

**Geneva**  
**MBA**  
**Programs**

Academic Year 23-24



**#StartHere**

#StartHere





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**Websites & Blog**

euruni.edu  
geneva.euruni.edu

**EU Today TV**

euruni.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 data 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 30,000+ alumni and business professionals to encourage you, inspire you and guide you, as you establish yourself in the world of business. So if you are looking for the best chance at a future of endless possibilities... start here.

We look forward to seeing you on campus,

**Carl Craen**  
**EU Business School**  
**Managing Director**



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## Experience EU

Educating future business leaders and entrepreneurs with proven practical methods.



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## Swiss Values, an International Mindset and a Pragmatic Approach

EU Business School is a global network of professionally accredited, multicultural, high-ranking business schools with headquarters in Switzerland.

Since 1973, our international business school has provided high-quality instruction in a competitive learning environment. Through our network of campuses in Geneva, Barcelona and Munich as well as on our Digital Campus, the EU Business School curriculum promotes managerial skills, business ethics and entrepreneurial initiative vital to pursuing jobs in today's global market.

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

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

The EU Geneva campus offers various programs at the foundation, bachelor's, master's, MBA and DBA levels. These include business administration, communication, tourism management, international relations, sports management, business finance, digital business and international business, among others.





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

EU Business School continuously explores affiliation opportunities with world-class academic institutions. At EU Switzerland, we offer degree programs from the University of Derby, U.K., London Metropolitan University, U.K. and Universidad Católica San Antonio de Murcia (UCAM), Spain.

Our network of international partners also includes Dublin Business School, Ireland; Tecnológico de Monterrey (ITESM), Mexico; Pace University in New York, U.S.A.; Stamford International University in Bangkok, Thailand; and University of California in Riverside, U.S.A., among others.

EU is a member of OMNES Education Group. This alliance allows us to provide further international and academic opportunities to our students.

For students who want an international, flexible and innovative business education, we invite you to read through this brochure and contact our admissions departments at: [admission.gva@euruni.edu](mailto:admission.gva@euruni.edu).

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

## TOP REASONS TO STUDY AT EU

**International:** Our student body comprises more than 100 nationalities, with 98% of students speaking two or more languages.

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

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**All classes taught in English:** Including assignments, lectures, exams and the final dissertation.

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**Experiential learning:** The case study method and a pragmatic approach are two of our most effective tools.

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

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

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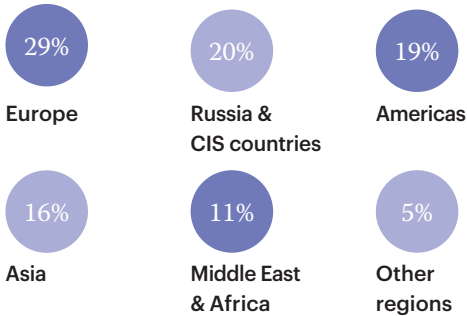
**Building a business personality:** We are committed to encouraging students to build the most valuable brand they can market: themselves.

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.

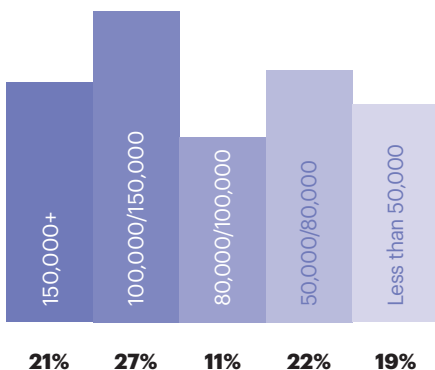
### STUDENTS BY REGION



### 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** MBA STUDENT AGE RANGE

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

### WORK PLACEMENT BY REGION

Europe 32%	Asia 15%
Americas 18%	Middle East & Africa 14%
Russia & CIS countries 17%	Other regions 4%





# Accreditations and Qualifications

## MBA 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 the above-mentioned MBA programs, you will earn a degree from EU Business School Switzerland that is internationally accredited by ACBSP, IACBE, IQA and certified by eduQu, as well as a university MBA degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM) in Spain.



