Business School

Bachelor's Programs

BARCELONA

BARCELONA

BARCELONA

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Welcome to EU Business School

We live in a fast-paced era in which 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 qualification and in-depth knowledge of business. 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.

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 (EU) 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. From our Career Services Department to our global network of EU alumni, you will have access to dedicated business professionals to 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 welcoming you to EU.

Mireille Messine
Chief Executive Officer
EU Business School

Who We Are

An entrepreneurial mindset and a pragmatic approach

EU Business School (EU) has been educating future entrepreneurs and business leaders since 1973.

We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs, taught exclusively in English, in Barcelona, Geneva and Munich, as well as on our Digital Campus.

Headquartered in Switzerland, we believe in Swiss values, an international mindset and a pragmatic approach to learning.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our experiential learning approach, which includes case studies, business simulations, company visits and conferences with world-renowned leaders, ensures our students excel in the business world.

Our community of 130+ nationalities gives students a multicultural perspective, and our 35,000+ alumni provide networking opportunities around the globe. Intercampus transfers, exchange programs with our OMNES sister schools in Paris, Bordeaux, Lyon, Monaco and London, together with global study abroad programs, further enhance our students' international experience.

EU Business School is a member of OMNES Education Group, the French leader in private higher education, offering students further academic and international opportunities.

Our Campuses

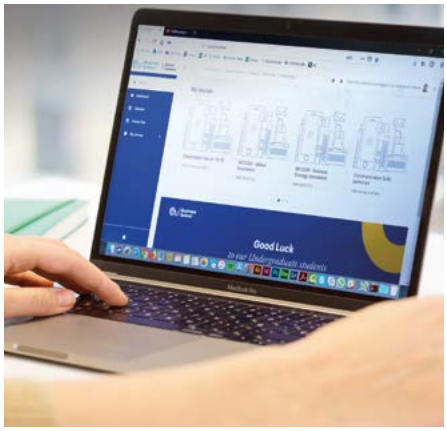
Our campuses are located in the top European business and tech hubs of Barcelona, Geneva and Munich, while our Digital Campus provides maximum flexibility. Our students expand their global outlook with intercampus transfers or international exchanges at our partner universities all over the world.

BARCELONA
World-leading smart city and startup hub on the Mediterranean

GENEVA
Diplomatic and financial capital in the heart of Europe

MUNICH
Germany's economic powerhouse, renowned for innovation

DIGITAL CAMPUS
Designed to deliver a blended, dynamic and innovative learning experience



RANKINGS

#1 CEO #1 GLOBAL ONLINE MBA RANKINGS 2026
EU's Online MBA ranks #1 worldwide by CEO Magazine

#1 QS TOPMBA 2026 International Student and Student Gender Ratio
EU's MBA program ranked #1 in international student ratio by QS

#1 Best Business School by LA RAZÓN Spain
EU awarded Best Business School of the Year by La Razón

5★ QS RATED EXCELLENT
EU has a 5-Star overall rating from QS Stars

Top 50 QS TOP 50 EUROPE
EU's MBA ranked #37 in Europe in the QS MBA Rankings 2026

Forbes Mejores Escuelas de Negocio 2026
Ranked one of the best business schools in Spain by Forbes

MEMBERSHIPS

EFMD GLOBAL

IQA CEEMAN Accredited

CLADEA

AACSB Business Education Alliance Member

swi+zerland

Barcelona

Welcome to Barcelona, a world-leading smart city and tech hub on the shores of the Mediterranean.

There's nowhere better to study business than in this dynamic and cosmopolitan city, which is as famous for its gorgeous beaches and spectacular architecture as it is for its entrepreneurial spirit and creative energy. Host to top conferences like MWC (Mobile World Congress) and the Smart City Expo, Barcelona hums with tech talent and innovators.

Home to the world's most extensive medieval quarter, the Barri Gòtic, it also boasts more Modernista (Catalan Art Nouveau) landmarks than anywhere else. From Gaudí's stunning Sagrada Família to the renowned Picasso Museum, this city offers a dazzling array of cultural attractions. Throw in almost five kilometres of golden beaches, a year-round line-up of festivals, FC Barcelona (one of the world's most popular football teams) and an endless choice of shops, cafés, restaurants and clubs, and it's easy to see why Barcelona is regularly voted the best student city in Spain.

#1
beach city in the world[1]

10,000+
cafés, bars and restaurants

#5
best startup hub in Europe[2]

2,100+
startups

9
UNESCO world heritage sites

[1]Source: ranker.com
[2]Source: startupheatmap.eu

Student Life at EU Barcelona

At EU Business School, students make friends and connect with classmates through sports, festivals, parties, excursions, charity events and much more.

Soccer, volleyball, basketball and tennis are just some of the sports on offer. You can join one of our teams, some of which compete in national and international inter-university champi-onships, or take part in a practice session or one of our pop-up training events, like boxing on the beach.

As soon as you start your studies at EU, you will be invited to get to know your new classmates and make connections at Orientation Week. You will also explore your new campus city on a walking tour of Barcelona's top sights.

Throughout the academic year, you can take part in all kinds of events ranging from cooking classes to Halloween parties and CSR initiatives, including beach clean-ups and clothing sales.

Top Reasons to Study at EU

01
INTERNATIONAL
Learning in a multicultural environment of 130+ nationalities opens our students to international perspectives and gives them a global mindset.

02
AN ENTREPRENEURIAL MINDSET
We foster entrepreneurial thinking, teaching our students to become agile and creative problem-solvers.

