

One University, One Network



european university

CENTER FOR MANAGEMENT STUDIES



Graduate Programs

www.euruni.edu

The European University MBA at a Glance

European University has been offering an MBA program since 1973.

Full-time MBA: a one-year program which covers all the areas of business and management provided in a traditional two-year American-style MBA. The program is delivered every day in the evenings from Monday to Friday in order to allow working professionals to combine work with studies and personal life.

Three starting dates per year: **October, January & March.**

Part-time MBA: a two-year program offered twice or three times a week in the evenings.

Executive MBA: a 15-month full-time program for executives delivered on Saturdays. The EMBA is also available on a part-time basis twice a month for 30 months.

Cross MBA: a 15-month program equally divided between 18 hours of instruction on-site (once a month on Saturday and Sunday) and 18 hours of online distance learning (over the course of 4 to 6 weeks following the on-site seminar).

Flex MBA: a program designed for companies and offering utmost flexibility in terms of timetable. Seminars usually take place on Wednesdays, Thursdays and Fridays or on Thursdays, Fridays and Saturdays from 9.00 am to 6.00 pm. Two seminars per month are offered and students register for each one separately thus having the possibility to customize their calendar over a period of two years.

Key Facts

Student body made up of more than 70 nationalities

Faculty with real business experience from more than 20 countries

Student-to-faculty ratio of 9:1

Continuous evaluation and personal approach

Dynamic teaching method employing case studies

Over 18,000 alumni in more than 80 countries

Multicultural and multilingual environment

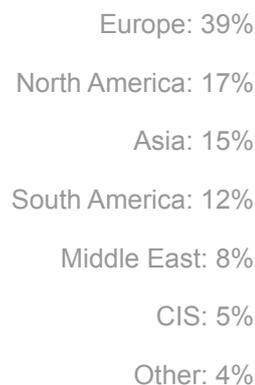
An international network of campuses in Europe and Asia

Class Profile

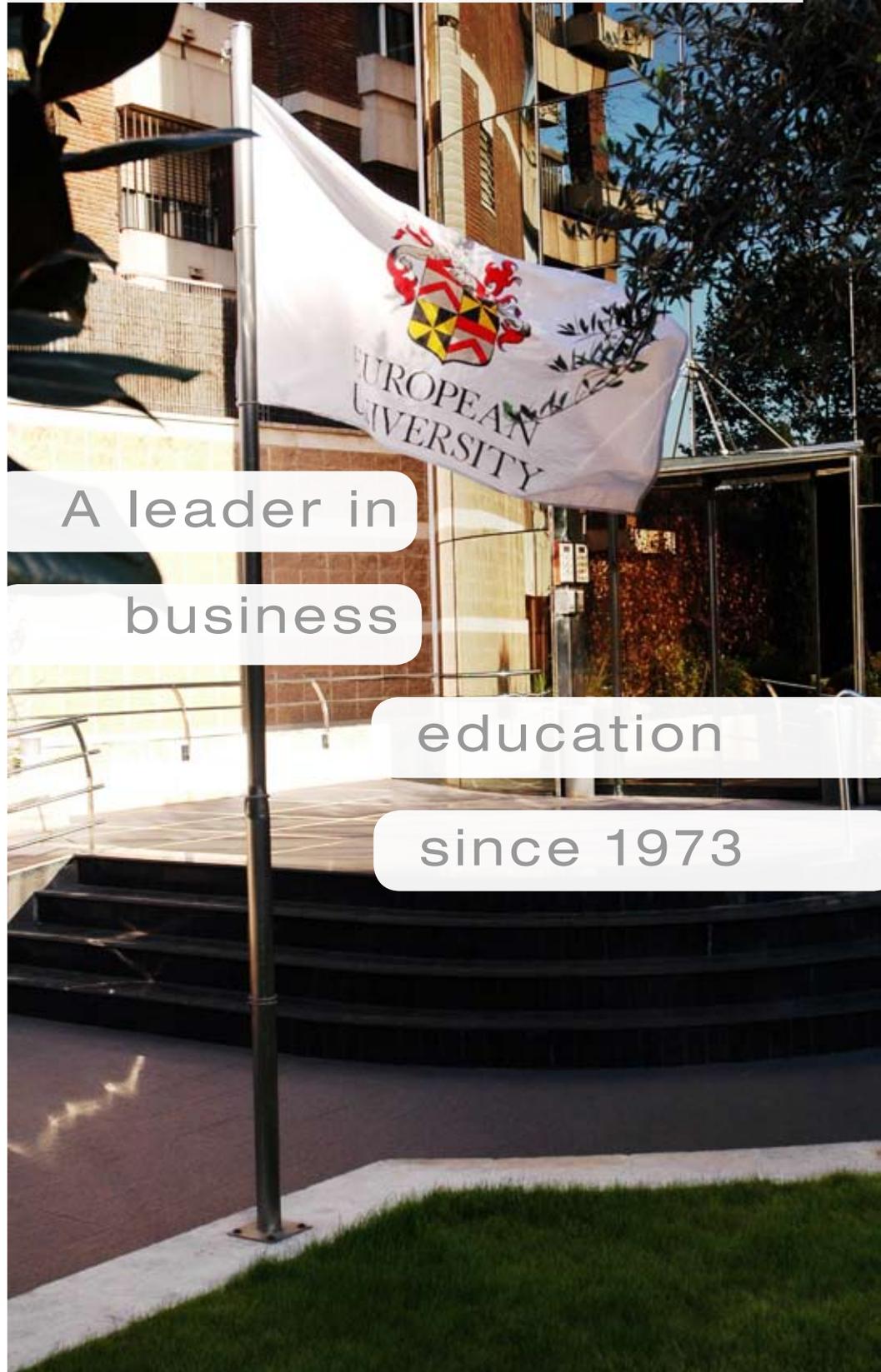
Age range



Nationality



We are closer than you think !



A leader in
business

education

since 1973



european university

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The EU Experience

International Impact

One University - One Network



Barcelona, Spain

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Graduate Programs

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The atmosphere is up-close and personal. In all programs, faculty works with students as individuals.

European University is a member of:

- AACSB (American Association of Collegiate Schools of Business)
- IACBE (International Assembly for Collegiate Business)
- ACBSP (Association of Collegiate Business Schools and Programs)
- CEEMAN (Central and East European Management Development Association)
- CIS (Council of International Schools)
- FSEP (Fédération Suisse des Ecoles Privées)
- AVDEP (Association Vaudoise des Ecoles Privées)
- AGEP (Association Genevoise des Ecoles Privées)
- Swiss Tourism (Service Scolaire Suisse)



Education must be focused on young, professional, innovative and global people.

T a i l o r - m a d e e d u c a t i o n

Welcome



European University offers tomorrow's leaders effective solutions in a professional environment. Through traditional, as well as innovative business programs, **EU points the way to your success.**

The EU MBA curriculum balances well between the different fields of business and management and provides the possibility of specialization in a chosen field. The curriculum does not emphasize theoretical knowledge; instead, it offers practical information, develops the soft skills and focuses on the realities of managerial life in order to prepare students for success in the global marketplace. EU currently offers the following majors: International Business, Communication & Public Relations, Leisure & Tourism Management, Human Resources Management and Sports Management. Furthermore, the curriculum is regularly updated to

reflect the latest developments in the global economy and as such we have recently launched innovative MBA programs in E-Business, International Marketing, Global Banking & Finance, Leadership and Entrepreneurship.

