

EUROPEAN UNIVERSITY (EU) has been providing excellence in business education for more than **35 years** and is recognized internationally for delivering well-educated and highly trained graduates into the rapidly evolving global work force. EU's commitment to creating a soundly principled yet internationally dynamic educational framework is what sets it apart from other universities of this caliber.

In order to meet the needs of the globalizing business culture, EU has developed a **didactic model of education** that fuses the European **theoretical approach** with the North American **case-study method** of business education. The result is a more complete vision and well-rounded experi-



ence for students. This is especially true considering the unique opportunity EU students have to see business culture from its various campuses in some of the most dynamic cities in Europe and Asia including: **Barcelona, Montreux, Geneva, Yvorne, Munich, Freiburg, London, Vienna, Istanbul, Aktobe & Uralsk, Singapore, Damascus, Taipei, Hong Kong, Shenzhen, Shanghai, and Kota Kinabalu.** Moreover, our standardized course curricula encourage students to transfer between EU campuses without missing a beat.

By continually attracting students from more than **70 different nationalities**, EU provides a truly multicultural environment and international education. **Classes of 20 to 25** students encourage interactive discussions and guarantee quick feedback between students and faculty. This personalized attention from a highly-qualified faculty ensures constant development of critical thinking and leadership skills. **Faculty members** are chosen from the business world



and possess experience as entrepreneurs, consultants and business leaders. In this way they are able to bring **real experience into the classroom.** Students also attend **industrial visits** to multinational companies, **seminars** with **guest speakers** and **study tours** as part of their study program.

EU has developed degree programs designed to prepare students for the business world in the 21st century. EU offers **3 year/6 semester Bachelor programs (BBA)** and **1 year/3 term Master of Business Administration programs (MBA)** with management specializations in: **Business Administration, Communication & Public Relations, Leisure & Tourism, International Relations, Sports Management, Information Systems Management, Wealth Management, Multimedia Management, and Technology Management.** MBA students are offered additional specialties such as **International Business, Global Banking & Finance, Entrepreneurship, Leadership, International Marketing, E-Business and Human Resources Management.**

EU has also developed new undergraduate dual-degree programs with its North American partner **Nichols College** (Boston, USA) which allows students from Nichols and EU to study their undergraduate degree abroad. The formula for this dual-degree BBA program is **5+2=2**: students spend **5 semesters at EU in Europe** and **2 semesters at Nichols College** and receive **2 undergraduate degrees**, one from each institution, in only **3 years.**

The classical **MBA** is for recent university graduates with up to 5 years' work experience who wish to reach the next level of management in their profession and is offered full-time or part-time. The **Executive MBA** is for professionals with at least 5 years' experience and is provided **once a week on Saturdays**, while the tailor-made **Flex MBA** offers maximum flexibility in terms of curriculum and timetable. The innovative **Cross MBA** is a program that is available **one weekend a month over 15 months** in cooperation with **Nichols College.** The program combines American and European MBA curricula and is provided by **EU and Nichols College** faculty. Upon completion, participants receive both American and European MBA degrees.

For more information about EU please visit our webpage www.euruni.edu or contact us directly at **93 201 8171** to set up an **info session in Barcelona.** We are closer than you think!



Business Education

BBA / MBA

Small classes - All courses taught in English

Top professors

Excellent mix of theory and practice

4 starting dates per year

International environment

Transfer opportunities between our campuses in

Barcelona | Montreux | Geneva | Yvorne | Munich | Freiburg | London

Vienna | Istanbul | Aktobe & Uralsk | Singapore | Damascus

Taipei | Hong Kong | Shenzhen | Shanghai | Kota Kinabalu



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