## Additional Qualifications

### MSc IN INTERNATIONAL BUSINESS MANAGEMENT MBA

While completing one of the EU MBA programs, you can also earn a state-recognized degree from London Metropolitan University in the U.K.



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

## MEMBERSHIPS

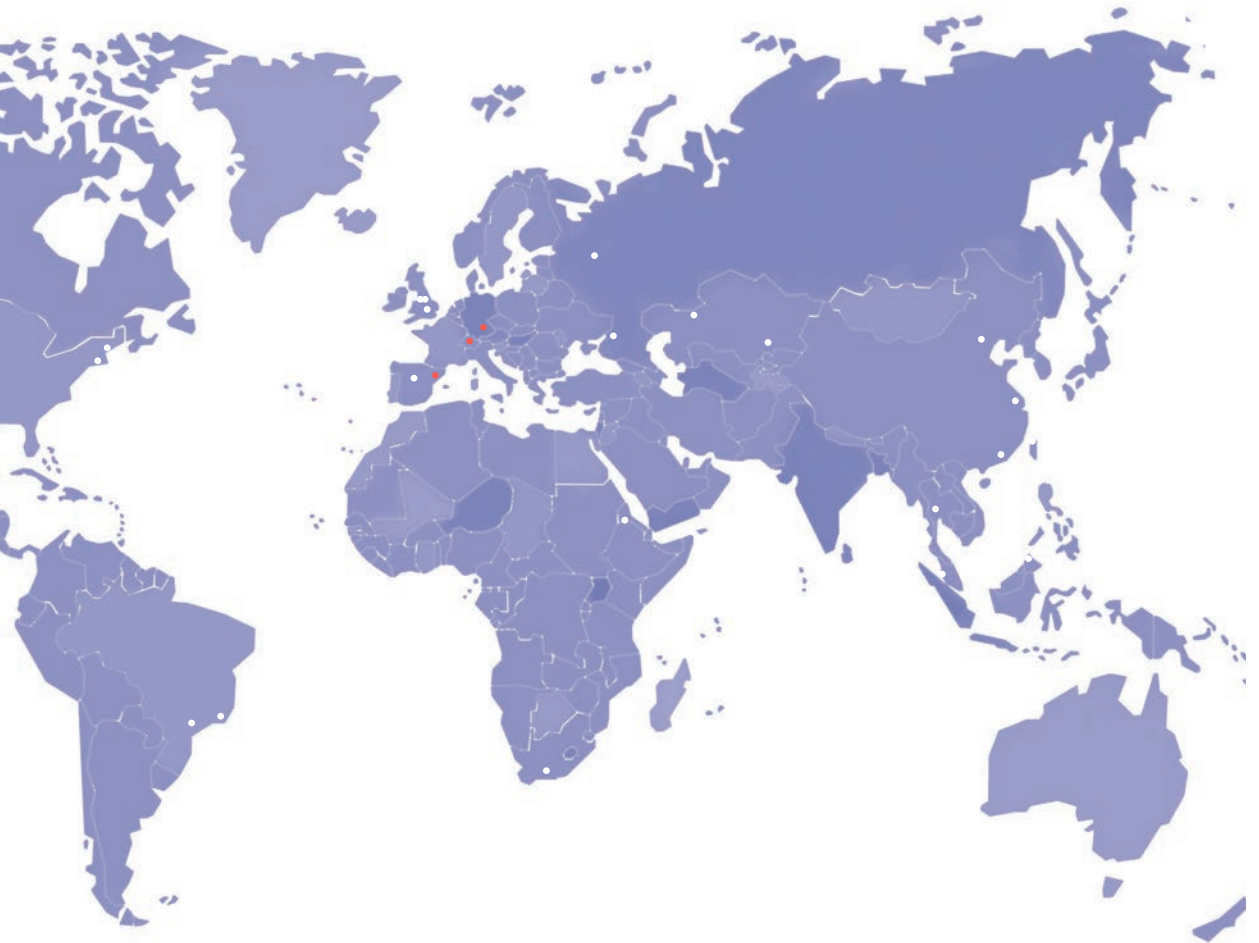


## RANKINGS



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

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



- EU's main campuses
- Exchange opportunities

**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 you. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, you will be able to add a truly global perspective to your education.