The EU MBA is open to applicants from various backgrounds. We encourage academic and professional diversity in the classroom as we consider it essential for the future professional success of our students. MBA participants benefit from each others' diverse experience in a challenging and enlightening educational setting. In addition, the faculty's extensive work experience as well as the use of case studies in a dynamic and interactive learning environment contribute to the better preparation of the MBA students. **The future of industry is founded on innovation, but delivering success depends on people.**

We appreciate your interest and want you to know that we are here to bring you a leading edge business education. We encourage you to learn more about us. In this prospectus you will find the answers to many of the questions you may have about European University. If you need more details please visit our website at www.euruni.edu or contact our Admissions Department at info@euruni.edu. If you want to find out more on our current programs, students and facilities, come and visit us. We are convinced you will like what you experience at EU.

May your career, as student and graduate, be both exciting and rewarding.

Dr. Dirk Craen
President

is our Technology!

EU Mission Statement:

- To prepare students for success in the global marketplace
- To maintain and enhance its leadership role in international education
- To serve as an intellectual source and platform for the global business community
- To promote the highest standards of quality in education based on sound business values
- To make education accessible to all by offering full-time, part-time and distance learning degree programs as well as non-degree programs to meet the needs of managers, companies and public institutions

EU Teaching Philosophy:

EU is deeply concerned with the process of managerial decision making and recognizes that managers are required to solve problems that have no obvious or easy answers. For these reasons, EU has emphasized 7 principles:

Leadership
Excellence
Pragmatism
Student Care
Passion
Integrity
Innovation





ON EU CAMPUSES, EAST MEETS WEST AND NORTH MEETS SOUTH. DESPITE ALL CULTURAL AND SOCIAL DIFFERENCES, THERE IS ALWAYS ONE COMMON DENOMINATOR THAT BRIDGES THE GAP. STUDENTS ALL LEARN TO SPEAK THE SAME INTERNATIONAL LANGUAGE ... **BUSINESS**

Barcelona | Montreux | Geneva | Munich | Athens | Malta | Kazakhstan |
Singapore | Damascus | London | St. Petersburg | Hong Kong | Taipei



Oakley Johnson from the USA and Daniel Jimenez Randell from Spain at EU Graduation Ceremony 2004



European University is an **international business school** that improves the American business education model by adapting it to the long-established European tradition of university learning.

Established in 1973, our university has grown into one of the world's leading business schools recognized for the academic excellence of its faculty and student body and for the professional success of its alumni.

This results in a high-quality education based on a unique combination of the American and European curricula.

In order to meet the needs of the globalizing business society, EU has

developed a broad network of campuses in various locations worldwide. In addition, our standardized campus-to-campus educational curriculum encourages students to participate in **inter-campus exchanges** in the following countries: **Spain, Switzerland, Germany, Greece, Malta, UK, Russia, Kazakhstan, Syria, Singapore, Taiwan and China.** EU offers the classical program of Master of Business Administration (**MBA**) with 10 different management specialities, including International Business, Communication & Public Relations, International Marketing, Global Banking & Finance, Leisure & Tourism Management, Entrepreneurship, Leadership, E-Business, Sports Management & Human Resources Management.

EU offers education that is **student-oriented, flexible and personal.** All courses are taught by highly-qualified and experienced faculty members that come from various international backgrounds. **At EU, the faculty works with students on an individual basis to create a cooperative and caring learning environment where human values flourish.** Our university's **pragmatic approach** to business education along with its emphasis on **case studies** and resolving real-world business issues have proven to effectively prepare students for leadership positions in business and industry.

Furthermore, EU's curriculum aims at **educating the individual in the sound moral values which lay the**





European University is one of the first universities to satisfy the needs of the students on the one hand and the international business world on the other.

- Excellence
- Opportunity
- Leadership
- Flexibility
- Networking

basis of our philosophy: hard work, responsibility, leadership and self-reliance. Running a business in a highly ethical and honest manner is not only correct, but the only way to compete in today's demanding world. In this sense, EU students are taught to approach managerial decision-making with a full awareness of the positive and negative features of each alternative, making decisions derived from these values.

Professors

EU's high calibre faculty is made up of full-time academics holding doctorates in their specialities, as well as part-time instructors drawn from the international business and professional community. This combination brings together the best from both the

academic and business networks in a way that supports a unique and exceptional quality of learning.

Students

EU students are a vibrant and motivated international collective. Our students come from all over the world. International exchange leads to greater understanding and appreciation of others and prepares EU graduates for more effective interaction in the global marketplace.

A COSMOPOLITAN EDUCATION!

**we create
leaders
who create
people
who create
business**

European University Campuses

European University is an international group of business schools with a network of campuses in different countries in Europe and Asia. All campuses follow an identical curriculum and use the same textbooks which allows students to transfer between campuses at the end of each term.



Singapore

Barcelona, Spain

Barcelona is one of the most fascinating and cosmopolitan cities in Europe and home to renowned artists such as Picasso, Dali, Miro and Gaudi. As the largest port in the Mediterranean today, Barcelona is a growing business center with traditionally strong tourism and leisure industries coupled with a vibrant cultural life.

Barcelona is an ideal place to work and one of the most attractive study destinations in Europe due to its dynamic business climate and position as the southern gateway to Europe.

Montreux, Switzerland

Known as the “Heart of Switzerland & Europe” and the “Pearl of the Swiss Riviera”, Montreux is nestled between majestic mountains and the lovely Lake Geneva, in a setting of great natural beauty. The Montreux region is renowned for its Summer Festival, the “Montreux Jazz Festival” and

open-air summer concerts, as well as its numerous sightseeing options such as museums, castles and exhibitions. The reputation of the Swiss city has also been developed through its high-quality education centers and private clinics.

Geneva, Switzerland

Geneva is a charming city, magnificently situated on Lake Geneva, at the foot of the Jura Mountains and at the gates of the Swiss Alps. Geneva is an ideal place for cultures to mix in an accepting and cosmopolitan environment. Besides worldwide banks, numerous high-tech and biotech companies, and leading trading companies, many non-governmental organizations such as UNICEF, the World Trade Organization and the International Committee for the Red Cross have chosen this fascinating city for their headquarters or main offices.

Munich, Germany

The dynamic cultural and business environment in Munich offers an excellent backdrop for international students pursuing business studies. Munich is consistently voted the most attractive city in Germany and one of the top five worldwide. In close proximity to the Alps and the Bavarian lakes, Munich offers a great variety of leisure activities throughout the year. It is not a coincidence that the Oktoberfest attracts 6 million tourists every year.

Athens, Greece

The capital of Greece, Athens is unique in both its location and historical background. It is a delicate balance of ancient with modern, Eastern with Western, and dynamics with accordance. Each corner of the city is a distinguished element of history and the European University campus is situated alongside the Olympic Stadium where the first modern-day Olympic Games took place.

Malta

Malta is a sun-drenched island in the Mediterranean with excellent sports and leisure facilities where students from all over the world gather to enhance their learning experience whilst enjoying themselves on this English speaking island.



European University Barcelona

Singapore

Although the smallest country in Southeast Asia, Singapore boasts one of the fastest growing economies and highest standards of living in the world. In addition, its multicultural and multinational environment presents the perfect setting for a European University campus.

Aktobe, Kazakhstan

Kazakhstan, a country that stretches over a vast expanse of northern and central Asia, has enjoyed over the last 15 years a fast economic growth and political stability. These are largely due to the country's significant oil and natural gas reserves which, coupled with foreign investment, can make Kazakhstan a major economic and political factor in Asian and world politics in the next few decades.

St. Petersburg, Russia

St. Petersburg is consistently voted among the top 10 most famous and popular cities in the world. It is a place of haunting beauty and enduring magnificence. Built more than 300 years ago, today St. Petersburg is one of the largest cities in Europe and a major financial and cultural center.