03
SMALL CLASS SIZES
Our small class sizes promote interaction and collaboration, personalized attention, enhanced learning and outstanding academic performance.

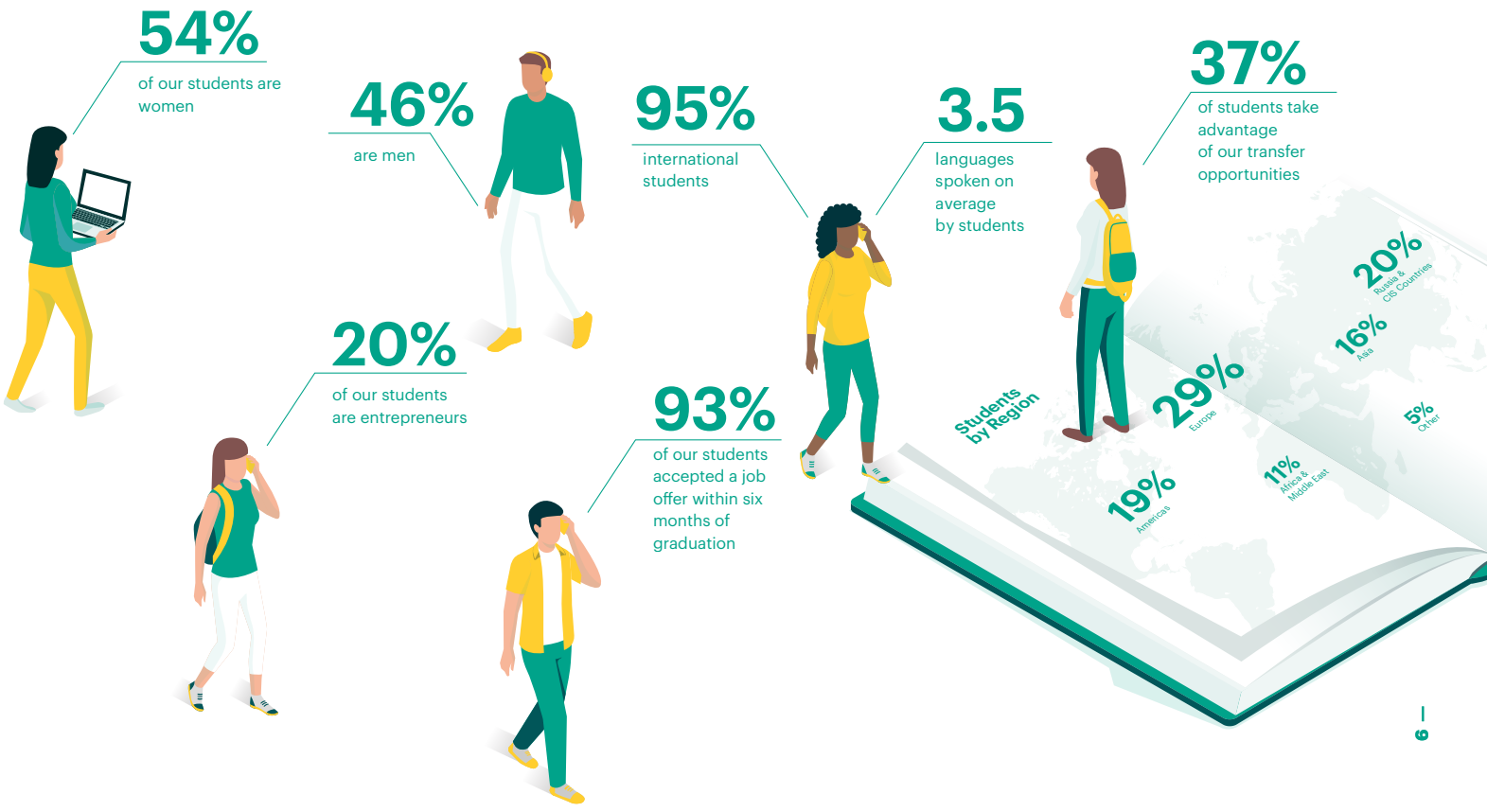
04
ALL CLASSES TAUGHT IN ENGLISH
Our students learn to communicate fluently and effectively in the international language of business.

05
EXPERIENTIAL LEARNING
We believe in hands-on, pragmatic learning, including project-based cases and business simulations, to give our students the real-world business skills to excel.

06
OUTSTANDING FACULTY
Our faculty of highly qualified academics, industry experts, entrepreneurs and business leaders provide academic credentials and real-world experience of how businesses work.

07
BUILDING A BUSINESS PERSONALITY
We encourage students to build the most valuable brand they can market: themselves.

08
RANKED AMONG THE BEST
Programs within our network are consistently featured in the top tier of global and European rankings.



Learning Approach

When you study a bachelor's program at EU Business School, you will gain the real-world business skills, entrepreneurial mindset, AI literacy and global perspective you need to excel in the workplace of the future.