EU's MBA ranks #2 in Spain by Forbes



Awarded four stars overall for business education by QS Stars



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



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

## Your Life at EU

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



1. Students visit trade fairs and meet CEOs of leading companies
2. CEO of La Mobilière insurance company, Markus Hongler, addresses students, alumni and guests
3. Students visit HP Enterprise Innovation Center in Geneva
4. A player from the EU basketball team
5. Making friends at the EU welcome party
6. Students attend discussion panels at our annual Talent Day







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## Geneva

Geneva, located right in the heart of Europe, is a world-renowned center of finance and diplomacy. The region is home to an extraordinary concentration of multinational HQs, international organizations and tech companies, making it the ideal place to study business.

# 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, including 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



The Broken Chair sculpture by Daniel Berset

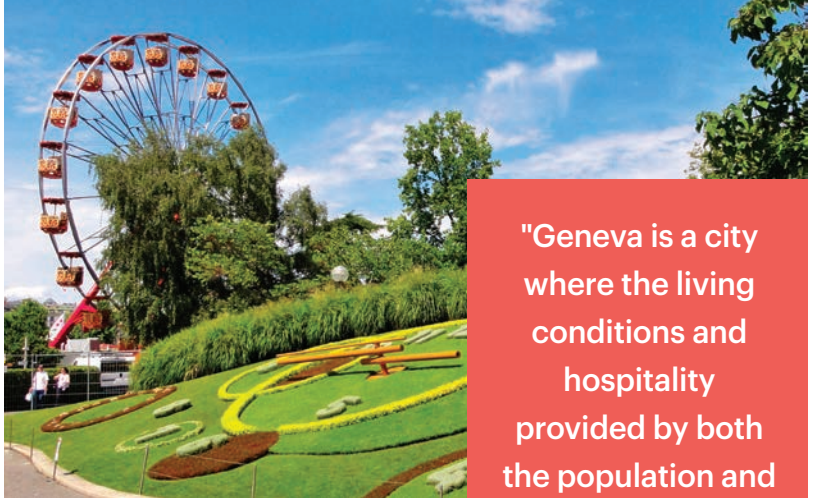
Nestled between the Jura mountains to the west and the French Alps to the east, and situated on the bank of Western Europe's largest lake, Geneva is easily one of the most picturesque cities in Europe. With its central location, Geneva can be reached within one hour by plane from most major cities in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

**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 Celestial Sphere in Ariana Park



Geneva Flower Clock

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

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

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

#9

on on the latest Quality of Living rankings by Mercer

4km

from Geneva to France

37k+

people are employed in the financial sector

40%

of residents are international, the highest percentage in Europe

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

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

# A City Campus in the Heart of Geneva

The EU Geneva Campus overlooks the Rhône River and is close to the Pont du Mont-Blanc and Geneva's world-famous Jet d'Eau. Our centrally located campus is just a five-minute walk from the financial district and the main shopping area.

Perfectly situated right in the city centre, our campus is just steps away from Geneva's famous landmark, the Jet d'Eau, artisanal shops, trendy bars and restaurants. Excellent public transport links make it easy to explore this charming city and the surrounding mountains.