London, UK

Established about 2000 years ago, London is today one of the world's leading business, financial and cultural centers. Its influence in politics, education and the arts contributes to its status as one of the major global cities.

Damascus, Syria

The capital of Syria, Damascus, is thought to be among the oldest continuously inhabited cities in the world. Today Damascus is famous for being one of the most peaceful and cosmopolitan cities in the Middle East.

EU also offers MBA & Executive MBA programs in Hong Kong (China) and Taipei (Taiwan)

We encourage students to transfer between our campuses



Why Should You Choose EU ?

Student-oriented education: Education at EU is student-oriented and flexible providing personalized attention to each of our students' needs.

Small class sizes of 20 to 25 students encourage interactive discussions and ensure quick feedback between students and faculty.

Pragmatic approach to business theory: we employ the case method as it is indisputably the most effective academic tool for demonstrating the applications of business theory.

Regular student evaluation and assessment: mid-term and final exams as well as weekly assignments in terms of individual and team projects, papers and presentations allow professors to closely supervise each student and advise them on their progress.

International and cosmopolitan spirit: student body and faculty from more than 70 nationalities.

Excellent employment record: in addition to the job and internship fairs organized annually on campus and the regular emailing of relevant job openings, EU's Career Services office provides personalized counseling and assistance to each of our students and alumni. This results in quick and excellent job placement for EU's graduates.

Outstanding faculty: in addition to excellent academic credentials, our professors possess experience as entrepreneurs, consultants and business leaders, which brings business practice closer to the classroom. Moreover, they employ modern interactive teaching methodology which ensures the students' involvement in the learning process.

Sound communication skills: 100% of our students speak at least 2 languages, 70% speak 3 or more languages. Moreover, EU further refines their communication, presentation and leadership skills.

Developing business personality: through traditional as well as innovative business programs, EU prepares students for success in the global marketplace. It provides them with keen analytical skills, broad cultural sensitivity, multilingual skills and clear strategic vision.

Constant innovation: our professors regularly update EU's curriculum so that it reflects the latest issues and developments in business. Moreover, students attend innovative seminars on creativity that further develop their strong analytical and communication skills.

Our one-year MBA is more cost-effective and gets you back to work quicker: EU's intensive one-year MBA program provides all core knowledge offered in a traditional two-year program. In addition, it develops essential skills in business areas such as finance, marketing and logistics, while enhancing the students' leadership and management skills and allowing them to return to work after only one year.

Modern facilities and location in some of the world's most attractive cities.

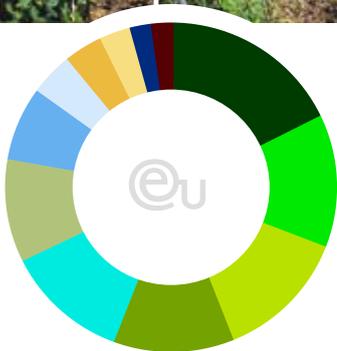
Transfer opportunities: the broad network of EU campuses and the agreements of cooperation with some of the leading business schools in the world allow EU students to easily transfer between countries and continents. An example would be: a student starts his/her studies in Geneva, then moves to Munich and finishes them in Barcelona.

Learning by participation

Multicultural
 Multilingual
 Global
 Cosmopolitan
 Innovative

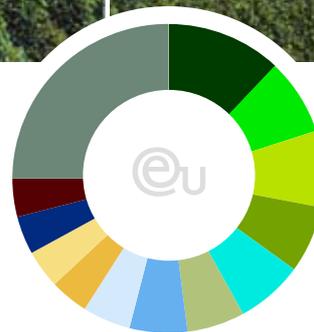


Sectors of industry for work placement



- PR and Media
- Consultancy
- Retailing & Distribution
- Fashion
- Event Management
- Import & Export
- E-Business
- Human Resources
- Finance
- Marketing
- Tourism
- Advertising

Regions of work placement



- Germany
- Switzerland
- Spain
- China
- USA
- France
- Holland
- Italy
- Sweden
- Russia
- Portugal
- Norway
- Other Countries

What Do EU Graduates Say ?

EU is much more than a university

It is a network



Tammy Thill from Switzerland - MBA 02

In 2001, I came back to Montreux to do my MBA because I just loved the **highly qualified and motivated professors**. The **multicultural environment** in which we studied taught me how to work with many different cultures throughout the world, which is a great help in my job as a product manager dealing and negotiating with Europe, Asia and Russia. I am very grateful for everything that this University has given to me.



Denis Berdoz from Switzerland - MBA 01

Studying at EU in an **international, competitive learning environment** was an incredible experience for me. I really appreciated the **dedication of the faculty** and their enthusiasm towards their subjects.



Eva Bozilovich from Serbia - MBA 06

Upon completion of my degree in English, I joined a travel agency and felt I needed to update my knowledge and skills in general business areas and in tourism management in particular. I needed an **intensive, international program taught in English** in an attractive and successful tourist location. EU's campuses in Spain and Switzerland suited my needs. After obtaining my MBA degree at EU, I feel confident about my future: I can immediately apply what I've learned and help my company achieve success. EU was the best investment in my future.

Lupe Castro from Spain - MBA 03

For me an MBA degree from EU was a demonstration of my commitment to prepare myself for a leadership position in the business world. I found that my MBA classes provided ample discussion of real-world situations where I could apply the theoretical concepts previously learned. EU does not just offer students an outstanding MBA education; it goes one step further by **developing the skills that are most required by businesses** from tomorrow's leaders.



Stanislava Stoyanova from Bulgaria - MBA 07

With a background in Romance philology, I found EU's MBA curriculum very well-balanced between the different areas of business and management. In addition, it provided a solid basis in a chosen field of specialization, which in my case was finance. I found faculty extremely helpful; they encourage **open discussion** and **teamwork** and their **real-world experience** greatly contributes to the learning process.



International: it's who we are and what we do



Pedro Brehm from Portugal - MBA 03

My name is Pedro Brehm and I graduated from EU-Lisbon in 2003 after completing my Management degree in Lisbon. My job career has included four different areas: Banking, Industry, Service and Retail, and I currently work as Country Manager for the multinational Media Saturn in Portugal after having worked previously for Deutsche Bank in Germany. My education and global networking opportunities have served me well by allowing me to work in many different companies and industries. When you see the pace at which today's global economy is evolving you can appreciate the need for a higher level of versatility from its business schools and, subsequently, its leaders.

EUROPEAN UNIVERSITY - EU BUSINESS SCHOOL

GET THE GLOBAL ADVANTAGE

A GLOBAL STUDENT BODY OF MORE THAN 70 NATIONALITIES

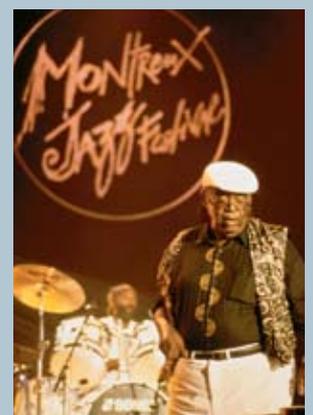
SPEAKING MORE THAN 50 LANGUAGES



Barcelona | Montreux | Geneva |
Munich | Freiburg | Athens |
Malta | London | Kazakhstan |
Singapore | Damascus |
Hong Kong | Taipei |
Kuala Lumpur | Shenzhen

THE GLOBAL CLASSROOM

Students are offered the unique opportunity to transfer to any campus within EU's international network at the end of each term. This provides them with a truly global experience.



