before you depart.

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

### Required documents in Geneva:

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

- Address in Switzerland.
- 2 passport size photos (35mm x 45mm).
- Full study plan.
- Copy of diplomas and transcripts.

### Important:

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

### Required documents in Montreux:

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

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

### Please note:

Each visa application is reviewed individually, therefore necessary documents may vary. The embassy reserves the right to ask for additional documents at any time. The submission of the above documents does not guarantee the issue of a visa. Submission of an incomplete set of documents will lead to a refusal of your visa application. Once a visa has been issued, the purpose of the trip may not be altered. There is no such thing as an urgent or express visa.

### Registering as a resident (all students):

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

For more information please refer to the EU website:

[www.euruni.edu/admissions](http://www.euruni.edu/admissions)

# Living in Switzerland

As cities popular to both study and work in, finding accommodation in Geneva and Montreux can be a real challenge. Therefore, we encourage all students to begin their housing search while waiting for their final enrollment documents.

We believe that a comfortable and inspirational living environment is an important part of any educational experience. This section gives you an overview of the accommodation options available to you. Along with the support of EU's Accommodation Office, you will be able to find the perfect place to call home in no time.

## Student dorms

Living in student dorms allows you to meet new people and gives you a structured living environment without having to worry about household chores and the stress of dealing with rental agencies. Living close to other students helps you adapt to the city and your new lifestyle. This type of accommodation is welcoming and ensures you always have someone to talk to.

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

If you are planning to arrive at the beginning of the fall term (October), we recommend that you send your accommodation application to a wide range of residences by May. Thousands of students arrive in Geneva and Montreux during fall to commence their studies. Apply for a place in our partner residences immediately after enrollment by contacting our accommodation officer. Placements are limited.

## Private apartments

Having your own apartment is something that will appeal to you if you enjoy the quiet, like to be alone and don't want to compromise on personal space. You can







choose to get an apartment anywhere in the city without limiting yourself to student dorm availability or location. This type of accommodation is for independent people.

Most apartments are rented through an agency, however renting directly from the owner generally saves tenants a lot of money in agency fees. An important aspect of housing in Switzerland is the concept of sharing. The majority of apartments and studios don't have a private washer or dryer, instead they are put at the disposal of all residents in the building.

### Apartment sharing

Sharing an apartment is a popular concept in Switzerland and a lot cheaper than living on your own. Shared housing is a flexible option and with international roommates, you will be able to learn other languages in no time. But you must be willing to compromise.

If you are interested in this option, we highly recommend you arrive in Geneva or Montreux before you commence your studies, in order to meet potential roommates and landlords personally. Please contact the student affairs officer of your respective campus and they will pair you with another student who is also in search of a shared apartment.

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

### Planning your budget

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

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#### Geneva

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

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#### Montreux

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

**Lukas Fischer**  
Strategic Account  
Manager for Retail,  
Footwear & Apparel,  
PTC  
Class of 2015





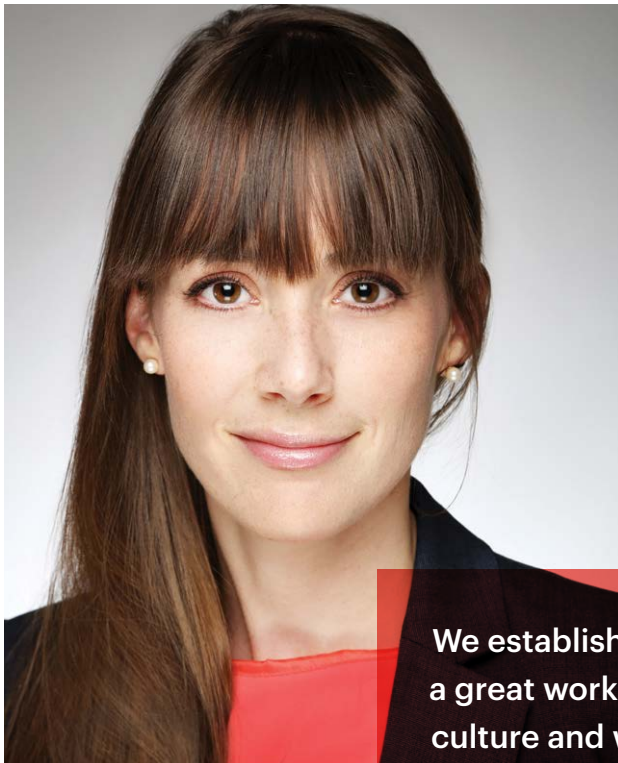
# A Network for Life

Join a network of more  
than 26,000 with the EU  
Alumni Association.