The bright and modern campus building enjoys a panoramic riverside setting and features state-of-the-art learning facilities that have been specifically designed to optimize the student experience. The light and airy classrooms are fully equipped with the latest technology to promote learning and student wellbeing. The library and study rooms have been customized to create the perfect environment for studying, reading or working on assignments. And between classes, you can relax in the spacious student lounge, where you can grab a snack, play a game of air hockey or catch up with friends.

During their studies, EU students in Geneva go on exclusive company visits to the headquarters of leading companies and financial institutions. They are also invited to worldwide organizations such as the Office of the United Nations and the World Trade Organization.

City-Center  
campus

350+/-

students from all over  
the world

500m

from the city center





"Studying at EU Business School changed my professional and personal life in a way I could never 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



**Adolf Ogi**  
Former President  
of Switzerland





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## Programs

**MBA degrees 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

**Additional qualifications on campus:**

MSc in International Business Management

MBA

(both awarded by London Metropolitan University)



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## About our MBA Programs

Today's employers are on the lookout for MBA candidates with international experience that can succeed in the global business world.

EU Geneva 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 international business. 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, you can choose from 11 business majors. In these programs, you will explore,

examine and analyze various topics to develop their own business personality. The first two terms cover the essential skills for understanding core business concepts and the last term focuses on the your major.

After completing the program, you will earn an internationally accredited MBA degree from EU Business School Switzerland, and a university MBA degree (*título propio*) awarded by the Universidad Católica San Antonio de Murcia (UCAM) in Spain.



Munich



Barcelona

You can also earn an additional qualification while studying an MBA at EU Switzerland: a state-recognized MSc in International Business Management or a state-recognized MBA from London Metropolitan University in the U.K.

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

### **Munich, Germany**

The economic capital of Germany is home to a kaleidoscope of contrasts from a rococo opera hall to cutting-edge skyscrapers. Alongside old buildings, narrow streets with charming cafés and lively open-air beer gardens, you will find state-of-the-art architecture and a vibrant nightlife. Nick-

named the center of “laptops and lederhosen”, business is also vital to the city’s identity. From creating programs to help startups with logistics to providing 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, 1,900+ 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 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. The MBA has a wide spectrum of benefits and bespoke options. You will earn an internationally accredited MBA degree from EU Business School Switzerland, and a university MBA degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM) in Spain.

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



Internationally renowned, EU Business School has been awarded a four-star rating in business school excellence in the acclaimed QS Stars ratings. Our MBA programs are endorsed by prestigious rankings around the world. QS ranks our MBAs in the top 50 of Europe, Forbes second in Spain and CEO Magazine in the top tier of Europe and globally.

As an MBA student, you will develop your business personality and hone your management skills through lectures, company visits, seminars, workshops, conferences, group projects and business simulations, among others. You will discuss topics about the modern business environment while taking an in-depth look at subjects ranging from marketing to economics.

With the full-time MBA option, you can expect to spend 30 to 40 hours per week on MBA-related work. We also offer a two-year, part-time option for busy professionals who require flexibility in their studies. 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
- Digital Business
- Sports Management
- Human Resources Management
- Design Management
- Blockchain Management

The **Universidad Católica San Antonio de Murcia** (UCAM) is an officially recognized university in Spain. It is inscribed in the Registro Universitario de Centros y Títulos (Register of University Centers and Qualifications, RUCT) with the code O66, and is legally authorized to accredit higher education qualifications according to Organic Law 6/2001, 21<sup>st</sup> December, which pertains to universities.

## Additional Qualifications on Campus

While completing your MBA program, you have the opportunity to earn a second distinct qualification: a U.K. state-recognized degree from London Metropolitan University (London Met). You can choose to study either an MSc in International Business Management or an MBA at our Geneva campus.



In order to obtain the state-recognized MBA, you must complete an extra management learning and research module, a business research report and a business competency simulation course. To earn the MSc in International Business Management, you must complete an extra business consultancy project module and a business competency simulation course. These courses are in addition to the MBA coursework.

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

Both qualifications can be earned in one year of full-time study or two years of part-time study.