Corporate Employers & Placement Services

While nobody else will make career choices but the students themselves, **practical advice is available from EU's career counselors**. The aim of such guidance is two-fold: to make students aware of the wide range of career choices and organizations available and secondly, to help them assess their own skill base, personality profile, strengths and weaknesses when making job choices. The EU job database consolidates information from several sources and is regularly updated.

Just a few of the top employers who recruit EU graduates:

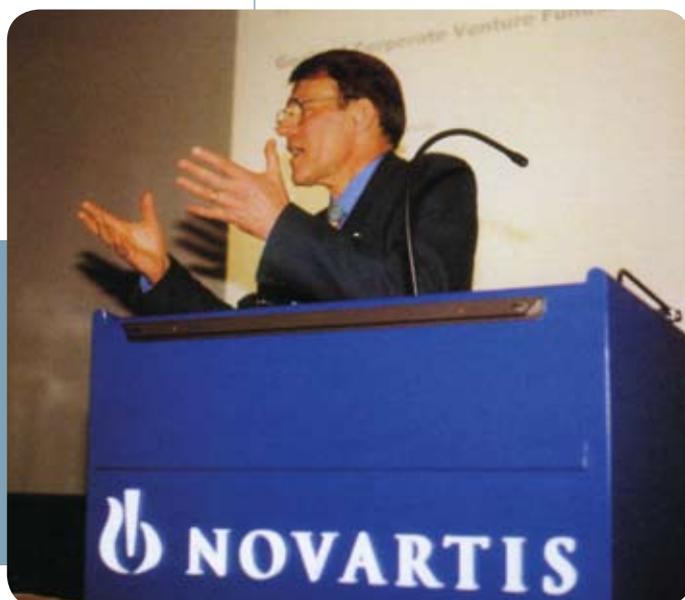
- ABB
- ACCENTURE
- A.T. KEARNEY
- ABN AMRO BANK
- ADIDAS
- ALCATEL-BELL
- AMAS BANK
- AMERICAN EXPRESS
- ANTENA 3
- APPLE
- AVENTIS PHARMA
- BANCO MORA
- BANCO SABADELL
- BANCO SANTANDER
- BANESTO
- BANK BRUSSELS LAMBERT
- BANQUE PRIVÉE EDMOND DE ROTHSCHILD
- BARCLAYS MERCANTILE LONDON
- BAYER
- BBVA
- BMW GROUP
- BNP PARIBAS
- BRITISH TELECOMMUNICATIONS
- CABLECOM
- CATERPILLAR
- CHASE MANHATTAN BANK
- CHUPA CHUPS
- CIBA
- CITIGROUP
- COCA-COLA
- COCHLEAR
- COMPAQ
- CONEXUS GLOBAL INFORMATION
- COOP
- CREDIT ANDORRA
- CREDIT LYONNAIS
- CREDIT SUISSE
- DAIMLER AG
- DELL
- DELOITTE & TOUCHE
- DEUTSCHE BANK
- DEUTSCH HONDURANISCHE INDUSTRIE

- DHL
- DUN & BRADSTREET
- EBAY UK
- EL CORTE INGLES
- ELECTROLUX
- ESTEE LAUDER INC.
- EUROCARD
- FEDEX
- FICHET
- FINCOR
- FORD
- GENERAL ELECTRICS
- GENERAL MOTORS
- GOLFCLUB URLOFFEN
- GOOGLE
- HAAGEN DAZS
- HENESSY
- HERALD TRIBUNE
- HEWLETT PACKARD
- HILTON INTERNATIONAL
- HINDUJA GROUP
- HOFFMANN-LA ROCHE
- IBM
- ILO
- IMD
- INDITEX
- IKEA
- JETAIR
- JETAVIATION
- JOHNSON & JOHNSON
- KENWOOD
- KNORR CPC BENELUX BV
- KOREAN AIRLINES
- KPMG
- LA CAIXA
- LABORATORIOS ESTEVE
- LOGITECH
- L'OREAL
- MARRIOTT HOTELS
- MC DONALD'S
- MCKINSEY & CO
- MERYL LYNCH

- MIELE
- MORGAN STANLEY
- MOTOROLA
- MOTUL
- NESTLÉ
- NIKE
- NOKIA
- NOVARTIS INTERNATIONAL
- PANALPINA MANAGEMENT
- PEROT SYSTEMS
- PEPSI
- PEUGEOT
- PRICEWATERHOUSECOOPERS
- PROCTER & GAMBLE
- RENAULT
- ROLEX
- SANDOZ NUTRITION
- SEAT
- SECOND HOUSE
- SHELL
- SIEMENS
- SONY ERICSSON
- SONY MUSIC
- SPA CHAKRA
- SPECIALTY CHEMICAL
- SWISS INTERNATIONAL AIRLINES
- TELEFONICA
- BOSTON CONSULTING GROUP
- THE WORLD BANK GROUP
- THOMAS COOK GROUP
- UBS
- UNILEVER
- UNITED BISCUITS
- UNITED NATIONS
- VERITAS
- VODAFONE
- VIRGIN
- XEROX
- WTO



www.euruni.edu



Our Partners

Educational partnerships with universities worldwide

EU continuously explores affiliation opportunities with other world-class institutions. We offer our students the unique possibility of obtaining dual degrees from institutions of higher education around the world.



Europe

- Germany**
- ISW Institut für Sprachen und Wirtschaft
- Schule Für Touristik
- Austria**
- International Institute of Tourism & Management
- Hungary**
- International Business School Budapest
- Malta**
- European Institute of Education (EIE)
- Russia**
- Saratov State Technical University

North, Central and South America

- USA**
- Nichols College, MA
- Hamline University, MN
- Monmouth College, IL
- Canada**
- St. Lawrence College
- Mexico**
- ITESM, Instituto Tecnológico y de Estudios Superiores de Monterrey
- Unico Universidad Autónoma de Guadalajara
- Escuela Bancaria y Comercial
- Universidad de Colima
- ITESCA, Instituto Tecnológico Superior de Cajeme
- Universidad de Sonora
- Colombia**
- Politécnico Grancolombiano
- Peru**
- Universidad Peruana de Ciencias Aplicadas
- Chile**
- Universidad del Mar
- Ecuador**
- Universidad del Pacífico

Asia

- Singapore**
- Shines Education Group
- Kazakhstan**
- Kazakh-Russian International University
- Hong Kong**
- Hong Kong Institute of Business Administration

Middle East and Africa

- South Africa**
- Vaal University of Technology
- Egypt**
- MISR - University for Science & Technology

Career Development



Career Activities

Guest lecturers' seminars

These seminars are special topic sessions where specialists discuss current issues of today's world with EU students. These issues could be of an economic, political, environmental, technological or social nature. The sessions stimulate the students' curiosity and allow them to receive detailed information and a specialist's opinion about particular issues.

Industrial visits

On a regular basis, our students are taken to visit a major national or international company. That way, the theoretical knowledge learned in different classes can be applied to real business situations. After the visit, students are required to present oral and written reports on the visit.

Study tours

Study tours are designed to give students experience in the global corporate business environment. During a week-long trip, students visit selected corporations, commercial centers, and governmental & trade organizations around the world where they observe a variety of industries and meet with management. Students are required to prepare project reports based on their study tour experiences.

Career Services

EU enjoys a solid reputation amongst recruiters. The caliber of its students and the efficiency of EU Career Development office provide a distinct competitive edge when it comes to job placement.

The Office of Career Development serves students, alumni and organizations by addressing career development needs. Individuals receive assistance in formulating, exploring and implementing career options. Staff can assist with: choosing career paths, preparing resumes, improving interview skills, evaluating the job market, developing networks of contacts, conducting a job search and negotiating offers of employment.