# Life after your studies

The EU Alumni Association brings together alumni from top cities all across the world. The association holds regular networking events, webinars, presentations, talks and seminars designed to further promote connections between alumni, such as “How To Survive a Zombie Apocalypse in Your Company”. These initiatives are specially designed to support active and engaged members of the international business community.



**We established a great working culture and will remain in touch for many years to come.**

Lena Woodward  
Community Specialist,  
World Economic Forum  
Class of 2015

## **Alumni Hub**

The online platform created by the EU Alumni Association gives access to information regarding workshops, networking events and career development opportunities. Members use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer career opportunities and mentor others, sharing their expertise and inspiring the next generation of business leaders.

New graduates benefit from having the solid base of professional contacts the alumni network provides. The network is full of established professionals who share similar ideologies and can provide support for business ventures or mentorships. Keeping in touch after graduation provides important professional contacts, as alumni Julian Marquardt Baladurage and Danielle Prieto can attest to. After graduating from EU, Prieto joined Baladurage’s technological solutions company, MBJ Integrated Technologies, and they now enjoy an excellent working relationship.

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

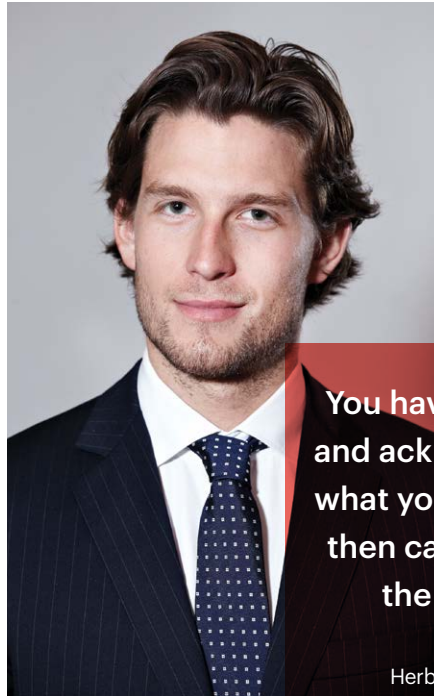
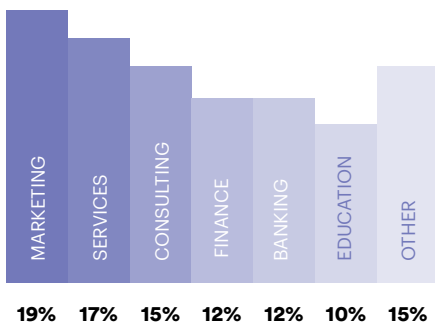
ALUMNI LINKEDIN GROUP MEMBERS

3,200+

ALUMNI NETWORK MEMBERS

26,000+

SECTOR



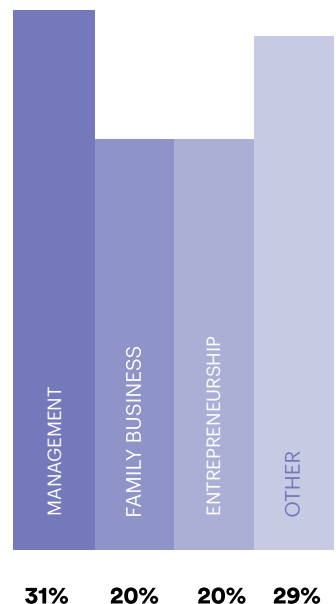
You have to love and acknowledge what you do; only then can you be the best.

Herbert Petz  
Investment Consultant,  
CBRE  
Class of 2010

LINKEDIN SUBGROUPS

17

STUDENTS GO ON TO



ACTIVE USERS ON THE EU ALUMNI HUB

1,000+

ALUMNI NATIONALITIES

100+

OUR ALUMNI WORK AT







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

**Business**

*#ExperienceEU*

**Geneva**

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1201 Geneva, Switzerland  
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F +41 22 779 26 73  
info.gva@euruni.edu

**Montreux**

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1815 Clarens-Montreux,  
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F +41 21 964 84 68  
info.mtx@euruni.edu

**Other campuses in:**

**Barcelona**

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08021 Barcelona, Spain  
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F +34 93 201 79 35  
info.bcn@euruni.edu

**Munich**

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onlinecampus@euruni.edu

**Programs in:**

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

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