### Choose from one of the following programs:

MSc in International Business Management  
MBA

**London Metropolitan University** (London Met) has been providing education to individuals from all backgrounds since 1848. Five academic schools teach cutting-edge, relevant courses across the arts, sciences, computing, business, law and humanities. Accelerator – London Met’s specialist business incubator – helps students and graduates get their enterprises up and running. Over the past 170 years, its north London campus has developed into a modern, progressive centre with a strong reputation for widening access into education.



## TOP REASONS TO STUDY 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? 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:** 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:

- \_\_\_\_\_ Entrepreneurial & Design Thinking
  - \_\_\_\_\_ Sales Management & Strategy
  - \_\_\_\_\_ Leading Digital Innovation & Change
-



## 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 consumers and brands are so interconnected. This program will provide you 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 major provides the framework for understanding markets, competitors, product portfolios and consumer behavior from an international perspective. You will 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 & Strategy
  - \_\_\_\_\_ 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.

---

A sample of the program courses:

- \_\_\_\_\_ Financial Investments
  - \_\_\_\_\_ Financial Planning
  - \_\_\_\_\_ Digital Business Finance
- 

## Leisure & Tourism Management

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

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

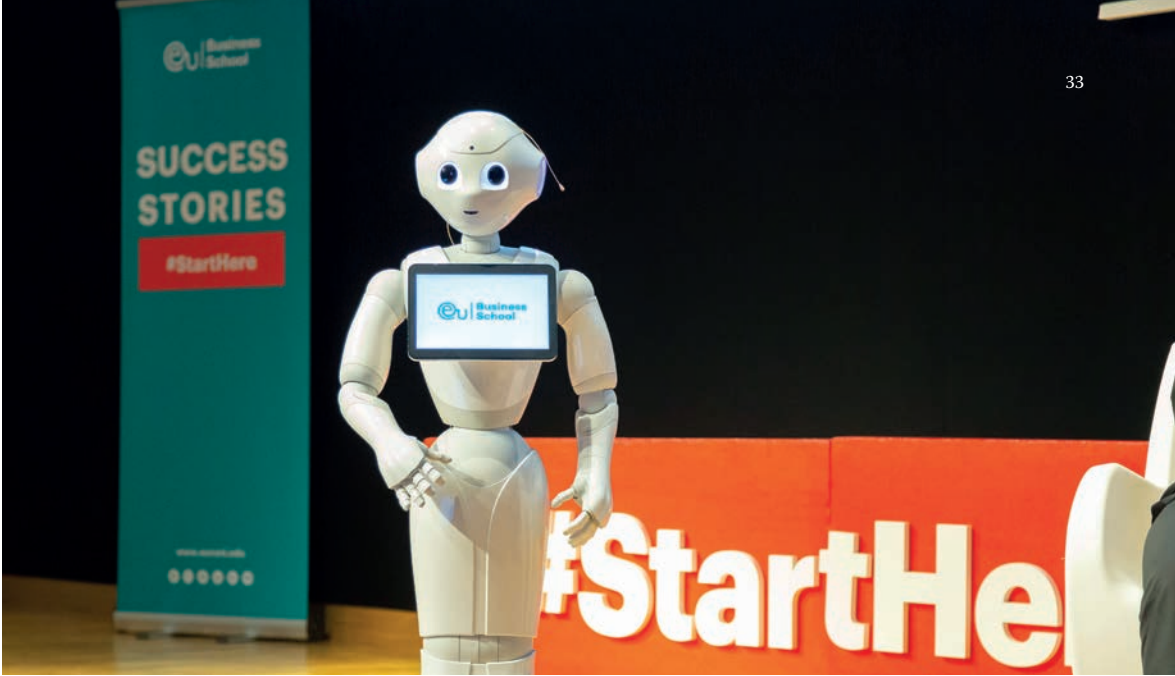
Tourism is the fastest-growing industry in today's business world and companies continue to require academically qualified managers to afford them an insight into the industry. This major explores the theories, practices and business models that make up the tourism and leisure field. Focusing on the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

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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.