Career Seminars

Major international companies are regularly invited on campus to interview EU graduates. Recruiters introduce their companies and describe available job opportunities. Others will ask to meet with small groups of students with backgrounds in which they have a particular interest.

Career Fair

Our Career Fair is a great opportunity for students to meet face-to-face with representatives from major corporations. Making contact directly with those involved in hiring can make the difference between having an advantage or having to create one's own.

Employment Agency Network

Making contact with companies directly is hard enough so EU Career Services provides a list of job offers and maintains direct contact with companies, employment agencies and their representatives. Career Services will match students with employment opportunities and see that they are well-informed and thoroughly prepared for possible interviews.

Career Development Workshops

Our graduate students also need help fine-tuning their evolving career path and our workshops are designed for them, because some skills need constant updating.

- Market research
- Interview skills
- Resume skills
- Letter writing skills

Students also have the opportunity to directly consult company representatives for one-to-one coaching that can help establish a strategy based on realistic expectations about future prospects.

Dr. Pierre Keller, Director of ECAL/Ecole cantonale d'art de Lausanne.





Job Board

EU has job postings at its different campuses that are updated regularly and represent a variety of international job options. Each student has direct access to them on campus or can request them from the administration.

Job Change Resources

With a high percentage of professionals looking to change their current positions or eventually switch careers, EU is aware of the need for guidance for those considering such decisions. The broad range of professions and fields of interest can make this a daunting task so EU strives to create an environment where students are equipped to explore new job positions or career possibilities. Career Services can help to identify and market your skills from one position or career to another.



Social Activities

- **Welcome night:** This activity is held at the very beginning of the term so that new and old students can meet each other and share a meal and a drink in a very special atmosphere.
- **Christmas dinner:** Before going on holiday, this is the time we get together and have a Christmas dinner.
- **Special evenings:** From time to time, EU organizes special evenings with themes such as Mexican, Spanish, Irish, or Brazilian nights depending on student preferences.
- **Ski/Snowboard weekend:** Once a year, EU organizes a ski/snowboard weekend at resorts such as Verbier, Crans Montana, Zermatt or Andorra where non-skiers/snowboarders are also welcomed since these places offer a wide variety of activities.

Sport activities

European University encourages different sport activities among the students. We are proud of our basketball, volleyball and soccer teams. Every year, we organize different intercampus championships.

Student Services

Personal counseling

A number of experienced staff members are available to give you assistance with personal matters if required. If you wish to seek further help, we can arrange for you to see a professional counselor.

Computer facilities

WIFI access is available in all the classrooms which encourages a high level of computer literacy. Support is provided by networked computers and laser printers with associated multimedia technology. Every student

is required to have a laptop computer.

Up-to-date software applications including Internet, Intranet and e-mail are available to all students, who are required to perform their course work on computers.

Library

Students are encouraged to make use of the resources offered such as the on-line database with access to over 2,300 journals many of which are full-text and graphics.

Students are also allowed to borrow books from the library.

Accommodation

European University administration helps students to find accommodation. Please contact our secretary's office in order to get an updated list of available apartments.

Visas

European University assists students with visa formalities and in obtaining student permits.

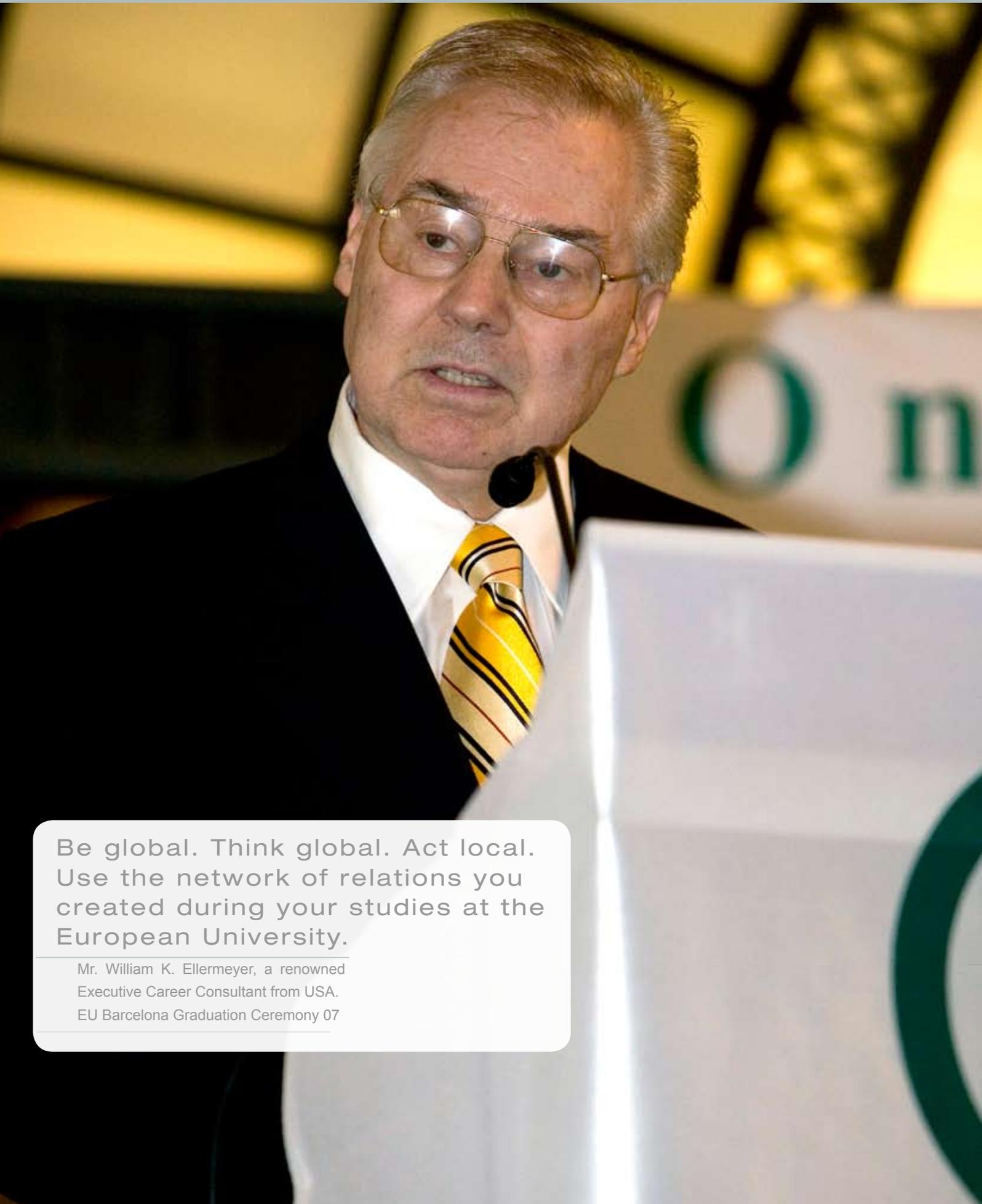
European University International Club

EU International Club consists of alumni who facilitate the rapid integration of international students upon their arrival at EU, and offer them advice regarding the city and student life.

EU Alumni Association

The Alumni – University relationship is one of mutual enhancement, in which EU offers its alumni:

- Networking opportunities with former classmates and faculty members
- Continuing education opportunities through seminars and discussion groups
- Activities for fun and re-connecting with old friends



Be global. Think global. Act local.
Use the network of relations you
created during your studies at the
European University.

Mr. William K. Ellermeier, a renowned
Executive Career Consultant from USA.
EU Barcelona Graduation Ceremony 07



European University offers a wide range of graduate programs for both recent university graduates and professionals with extensive work experience. The MBA programs at EU are designed to:

- Give participants the knowledge and understanding of business trends and processes in the European and global market
- Challenge students to master the tools of entrepreneurship and leadership
- Focus on strategies for sustainable corporate development based on moral principles and values.