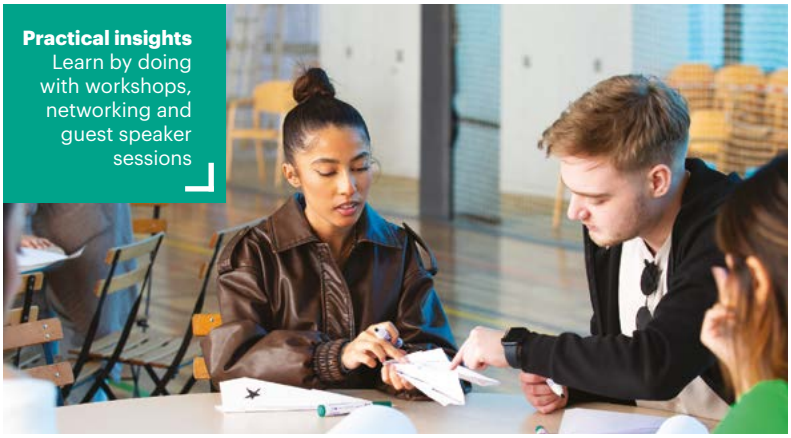
Our experiential and pragmatic approach to business education prepares you for careers in the business world through case studies, business simulations, consulting projects, company visits and a curriculum which integrates AI. Our lecturers are highly qualified academics and working professionals who use their real-world expertise to bring theoretical concepts to life. In addition, you will have the opportunity to interact with top industry experts at exclusive EU seminars and events, including our flagship Learning From Leaders conferences with world-renowned business leaders. Our innovative Business Immersion Weeks, which take place every semester, are designed to give students hands-on experience of the inner workings of companies.

An Entrepreneurial Mindset

We are a business school for entrepreneurial thinkers who want to break the mold, innovate and build a different future. We develop work-ready graduates with an agile and creative mindset, who are adept at navigating change and finding solutions. To further their skillset, students may also take part in pitch competitions and challenges and will receive feedback from industry professionals.

Pitch competitions
Students compete in the ISE Hackathon, Mark Challenge and more

Company visits
Students see real business in action at top companies such as Cartier, Amazon, SAP and FC Barcelona



Practical insights
Learn by doing with workshops, networking and guest speaker sessions

Business Immersion Weeks

Our innovative Business Immersion Weeks put you at the heart of real-world business. Through a week of activities outside the classroom, including company visits, live business challenges, workshops and interactive problem-solving experiences, you'll apply what you learn in class to real situations, and build the work-ready skills and agile thinking that employers look for.

Find out more about our learning approach

Learning From Leaders

Our flagship conference series, Learning From Leaders, gives our students a unique opportunity to learn and network with some of the world's most renowned entrepreneurs and leaders from the worlds of business, politics and beyond.

CEOs of top global companies such as the chairman of Nestlé, Paul Bulcke, former heads of state including the former president of Switzerland, Adolf Ogi, and changemakers such as Steve Davis, strategic advisor of the Bill & Melinda Gates Foundation, among many others, have joined us. Other speakers include:

❶ **Jim Hagemann Snabe,**
Chairman of Siemens & Maersk

❷ **Omar Berrada,**
Chief Football Operations Officer of City Football Group & Manchester City FC

❸ **André Hoffmann,**
Vice-Chair of Roche

❹ **Nicola Moussourou,**
Vice President Global Country HR at Hewlett Packard Enterprise

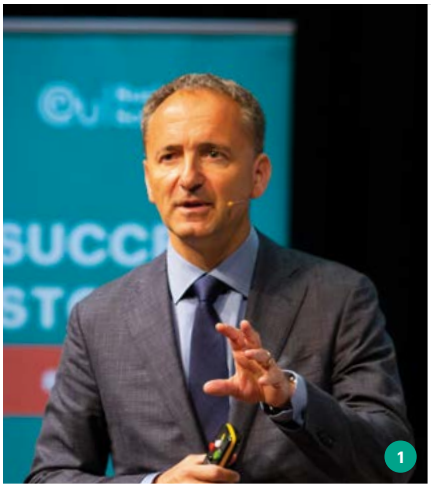
❺ **Adrian Hallmark,**
Chairman & CEO of Bentley Motors

❻ **Paul Bulcke,**
Chairman of Nestlé

❼ **Paul Polman,**
Co-Founder & Chair at IMAGINE & Former CEO of Unilever

❽ **Judith Wiese,**
Chief People & Sustainability Officer and Member of the Managing Board of Siemens AG

Watch our Learning From Leaders conferences



Job positions at the time of the event

Our Programs

BACHELOR'S PROGRAMS

Bachelor's

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Digital Communication
- BA - Bachelor of Arts in Leisure & Tourism Management
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Digital Business, Design & Innovation
- BA - Bachelor of Arts in Artificial Intelligence for Business

Bachelor's of Arts (Hons)

- BA (Hons) in Business Management & International Business
- BA (Hons) in Business Management & Marketing
- BA (Hons) in Business Management & Finance
- BA (Hons) in Business Management & Entrepreneurship

EU Bachelor's (BBA/BA) Programs

These bachelor's programs are designed for students eager to gain the knowledge and insights needed to start a career in international business, as well as the creative and agile mindset required for success.

ABOUT EU BACHELOR'S (BBA/BA) PROGRAMS

The EU Barcelona bachelor's programs are three-year, seven-semester programs (240 ECTS) taught exclusively in English, with start dates in October, February, June and August. In addition to a strong grounding in business, we offer specialization options to help deepen your knowledge in major business disciplines.

The first-year core courses provide you with a solid base in fundamental business areas. Specialization subjects are incorporated into the curriculum in the third, fourth and fifth semesters. In the third year, you will focus on business management modules to equip you with managerial concepts, theories and tools.

With our fast-track option, you can accelerate your studies by completing one or two intensive summer semesters depending on your start date. You will also have the opportunity to undertake an intercampus transfer to another EU campus, or to participate in a one-semester study abroad program at one of our sister schools at OMNES Education Group.

If you wish to further your knowledge in one of the seven specializations, you may choose to study an additional semester and earn a Diploma of Advanced Studies (30 ECTS) awarded by EU Business School Switzerland.