A sample of the program courses:

- \_\_\_\_\_ New Product Development
- \_\_\_\_\_ Innovation & Leadership
- \_\_\_\_\_ Entrepreneurship & New Venture Creation

## 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 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 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
  - \_\_\_\_\_ Graphic Design & Corporate Identity
  - \_\_\_\_\_ 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:

- \_\_\_\_\_ Blockchain, Cryptocurrencies & the Fintech Industry
  - \_\_\_\_\_ Blockchain Applications & New Business
  - \_\_\_\_\_ Blockchain 101
-

Beyond the Classroom

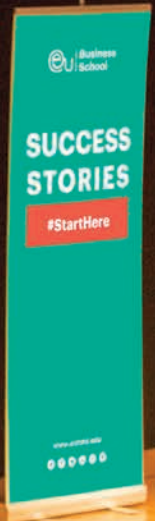
**Peter Brabeck-Letmathe**  
Chairman Emeritus of Nestlé  
**Nestlé®**



Nestlé SA



**StartHere**



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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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## 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 Talent Days**

During EU Talent Days, 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 Talent Days.

### **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
- Practical guidance on your job search
- Creating your portfolio
- Digital reputation

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

- United Nations
- World Trade Organization
- World Intellectual Property Organization
- World Health Organization
- Olympic Foundation
- 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
- International Air Transportation System (IATA)
- Mediterranean Shipping Company
- Ernst & Young

# 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, which also serves as your profile for employers on the site.

## 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.



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

Tatiana Sunshine  
Career Services Counselor  
Geneva campus

# Gastón García Blasco

Spain

Master of Business Administration with a major in International Business

Career services counseling

Internship with the International Boxing Association (AIBA)

Marketing and Communication, Hospitality Specialists

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

Gastón García Blasco







## 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 you an abundance of networking opportunities. At these events, you will 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 you.

Throughout the year, EU hosts several networking events around the world to bring you, 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 you to participate in a number of events around the world.

### **Our Geneva campus are proud to partner with:**

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

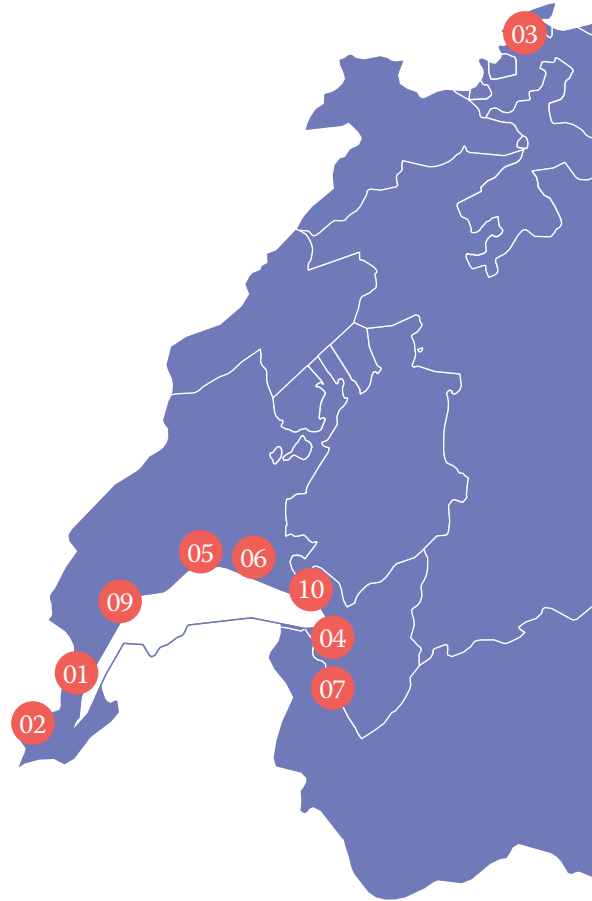
### **EU students attend events including:**

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

# A Connection to Real Businesses and Businesspeople is Part of the EU Experience

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

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



## LEARNING FROM LEADERS:



**Jim Hagemann Snabe**  
**Chairman of Siemens**  
spoke of a radical new leadership model adapted to the fast-paced digital era and challenged established management theory.