Besides the **innovative curriculum**, focused on the latest developments in world economy, and **experienced faculty** from various international backgrounds, students benefit from the **cultural diversity** and professional experience of fellow participants. **Team projects** in class and social events outside of class encourage networking and team spirit

among the MBA students. Participants not only learn from one another, but also find support and a sense of belonging as they develop lifelong friendships. Working alongside fellow students from all over the world, participants expand their international vision and prepare for success in the global market.

The full-time MBA program at European University is an intensive nine-month, three-term Master's degree course of study. It is designed to expand the capabilities and perspectives of recent university graduates and middle managers with more than 2 to 3 years' professional experience and prepare them for executive positions in their organizations and in the global marketplace. All courses are conveniently scheduled in the afternoons and evenings to enable participants to continue their business careers and everyday responsibilities without interruption. Each class includes managers and entrepre-

neurs who have demonstrated talent and effective managerial skills. Sharing these with the other participants and building on their previous experience, MBA students develop the knowledge, skills and analytical tools to position themselves at higher levels of responsibilities.

The full-time program is divided into **three terms of 10 weeks** each. The first two terms lay the theoretical and practical foundations of the study of business and management. These **core courses** focus on developing a profound understanding of the main functional business areas of management, marketing, finance, IT and communication skills. The third term provides a specialization in a specific area. Currently, EU offers 10 different majors.

The part-time MBA program requires the same coursework to be completed over **six terms** while students attend 2-3 courses per term.



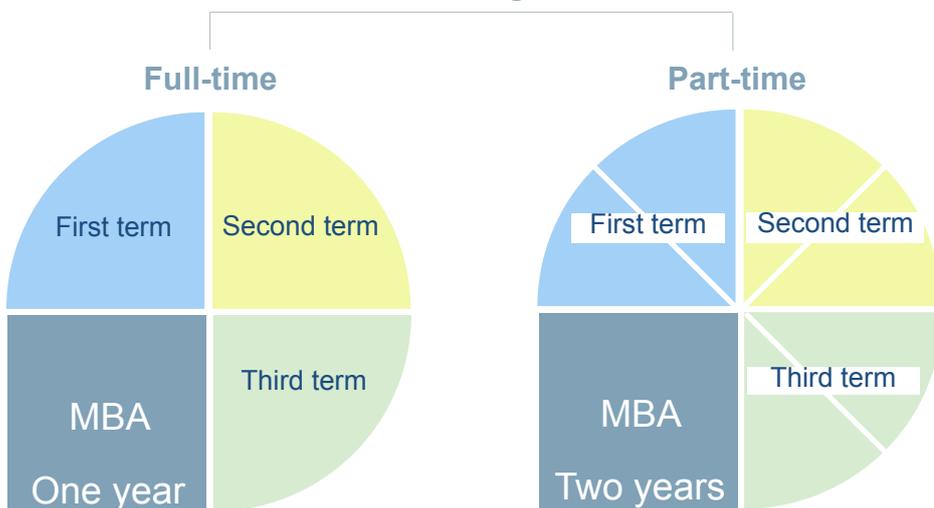
The corporate network

EU designs its programs in conjunction with senior executives from the global business community and receives ongoing feedback from them. In this way, EU adapts to the changing requirements of today's business world and continuously provides excellence in higher education.

The core of our instruction prepares students for an entry into the business world with an **MBA degree**. Students can choose to specialize in one of the following majors:

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

Graduate Programs



Starting dates in: **October, January & March**

“EU graduates are part of the European University alumni family. Throughout their studies, they relied on us. Now, we rely on them to capitalize on the synergy we have all created. They are European University’s ambassadors for the future!”

Dr. Dirk Craen, EU President
EU Geneva Graduation Ceremony 01

<h2 style="writing-mode: vertical-rl; transform: rotate(180deg);">Core Courses Graduate Programs</h2>	TERM I	<p>MCO 101 – Management Skills (3) MCO 102 – Organizational Behavior (3) MCO 103 – Managerial Accounting (3) MCO 104 – Marketing (3) MCO 105 – Quantitative Business Methods (3) MCO 106 – Negotiation (seminar) (1) MCO 107 – Business Law (seminar) (1) Industrial Visits and Invited Managers Lectures (1)</p>	
	TERM II	<p>MCO 201 – Finance (3) MCO 202 – Human Resources Management (3) MCO 203 – Global Economics (3) MCO 204 – Strategic Management (3) MCO 205 – Management Information Systems (3) MCO 206 – Communication Skills (seminar) (1) MCO 207 – Job Career Planning (seminar) (1) Industrial Visits and Invited Managers Lectures (1)</p>	
<h2 style="writing-mode: vertical-rl; transform: rotate(180deg);">Elective Majors</h2>	TERM III	Major in International Business	Major in Communication & Public Relations
		<p>MBA 301 – Business Policy & Strategy (3) MBA 302 – International Marketing (3) MBA 303 – International Finance (3) MBA 304 – Leadership & Team Building (3) MBA 305 – Change Management (3) Research Report (3)</p>	<p>MCP 301 – Public Speaking & Public Communication (3) MCP 302 – Public Relations (3) MCP 303 – Organizational Communication (3) MCP 304 – Mass Media Strategy, Planning & Media Law (3) MCP 305 – Practical Applications in Public Relations (3) Research Report (3)</p>
		Major in Entrepreneurship	Major in Leadership
		<p>MET 301 – New Product Development (3) MET 302 – Entrepreneurship and New Venture Creation (3) MET 303 – Innovation and Leadership (3) MET 304 – Change Management (3) MET 305 – Family Business Management (3) Research Report (3)</p>	<p>MLS 301 – Business Ethics (3) MLS 302 – Leadership & Team Building (3) MLS 303 – Strategic Supply Chain Management (3) MLS 304 – Business Policy & Strategy (3) MLS 305 – Coaching & Mentoring (3) Research Report (3)</p>





Major in International Marketing

- MIK 301 – International Marketing (3)
- MIK 302 – Relationship Marketing (3)
- MIK 303 – Marketing Research (3)
- MIK 304 – E-Marketing (3)
- MIK 305 – Advertising & Media (3)
- Research Report (3)

Major in Global Banking & Finance

- MBF 301 – Capital Markets & Financial Strategy (3)
- MBF 302 – Portfolio Management (3)
- MBF 303 – Bank Management (3)
- MBF 304 – Risk Management (3)
- MBF 305 – Corporate Financial Policy (3)
- Research Report (3)

Major in Leisure & Tourism Management

- MLT 301 – International Tourism Management (3)
- MLT 302 – Strategic Tourism Marketing (3)
- MLT 303 – Environments of Tourism (3)
- MLT 304 – Culture & Cross Cultural Management in Tourism (3)
- MLT 305 – E-Business in Tourism (3)
- Research Report (3)

Major in E-Business

- MEB 301 – E-Marketing Strategies (3)
- MEB 302 – Crafting the E-Business Model (3)
- MEB 303 – E-Commerce Systems Security & Firewall (3)
- MEB 304 – E-Commerce Business Design (3)
- MEB 305 – Electronic Commerce Business & Technology (3)
- Research Report (3)

Major in Sports Management

- MSP 301 – Sports Marketing Management (3)
- MSP 302 – Financial Management Applications to Sport (3)
- MSP 303 – Sports Ethics & Social Issues (3)
- MSP 304 – Sports Management (3)
- MSP 305 – Media Relations Sports & Sports Broadcasting (3)
- Research Report (3)

Major in Human Resources Management

- MHR 301 – International Human Resources Management (3)
- MHR 302 – Human Resources Development (3)
- MHR 303 – Communication & Negotiation in Employee Relations (3)
- MHR 304 – People Management (3)
- MHR 305 – Human Resources & Training (3)
- Research Report (3)



Maximum learning and networking potential

Elective Majors

The EU MBA is designed to address managerial issues that are relevant to doing business in the global marketplace, while incorporating the key concepts of business. The program builds a solid base in the first 2 terms through its **core courses**. The third term allows students to focus on and choose from the following elective majors:

International Business

The International Business major provides a broad understanding of the global marketplace and teaches students the essential tools for understanding international marketing and finance as well as the essential aspects of business policy and strategy. The major is also tailored to prepare students for experience in the areas of leadership and team building for the new global economy and how to adapt to the changes inherent within. This course prepares students for the traditional and entrepreneurial roles that await them in the higher managerial positions from a wide range of sectors that require candidates with an international perspective.