The credits earned in the courses of each of these bachelor's programs follow the European Credit Transfer and Accumulation System (ECTS), the European standard for credits, as established in the Bologna Process.

PROGRAMS AVAILABLE

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Digital Communication
- BA - Bachelor of Arts in Leisure & Tourism Management
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Digital Business, Design & Innovation
- BA - Bachelor of Arts in Artificial Intelligence for Business

PROGRAM STRUCTURE

Academic year	Fall	Spring	Summer
Year 1	Semester 1 Core courses	Semester 2 Core courses	Semester 3 Core & specialization courses
Year 2	Semester 4 Core & specialization courses	Semester 5 Core & specialization courses	
Year 3	Semester 6 Business management	Semester 7 Business management	Semester 8 Diploma of Advanced Studies in specialization (optional)

Duration:
Seven semesters/ three years

Start dates:
October, February, June, August

240
ECTS

DEGREE AWARDED

- A university-specific *título propio* awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC), Spain*

UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA

- An ACBSP and IACBE accredited private degree from EU Business School Switzerland, which is institutionally accredited by IQA and certified by eduQua

ACBSP ACCREDITED · IACBE MEMBER WITH ACCREDITED PROGRAMS · IQA CEEMAN Accredited · SGS

- A U.K. state-recognized BA (Hons) in Business Management degree from University of Derby

UNIVERSITY OF DERBY

CORE COURSES

YEAR 1

Semester 1
- Business Management
- Managing People & Organizations
- Marketing & UX
- Impactful Communication
- Finance & Accounting
- Innovative Technology in Business

Semester 2
- Project Management
- Applied Data Analytics
- Economics & Enterprise
- Responsible Management
- Digital Branding, Advertising & Media Channels
- Creativity & Design Thinking

Semester 3
- Logistics & Operations
- Digital Business
- Financial Reporting & Analysis
- Entrepreneurship & Business Development

YEAR 2

Semester 4
- Strategies in a Disruptive World
- Marketing in Action
- Business Research Methods

Semester 5
- Creative Business Cases
- Transformational Change Management
- Innovation in Business

YEAR 3

Semester 6
- Global Business & Strategy
- The Business Consultancy Project Part I
- Marketing Across Cultures

Semester 7
- Developing Leadership & Management
- The Business Consultancy Project Part II
- International Entrepreneurship

Semester 8**
- Business Consulting & Project Management
- Entrepreneurial Leadership
- Professional Soft Skills

*Diploma, included in the UVic-UCC Lifelong Learning Regulations, which is aimed at undergraduate students and issued under Spanish Royal Decree 822/2021, of 28th September. For more information about university-specific *títulos propios* and state-recognized university qualifications, please visit euruni.edu/degrees.
**Optional semester to earn the Diploma of Advanced Studies

ADMISSION REQUIREMENTS

- ☐ 1 certified copy of high school diploma and transcripts
- ☐ Proof of English level: TOEFL score 79/4 (as of Jan 2026) (internet-based), 211 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; minimum PTE-A score of 59; native speaker of English or equivalent
- ☐ 2 letters of recommendation
- ☐ 1 written or video essay

Visit euruni.edu/admissions for detailed admission requirements.

GRADUATION REQUIREMENTS

To graduate, in addition to the listed courses, you must also successfully complete the following for a total of 22 CH | 30 ECTS:

- Participate in Business Immersion Weeks
- Attend capstone seminars
- Write and defend a capstone project

For more information about our bachelor's programs

BBA - BACHELOR OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration is a comprehensive program that will prepare you for a full range of functions within the business world, making you a valuable asset to any organization. It develops the business acumen required to conduct business on a global scale. You will cover international negotiation and explore the complexity of multinational organizations, with their intricate hierarchies, social frameworks and administrative challenges.

Specialization courses

In addition to the core courses, you will take the following:

- Cross-Cultural Business Issues
- Knowledge Management
- Marketing Research
- Leading the Way
- Service Management
- Supply Chain Management
- Decision Analysis
- International Strategic Management
- Quality Management*
- Retail Management & Merchandising*
- The Future of the Financial Service Industry*

Career options

- Project Coordinator
- Business Development Analyst
- Marketing Coordinator
- Human Resources Specialist
- Innovation Manager

*Optional 8th semester to earn the Diploma of Advanced Studies (DAS)

BA - BACHELOR OF ARTS IN DIGITAL COMMUNICATION

Consumers have become active participants of the digital world, blurring the line between company and customer. Media today is driven by strong brands, social media campaigns and individual influencers that establish and propel relationships with target audiences. This ongoing dialogue is the key to reaching stakeholders and solidifying relationships with existing ones. This program will cover topics such as public engagement, media strategy and digital communication.

Specialization courses

In addition to the core courses, you will take the following:

- Innovations in Digital Communications
- Interpersonal Communication in Global Contexts
- Strategic Public Engagament & Communication
- Communicating Value with Branding
- Targeted Digital Media Campaigns
- Digital Graphic Design & Management
- Content Creation in the Digital Era
- Ethics & Legislation for Digital Communication
- Protocol in a Connected World*
- Negotiation & Lobbying*
- Media Planning*

Career options

- Digital Marketing Coordinator
- Marketing & Brand Coordinator
- Public Relations Specialist
- Corporate Communications Officer
- Communications Performance Analyst

BA - BACHELOR OF ARTS IN LEISURE & TOURISM MANAGEMENT

Tourism is one of the world's fastest growing industries. With this bachelor's qualification, you will get an in-depth and practical understanding of hospitality management; quality of service; event and conference planning; and sustainability as it applies to tourism. This overview of these key business areas ensures that you gain a deep understanding of the industry. Case studies will allow you to apply theoretical knowledge to real-world scenarios and find appropriate solutions.