**Guy Verhofstadt**  
**Former Prime Minister of Belgium**, spoke about the challenges of the European Union and gave insights about its inner workings.



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



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

## EU STUDENTS VISIT:



01



02

CERN

03

BASELWORLD

04



05



06



07



08



09



10



We  
bring  
business  
to life.



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



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



**Lorenzo Stoll**  
**Vice-President, Head of Cargo at Swiss World-Cargo, 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.

**eU | Business  
School**

**05**

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## At Home in Geneva

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

#### MBA with a major in:

- 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

Additional qualifications [on campus](#):

#### MSc in International Business Management

#### MBA

(both awarded by London Metropolitan University)

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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:

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

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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:

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

[euruni.edu/admissions](http://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 only valid for 90 days.

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

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

You must apply at the Swiss embassy or consulate general in your home country or country of residence, as the visa will be affixed to your passport before you depart.

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

## **Required documents in Geneva:**

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

## **Important:**

Should 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.

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 issuance 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):**

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

For more information, please refer to:

[info.euruni.edu/student-services-switzerland](http://info.euruni.edu/student-services-switzerland)

# Living in Switzerland

Finding accommodation in Geneva can be a real challenge. Therefore, we encourage you to begin your housing search while waiting for your 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. 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.

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 during fall to commence their studies. Apply for a place in our partner residences immediately after enrollment by contacting our accommodation officer. Placements are limited.

## **Private apartments**

Having your own apartment is something that will appeal to you if you enjoy the quiet, like to be alone and don't want to compromise on personal space. You can choose to get an apartment anywhere in the city without limiting yourself to student dorm availability or location. This type of accommodation is ideal for independent people.







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

### **Apartment-sharing**

Sharing an apartment is a popular concept in Switzerland and a lot cheaper than living on your own. Shared housing is a flexible option and with international roommates, you will be able to learn other languages. But you must be willing to compromise.

If you are interested in this option, we highly recommend you arrive in Geneva 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 [accommodation.gva@euruni.edu](mailto:accommodation.gva@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. 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 4.80
  - \_\_\_\_\_ ½ liter of domestic beer on tap CHF 7.25
  - \_\_\_\_\_ Movie at the cinema CHF 25
-

**Youliana Lyoubenova**

Manager, Global Transitions  
and Transformation, DXC  
Technology  
Class of 1999