Communication & Public Relations

The major in Communication and Public Relations prepares students for the communication challenges of the workplace and is designed for those aspiring to positions in public relations, advertising, marketing and communication. Students learn the essentials of

persuasion, gain confidence in public speaking and receive individualized feedback for their presentations. Topics include organization and delivery of speeches, media strategy and media law.

International Marketing

The International Marketing major investigates the fundamental approaches to understanding markets, competitors, and portfolios of product offerings and explores the latest developments in business from an international point of view. The study of marketing is a valuable preparation for many types of management careers including consulting, entrepreneurial management, and sales management.

Global Banking & Finance

The EU major in Global Banking & Finance offers courses relating to the financial organization, operation, and problems of the economy at large while stressing issues of financial management in business firms and financial institutions. The program emphasises the analytical foundations of the discipline and provides the student with the tools for dealing with important practical issues. The program prepares students for higher management positions in the fields of investment banking, investment management and various other managerial and financial fields. In addition, finance majors often fill management consulting jobs and corporate finance positions in other industries.

Leisure & Tourism Management

The MBA in Leisure & Tourism Management prepares students for higher management positions in diverse sectors of the travel and tourism industry such as hotel management, events management, tour operations, resort management and convention management. It includes courses in tourism management and marketing, tourism & the environment, tourism & public policy, and the legal aspects of recreation and tourism.

Entrepreneurship

The Entrepreneurship major develops knowledge and skills in the fields of new product development, change management and innovation and leadership, which are essential for those who aspire to make a career change directly into entrepreneurial ventures or return to a corporate setting with the necessary frameworks and skills to contribute entrepreneurial leadership. The major is also an appropriate choice for those considering private equity or management consulting or those entering smaller companies with a strong growth curve.

Leadership

The Leadership major develops the students' potential to inspire others and influence the future of business organizations. The curriculum explores various perspectives of what makes a good leader and enhances the students' expertise in effective communication, change management, organizational culture, ethics and global business.

E-Business

The E-Business major is designed for those interested in pursuing ventures specifically focused on the Internet and provides students with an in-depth understanding of E-Marketing, E-Commerce Systems Security and Electronic Commerce Technology. In addition, the major is intended to prepare students for positions in traditional product/service firms that are attempting to enhance their electronic commerce strategy. It also provides a useful basis for consulting to both these types of organizations.

Sports Management

Growth in professional sports, corporate fitness and private health clubs combine to make sports management a diverse and dynamic field. The Sports Management major is an interdisciplinary program designed to teach management skills, such as sports marketing and management, sports advertising and media relations and sports ethics. The curriculum is designed to prepare students for a wide range of higher managerial positions in sport-related fields.

Human Resources Management

The EU major in Human Resources provides knowledge and skills in the field of human resources management and development as well as communication and negotiation. It prepares students for senior leadership and consulting roles in human resources management. The major is also applicable for students interested in organizational change and those who want to gain a broader understanding of the behavioral side of an organization.



Dr. Lu Yu Cheng, Former Executive
Vice Mayor of Beijing
EU Graduation Ceremony 06

Interaction
Student Care
Small Classes
Individual Supervision
Pragmatic Approach

You have the potential! Earn your MBA while you work

The EU MBA programs for executives are designed for individuals who seek additional skills to help them move up within their organizations or set up their own enterprise. During the program, students build strong relationships with outstanding faculty, as well as with their counterparts from international businesses. Each class includes managers and entrepreneurs with at least five years of effective managerial experience who have demonstrated unusual talent.

Participants gain updated knowledge at an advanced level of the core functional areas of business, as well as valuable insight on how to solve problems and manage complex relationships. Moreover, because they interact with an international group of colleagues, Executive MBA students are exposed to a wealth of inspired ideas and innovative approaches to each topic studied. The curriculum follows the classical MBA courses.



Two degrees for success in a global economy



Executive MBA

The Executive MBA programs take place on Saturdays from 9.00 am to 7.00 pm. Students follow three subjects per term (3 hours weekly per subject). The program consists of 5 terms full-time or 10 terms part-time, with a total duration of 15 or 30 months.

Flex MBA

The title of the program derives from the high flexibility which it offers participants in terms of academic calendar: students have the possibility to complete their studies within 9 months if they decide to participate in all seminars, or to follow the program “à la carte” and take all seminars within a period of 2 years.

The seminars take place on Wednesdays, Thursdays and Fridays or on Thursdays, Fridays and Saturdays from 9.00 am to 6.00 pm. Two seminars per month are offered and students register for each one separately thus having the possibility to tailor-make their calendar over a period of two years. Students must pass all 15 subjects to obtain their degree.

crossMBA
For Professionals

Cross MBA

The Cross MBA is designed for executives who wish to extend their professional and personal network while preserving their flexibility and continuing to work full-time.

The program combines on-site with online learning. Each course is divided between 18 hours of instruction on-site (once a month on Saturday and Sunday) and 18 hours of online distance learning (over the course of 4 to 6 weeks following the on-site seminar). Participants receive 36 hours of study per course.

Upon successful completion, each seminar entitles the student to 2 or 3 credit points. With a total of 49 credit points, the students are eligible to finish their MBA by engaging in a thesis project. EU offer its Cross MBA program in cooperation with Nichols College (USA) which allows MBA participants to obtain 2 MBA degrees, one European and one American, within only 15 months.

Courses offered

- Management Theory
- Business Quantitative Tools & Statistics
- Managerial Accounting
- Marketing Management
- Financial Management
- Applied Economics
- Effective Business Communication
- Organizational Behavior
- The Leadership Experience
- International Business
- International Finance
- Business, Government and the Global Economy
- E-Commerce Strategy
- Operations Management
- Strategic Management

www.crossmba.com



Academic Information



Course Load

The course load is measured in credit hours. Each credit hour stands for one hour of class per week. Thus a three-credit course means three hours of classes per week. Preparation time of between one hour and one and a half hours per week for each credit is assumed.

Grade Point Average

The student's academic standing is indicated by a grade point average determined by dividing the total number of credit points earned by the total number of credit hours the student has attended.

Class Attendance

Class attendance for all EU courses is mandatory. A student who misses more than 3 classes of a given course automatically fails this course.

Graduation Requirements

All three terms of the MBA degree program must be completed with a minimum grade point average of 3.0. In addition, students must present and defend a final research project (depending on the student's major).

Honors

EU offers Disciplinary Honors in all programs.

Cum Laude: Cummulative GPA from 3.20 to 3.49

Magna cum Laude: Cummulative GPA from 3.50 to 3.79

Summa cum Laude: Cummulative GPA of 3.8 and above

Graduation with Disciplinary Honors represents outstanding work, within the requirements of a given major and significant effort in addition to those minimum requirements. Excellence in these areas can be measured by overall GPA, performance in designated gateway courses within a major, and completion of the thesis.