Specialization courses

In addition to the core courses, you will take the following:

- Cross-Cultural Business Issues
- The Business of Tourism
- Service Management
- Event Management
- Cultural Heritage
- Tourism Marketing
- Sustainable Tourism: Policies & Ethics
- Hospitality Management
- Financial Management in Tourism*
- Quality Management*
- Leisure & Recreational Management*

Career options

- Travel Consultant
- Guest Relations Coordinator
- Events Coordinator
- Sustainable Tourism Associate
- Duty Manager

*Optional 8th semester to earn the Diploma of Advanced Studies (DAS)

BA - BACHELOR OF ARTS IN INTERNATIONAL RELATIONS

This program combines a global international relations outlook with the practical skills of business thinking. As corporations expand and blur national boundaries, they operate in a more complex landscape. This specialization provides a solid knowledge of the global economic environment, recognizing politics, cross-cultural values and ethics as key components. This program will train you to apply a global mindset to conflict management and resolution while considering growth and the bottom line.

Specialization courses

In addition to the core courses, you will take the following:

- Cross-Cultural Business Issues
- International Relations: Theory & Practice
- Political Science
- International Organizations
- Diplomacy & Foreign Policy
- Global Economic Geography
- International Law
- Conflict Management
- Social, Company & State Protocol*
- Development Studies*
- International Peace & Security*

Career options

- Trade Analyst
- Business Developer
- Global Policy Analyst
- Regulatory Affairs Associate
- Advocacy Officer

BA - BACHELOR OF ARTS IN SPORTS MANAGEMENT

International sponsorship and corporate competition have transformed sports into a multibillion-euro industry. International sports have set trends and redefined boundaries in international politics and cross-cultural communication, as well as trademark rights and financial models. This field requires professionals with specific sports management skills combined with deep business and financial understanding. You will acquire specific skills to meet the challenges of this competitive atmosphere through courses in negotiation, sponsorship and broadcasting, among others.

Specialization courses

In addition to the core courses, you will take the following:

- Sports Sociology
- Public & Media Relations in Sport
- Sports Psychology
- Legal & Ethical Issues in Sport
- Sports Broadcasting
- Sports Data Analysis
- Sports Marketing
- Sports Career Development
- Sponsoring & Sports Communications*
- International Sports Management*
- Sports Facility Planning & Management*

Career options

- Sports Marketer
- Operations & Event Coordinator
- Sponsorship Coordinator
- Sports Analyst
- Athlete Liaison

*Optional 8th semester to earn the Diploma of Advanced Studies (DAS)

BA - BACHELOR OF ARTS IN DIGITAL BUSINESS, DESIGN & INNOVATION

Digitalization is continually expanding horizons. In addition to startups and new ventures, established businesses are also going digital to appeal to new generations and adapt to modern technologies. They all need entrepreneurial innovators who can come up with creative solutions that are also practical and applicable. Through this program you will develop the skills, adaptability and curiosity not just to keep up with evolution, but also think ahead and drive change.

Specialization courses

In addition to the core courses, you will take the following:

- Boosting Creativity
- Digital Skills Development
- Digital Economy
- Web Design & Web Analytics
- Digital Leadership
- Introduction to Data Science
- Digital Transformation
- Entrepreneurship in Digitalization
- Digital Graphic Design & Management*
- Digital Reputation & Intellectual Property Rights*
- The Future of the Financial Service Industry*

Career options

- Innovation Associate
- Digital Business Analyst
- Digital Brand Strategist
- E-Commerce Coordinator
- Product Manager

BA - BACHELOR OF ARTS IN ARTIFICIAL INTELLIGENCE FOR BUSINESS

This program gives students a solid grounding in the theory and use of AI technology, preparing them to apply cutting-edge tools within the business world. The program covers fundamental concepts in AI, exploring data literacy, product management and design, deep learning and robotics, and teaches students how AI can be integrated into sustainable practices, research, investment and business growth, among many other fields. Students also study responsible AI principles and the impact of artificial intelligence on society.

Specialization courses

In addition to the core courses, you will take the following:

- AI Business Fundamentals
- Getting Started with Data Literacy, Big Data & Visualization
- Principles of AI-Driven Decision-Making
- AI Product Management & Design
- Machine Learning & Deep Learning in Business
- NLP, Generative AI & Robotics in Business
- AI in Investment & Business Growth
- Responsible AI Principles
- AI for Change in Competitive Markets*
- AI Future in Society, Economy & Sustainability*
- Research & Innovation in the AI Industry*

Career options

- AI Operations Analyst
- AI Product Management Coordinator
- Data Analyst
- Strategy & Data Science Consultant
- Machine Learning Project Associate

*Optional 8th semester to earn the Diploma of Advanced Studies (DAS)

Bachelor of Arts (Hons) Programs

These programs give students the opportunity to gain a comprehensive grounding in core business disciplines and specific competencies in the areas of business which are most in demand by industry.

ABOUT THE BACHELOR OF ARTS (HONS) PROGRAMS

The BA (Hons) in Business Management is a three-year, six-semester program with four pathways (180 ECTS), which is designed for you to hone your management skills and specialize in a particular area of business.

The BA (Hons) in Business Management provides a comprehensive understanding of major business disciplines plus a specialized skill set in your chosen pathway. Acquiring a specialized skill set in addition to core knowledge of the latest management practices and trends will make you stand out in today's competitive market. The first year comprises core courses to give you a solid grounding in all essential business disciplines, while the second and third years incorporate your chosen pathway in addition to the core courses. You will also complete a business consultancy project during your final year.