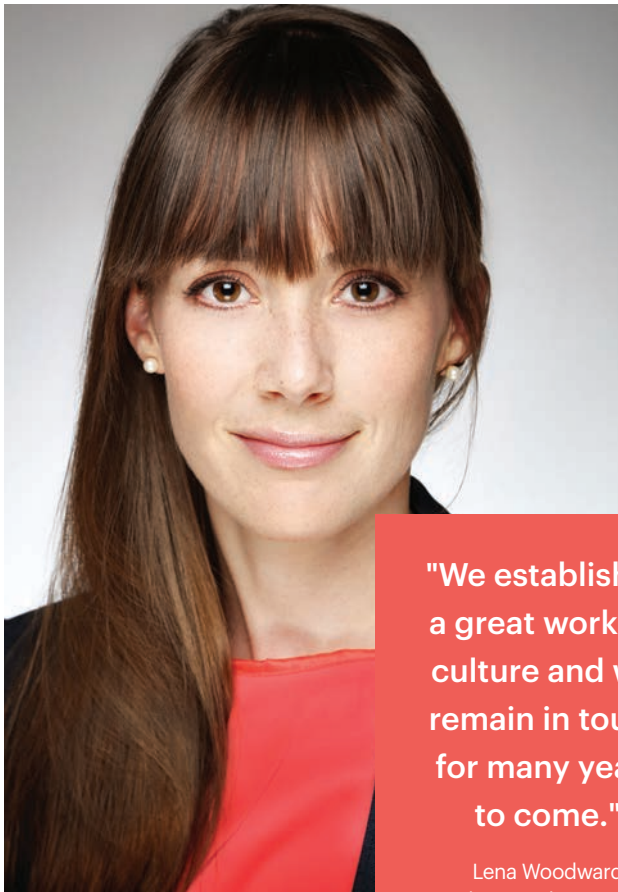


# A Network for Life

Join a network of more  
than 30,000+ with the EU  
Alumni Association.

# Life After Your Studies

The EU Alumni Association brings together alumni from 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)

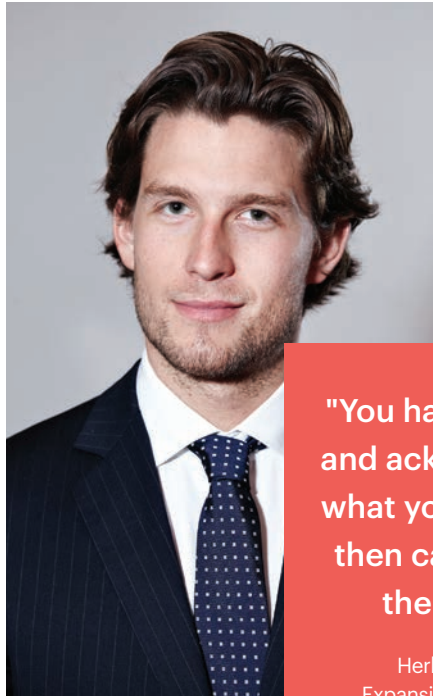
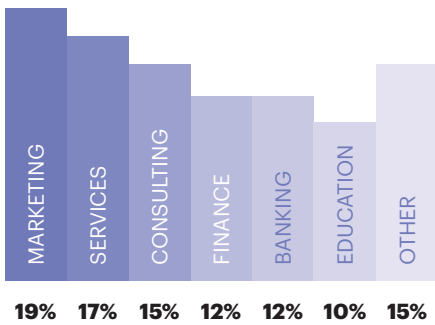
ALUMNI LINKEDIN GROUP MEMBERS

3,300+

ALUMNI NETWORK MEMBERS

30,000+

SECTOR



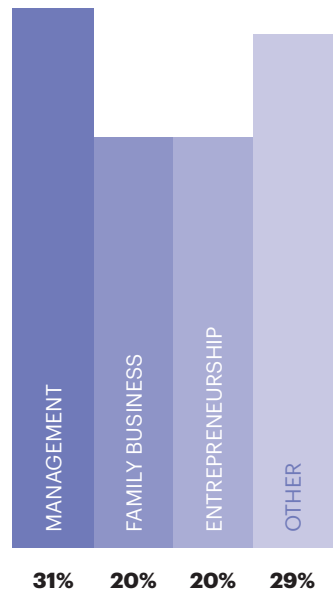
"You have to love and acknowledge what you do; only then can you be the best."

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*

**Geneva**

Rue Kléberg 6  
1201 Geneva  
Switzerland  
T +41 22 779 26 71  
F +41 22 779 26 73  
info.gva@euruni.edu

**Other campuses in:**

**Barcelona**

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

**Ganduxer Campus:**

Ganduxer 70  
08021 Barcelona  
Spain  
  
T +34 93 201 81 71  
F +34 93 201 79 35  
info.bcn@euruni.edu

**Munich**

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

**Digital**

T +34 93 201 81 24  
info.dgtl@euruni.edu

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