Academic Honesty

Academic honesty is an essential aspect of all learning and is one of the most important values taken into account by academic communities throughout the world. EU follows strict standards of academic honesty to which all students must adhere. Academic dishonesty includes, but is not limited to, plagiarism, attempted theft of academic records or examinations and alteration of grades. Any of these offences results in automatic failure of the course and/or expulsion from the university.

Plagiarism

Plagiarism is the offering of work of another as one's own. Plagiarism is a serious offence and may include, but is not limited to, the following: Complete or partial copying directly from a published or unpublished source without proper acknowledgment to the author. Minor changes such as wording or syntax are not sufficient to avoid charges of plagiarism. Proper acknowledgment of the source of a text is always mandatory.

Paraphrasing the work of another without proper author acknowledgment.

Submitting as one's own original work (however freely given or purchased) the original exam, research paper, manuscript, report, computer file, or other assignment that has been prepared by another individual.

Transfer Credits

Credits earned at other colleges or universities can be transferred to European University under the following conditions:

- only credits necessary for the completion of the degree pursued at EU can be transferred
- only credits for courses completed with a grade of C or higher can be transferred
- only courses completed within 10 years of the date of entry into EU can be transferred

Grading system

Letter grades are given in all courses. Grades are calculated from the student's daily work, class attendance

and participation, term papers, reports, presentations, mid-term and final examinations. The professor selects the grading components for a given course according to the nature of that course.

Letter grades correspond to the following points:

A+	4.0 points	C+	2.3 points
A	3.8 points	C	2.0 points
A-	3.7 points	C-	1.7 points
B+	3.3 points	D+	1.3 points
B	3.0 points	D	1.0 point
B-	2.7 points	D-	0.7 points
		F	0 points

A+/A/A-	Outstanding academic standards and an unusual degree of intellectual initiative.
B+/B/B-	Superior work done in a consistent and intellectual manner.
C+/C/C-	Average grade indicating a competent grasp on subject matter.
D+/D/D-	Insufficient work requiring additional courses.
F	Failed to grasp even the minimum subject matter; no credit given.
FA	Failure due to absence.
w	Withdrawal during the first four weeks of the term.
I	Did not complete a small portion of the work or final examination due to circumstances beyond the student's control.





We are pleased that you are considering European University to further your education. EU will offer you a quality education and help you to develop the professional skills needed to succeed in today's business society.

We understand that choosing a university is one of the most challenging decisions you will face in your life. We also believe that EU is an excellent choice and we are here to help you in your decision making. We invite you to learn as much as possible about EU: visit our campus, meet current students and alumni, attend classes and university events and see how EU is aligned with your educational and professional goals.

At EU, your peers and faculty from around the world will challenge and stimulate you. You will find a caring, flexible environment where you will grow both personally and intellectually.

Admission to EU is limited, so we urge you to submit your application as soon as possible. By applying early, you will be guaranteed full consideration for admission and we will be able to

answer any questions you may have. Applications are considered on a rolling admission basis with three starting dates per year in October, January and March.

The admission requirements and procedures are designed to assist applicants by answering their questions and to help EU select from a qualified pool of students. Applicants to the university are evaluated on the strength of their applications as a whole and consideration is given to the student's qualities and abilities: leadership potential, academic achievements, performance on standardized tests, extracurricular activities and other personal experiences.

ADMISSION REQUIREMENTS

·DIPLOMA: Arrange to have a university diploma and full transcript(s) sent to the EU Admissions Office. Applicants who do not hold a university diploma at the time of applying must present an official university transcript or record for the last three years of study. Transcripts are considered official if they bear an official university stamp and the signature of the univer-

sity dean. Academic transcripts should include the university's contact information. Records must list the subjects taken, grades earned or examination results in each subject, and certificates or diplomas. If the documents are not in English, they must have a certified English translation accompanying them.

·ENGLISH REQUIREMENTS: Unless you are a native English speaker, you have to submit a certificate of English proficiency. This can be an official score on one of the following: Test of English as a Foreign Language (TOEFL), International English Language Testing System (IELTS) or, alternatively, **European University's English language entrance exam.**

If you choose to sit TOEFL, arrange to have the official TOEFL score sent to the EU's Admissions Office. Please note that EU accepts personal score reports sent directly from the student. The EU institutional code for receiving official scores is 0476. The minimum satisfactory score is 80/213/550. To register for TOEFL please visit www.toefl.org or request a registration bulletin from TOEFL Services, Educa-



Personal Awareness
Network
Career Success
Global Vision
Entrepreneurship

tional Testing Service, P.O. Box 6151, Princeton, NJ 08541-6151, USA. If you choose to sit IELTS, please contact the nearest British Council for more information on test dates and centers. The minimum satisfactory score is 5.5. To register for IELTS and request a bulletin, please visit www.ielts.org.

If you choose to sit EU's internal English language entrance exam, please contact EU's Admissions Office at info@euruni.edu. Our admissions officers will provide you with the contact details of our official representatives in your country and city at whose office you will be able to take this entrance exam. EU's English exam is free of charge and available throughout the year.

·RECOMMENDATIONS

Submit two letters of recommendation from academic and/or professional sources familiar with your performance and potential for leadership. Any letter not written in English must be accompanied by a certified English translation.

·ESSAY

Write an essay, which will help the EU Admissions Committee become acquainted with you, understand your motivation for attending EU, and determine how well you can express yourself. The essay should be on one of the following topics:

1. Tell us about the most challenging team experience you've had to date. What role did you play? What did you learn?
2. Please comment on a personal failure that had an impact on your life and what you learned from it.
3. What achievement are you most proud of (studies, sports, professional life, etc.)?
4. If you could imagine an entirely different life from the one you lead, what would you want to be or do?
5. Each of us has been influenced by people, events, and situations in our lives. How have these influences shaped who you are today?

The essay will be evaluated on the basis of clarity, creativity, completeness of response, sentence structure, paragraphing, spelling, grammar, and style.

In addition to the above, all applicants must meet any two of the following requirements:

- Two or more years of professional experience which may include military service. Please submit a CV specifying your experience
- Minimum GMAT score of 450. For more details please contact the Graduate Management Admission Council at www.gmac.com
- Minimum GPA of 3.0 on a 4.0 basis
- Personal interview



Application Instructions

All applicants should submit the following documents in order to complete the application process:

1. Completed application form
2. English language certificate
3. Copy of university diploma and full transcripts
4. Two letters of recommendation
5. One essay
6. 3 passport-size photos
7. Copy of international passport
8. Bank letter certifying the applicant's financial stability
9. 200€ non-refundable application fee. Please attach a cheque, money order, or receipt for a bank transfer payable to EU. Please contact the EU campus to which you are applying for the exact bank account number to which the fee should be sent.
10. CV or Resumé
11. GMAT score, if applicable

EU applicants have the option of sending their applications by post, fax or email.

1. Send your application and credentials to the EU campus to which you wish to apply. In order to speed up the process, you can fax it. If you choose to fax your application, please make sure that the university receives the documents' originals prior to the beginning of the academic year as EU's Admissions Office still needs the originals to confirm your acceptance.

2. If you choose to send your application package by email, please apply online and email us the scanned copies of the rest of the application documents at your earliest convenience. If you choose to email your application, please make sure that the university receives the documents' originals prior to the beginning of the academic year as EU's Admissions Office still needs the originals to confirm your acceptance.



www.euruni.edu

Apply Online at:
www.euruni.edu



The EU Experience

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