PROGRAMS AVAILABLE

- BA (Hons) in Business Management & International Business
- BA (Hons) in Business Management & Marketing
- BA (Hons) in Business Management & Finance
- BA (Hons) in Business Management & Entrepreneurship

DEGREE AWARDED

- A U.K.state-recognized BA (Hons) in Business Management and specialization pathway from University of Derby

UNIVERSITY OF DERBY

PROGRAM STRUCTURE

Academic year	Fall	Spring
Year 1	Semester 1 Core courses	Semester 2 Core courses
Year 2	Semester 3 Core & specialization courses	Semester 4 Core & specialization courses
Year 3	Semester 5 Business management	Semester 6 Business management

For more information about our BA (Hons) programs

Duration:
Six semesters/
three years

Start dates:
October,
February

180

ECTS

For more information about university-specific *títulos propios* and state-recognized university qualifications, please visit euruni.edu/degrees.

CORE COURSES

YEAR 1

Semester 1
- Understanding People in Organizations
- Operations, Supply Chain & IT
- Business Economics

Semester 2
- Finance & Business Performance
- Developing an Enterprising Mindset
- Principles of Marketing

YEAR 2

Semester 3
- Personal & Professional Development
- Sustainability & Responsible Management

Semester 4
- Data Analytics for Business
- Employee Engagement & Performance

YEAR 3

Semester 5
- Global Business & Strategy
- The Business Consultancy Project Part I

Semester 6
- Developing Leadership & Management
- The Business Consultancy Project Part II

ADMISSION REQUIREMENTS

- ☐ 1 certified copy of high school diploma and transcripts
- ☐ Minimum IELTS score of 6.0 with a minimum of 5.5 in each component, native speaker of English or equivalent
- ☐ 2 letters of recommendation
- ☐ 1 written or video essay

Visit euruni.edu/admissions for detailed admission requirements.

BA (HONS) IN BUSINESS MANAGEMENT & INTERNATIONAL BUSINESS

The BA (Hons) in Business Management & International Business program gives you an in-depth understanding of the fundamentals of the international business arena. You will analyze international environments through economics, strategy, law, finance, marketing and trade. The program prepares you for today's increasingly globalized world of business from a cross-cultural perspective. As a graduate, you will be prepared to start your own international business, join an already existing company or help to expand a local company's international reach.

Specialization courses

In addition to the core courses, you will take the following:
- Global Logistics Planning
- International Project Management
- Marketing Across Cultures
- Sustainable Development & International Business Law

Career options
- International Product Manager
- Consulting Analyst
- International Project Coordinator
- Business Development Associate
- Strategy Analyst

BA (HONS) IN BUSINESS MANAGEMENT & MARKETING

The BA (Hons) in Business Management & Marketing program gives you the right knowledge and tools to excel in today's postmodern marketing environment. You will be introduced to the fundamentals of the field and understand how marketing functions within the different departments of real businesses and with customers. The ability to combine elements of different business disciplines is vital to your career, and key to your development as a successful "marketeer". The skills you learn through the program will help you excel in the marketing field.

Specialization courses

In addition to the core courses, you will take the following:
- Convergent Media
- Digital & Social Media
- Marketing Strategy
- Content, Copywriting & Creativity

Career options
- Consumer Insights Analyst
- Marketing Associate
- Media Planning Associate
- Brand Development Coordinator
- Digital Marketing Coordinator

BA (HONS) IN BUSINESS MANAGEMENT & FINANCE

The BA (Hons) in Business Management & Finance program trains you in specialized skills that will enable you to take up a position in the finance industry. You will be introduced to the key concepts of accounting that will expand your knowledge in financial analysis and financial projections and develop your teamwork, leadership and project management skills through the work and assessments you undertake. In addition, you will learn to critically evaluate strategic business issues while refining your financial decision-making processes and problem-solving skills.

Specialization courses
In addition to the core courses, you will take the following:
- Managing Financial Resources
- Law for Accounting
- Financial Statement Analysis
- International Business Performance Appraisal

Career options
- Financial Planner
- Investment Banking Analyst
- Accountant
- Risk Analyst
- Finance Business Analyst

BA (HONS) IN BUSINESS MANAGEMENT & ENTREPRENEURSHIP

The BA (Hons) in Business Management & Entrepreneurship program is designed to prepare you to be a future entrepreneur, with the skills and knowledge to start your own business or to run departments within larger companies. The program presents a general business outlook while developing your integrated perspective of business. This program helps to create a compelling personal point of view which will help you land your leading role. You will also develop your skills in venture management, team project-planning and launching a business.

Specialization courses
In addition to the core courses, you will take the following:
- Social and Sustainable Enterprise
- Innovation & Implementation
- Freelancing Skills & Working for Yourself
- Developing a Global Enterprise

Career options
- Entrepreneur
- Startup Founder
- Startup Operations Analyst
- Innovation Analyst
- Business Developer

Validating & Awarding Partners

UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA

UNIVERSITAT DE VIC – UNIVERSITAT CENTRAL DE CATALUNYA (UVIC-UCC), SPAIN

Universitat de Vic – Universitat Central de Catalunya (UVic-UCC) 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 060, and is legally authorized to accredit higher education qualifications according to Organic Law 2/2023, 22nd March, which pertains to the university system. UVic-UCC is accredited by the Agencia Nacional de Evaluación de la Calidad y Acreditación (ANECA), and AQU Catalunya. It was ranked number 41 in Spain by the Times Higher Education Impact Rankings in 2024, in addition to number 120 in Southern Europe by the prestigious QS World University Rankings.
uvic.cat

UNIVERSITY OF DERBY

UNIVERSITY OF DERBY, U.K.

University of Derby (UoD) is a public university recognized by the U.K. government's higher education authorities. It is audited by the Quality Assurance Agency (QAA), the official quality assurance body for the Office of Students (OfS), the regulator for higher education in England.

UoD ranked within the top 20 in the U.K. for teaching quality by the Times and Sunday Times Good University Guide 2024. It was ranked among the top 25 for overall student satisfaction in the Complete University Guide 2025. Students named UoD U.K. university of the year in the 2027 Uni Compare rankings.
derby.ac.uk

No.1 UNIVERSITY OF THE YEAR
As decided by 24,252 students.

AUTHORIZED CENTER

EU Business School is one of the first international higher educational institutions in Catalunya to become an authorized foreign university center (*Centro extranjero autorizado*) to deliver academic degrees.

Information on the authorization is publicly available at the **Registro de Universidades, Centros y Títulos (RUCT)**.

Registro de Universidades, Centros y Títulos (RUCT)

International Partners

At EU Business School, we believe in the importance of a global perspective and multicultural understanding. We have agreements with these international partners on a range of academic collaborations, including accreditation, research and student exchange programs.

Our student counselors will provide information on the opportunities available for your program.

Intercampus Transfers

Studying abroad is a life-changing experience. It will give you the chance to build your self-confidence, become more independent and make new friends while fostering the cross-cultural understanding and adaptable mindset that will enhance your employability in the future. At EU Business School, you can spend a semester at one of our campuses in Switzerland or Germany, or opt for the flexibility of our Digital Campus. These opportunities are program-dependent.

GENEVA, SWITZERLAND

Stunningly set against the Alps, Geneva is a lively and picturesque city in the heart of Europe. This major financial and diplomatic center is home to more international organizations, financial institutions and multinationals than anywhere else. Plus, it has a buzzing tech and startup scene. The charming old town is packed with shops, cafés and bars, and Lake Geneva and the Alps are right on the doorstep for water sports, world-class skiing and much more!

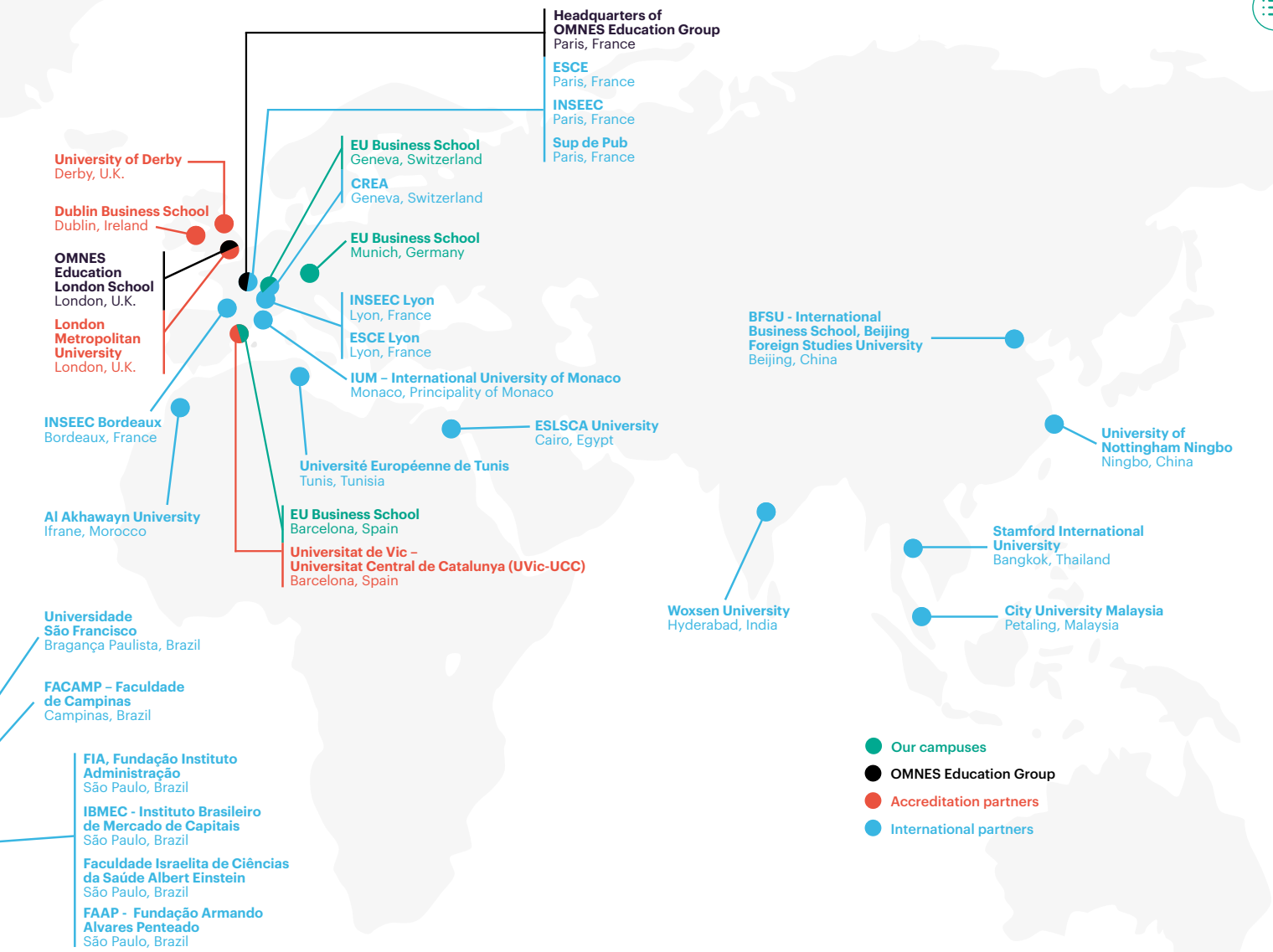
#3
on the latest Quality of Living ranking by Mercer

4km
from Geneva to France

37k+
people employed in the financial sector

500+
international organizations and NGOs[1]

[1] Source: geneve-int.ch



MUNICH, GERMANY

Munich is the perfect location to study business. A major economic power in Germany, it is home to top international companies, innovative tech businesses and a highly developed startup eco-system. The city center is full of parks and brims over with beer gardens and stylish shops, cafés and bars. Outside the classroom, students can enjoy everything from the world-famous Oktoberfest and Christmas markets to music festivals, alpine skiing, FC Bayern and summer beer gardens.

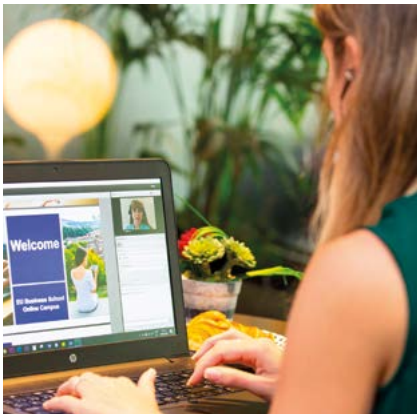
#4
best student city worldwide[1]

1,200km
of cycling lanes

Top 10
startup hub in Europe[2]

< 1 hour
to the stunning Bavarian Alps

[1] Source: topuniversities.com
[2] Source: startupheatmap.eu



DIGITAL CAMPUS

Studying at our Digital Campus instantly connects you to a network of peers, lecturers and business experts from all over the world. Delivered on an easy-to-use platform, EU's online programs are personalized and incorporate practical experiential learning methods to bring business to life in a dynamic environment. Students have the flexibility to combine work and travel to get ahead in their careers.

2012
EU's Digital Campus was founded

100+
nationalities within our online student body

1
On-Campus Week per year, plus meet-up events for networking and gatherings

80+
lecturers from all over the world

Career Services

The **Career Services Department** at EU Business School offers advice to students on a one-to-one basis and in group sessions to enhance their career prospects and ensure their job search is successful. EU students receive guidance at each stage of their professional journey, whether it's deciding on their next step, connecting and networking with established industry professionals, changing careers or preparing for an interview.

ANNUAL CAREER DAY

During our annual EU Career Day, students are given the opportunity to expand their professional networks, meet with company representatives, hear from business leaders and recruitment specialists, and participate in workshops and panel discussions designed to strengthen skills essential for achieving career success.

NETWORKING

Networking is key to achieving a successful career. At EU Business School, we hold on-campus conferences and events designed to give our students an abundance of networking opportunities. You will interact with top industry professionals and alumni to build strong business relationships and create meaningful and lasting connections. In addition, you can take part in our regular alumni events that are held all over the globe.

WORKSHOPS & COACHING

The Career Services Department organizes coaching and career development workshops on topics like job selection, personal branding and mentoring as well as practical sessions on key aspects of the job search process, including optimizing your CV and preparing for an interview. You will also gain actionable insights from career coaches and HR experts, as well as hear from entrepreneurs and industry leaders on a wide range of subjects.

EU Alumni Community & the Alumni Hub

The **EU alumni network** gives you access to an invaluable body of business professionals to help you transition from graduate to business leader. Join the EU Alumni Hub to connect to this community of 162 nationalities, which brings together 35,000+ alumni from across the world.

The **Alumni Hub**, the online platform for the EU alumni community, is where members can sign up for exciting events and activities, join professional groups to build relationships and discover career development opportunities. Members also use the Hub (which is available via app) to share news about their achievements, connect with old classmates, post upcoming events, offer job openings and mentor others, sharing their expertise and inspiring the next generation of business leaders.

TOP COMPANIES WHERE OUR ALUMNI WORK

Deloitte. pwc P&G
Marriott facebook
accenture adidas
Nestlé Roche
Google IBM
BMW GROUP J.P.Morgan
amazon SONY

CHRISTOPH KASTENHOLZ
BBA, 2012

Christoph Kastenholz is founding partner & CEO at Pulse Advertising & HIVE Management. They have offices in Hamburg, London, Milan and New York, and their clients include Zalando, PUMA, MINI and Estée Lauder.

Selected for the Forbes 30 under 30 list for 2018, it's easy to see Christoph has his mind set on success.

KRISTINA POLUYANOVA
BBA, 2013

Kristina Poluyanova is Senior EMEA Product Marketing Manager at Autodesk, an American 3D software company which is a global leader in design technology. A multilingual, tech-savvy marketing specialist, Kristina is passionate about technology, product management and machine learning.

JULIAN BALADURAGE
BSc (Hons) International Business, 2012

Julian Baladurage founded his first company, MBJ LONDON, while he was studying at EU. The company won the Best SME WaaS Company 2020, Best End-to-End WaaS Company 2020 and was a finalist in the UK Business Tech Awards 2020. Alongside running MBJ LONDON and his second company, alqemist, he is studying a PhD on artificial intelligence in marketing.

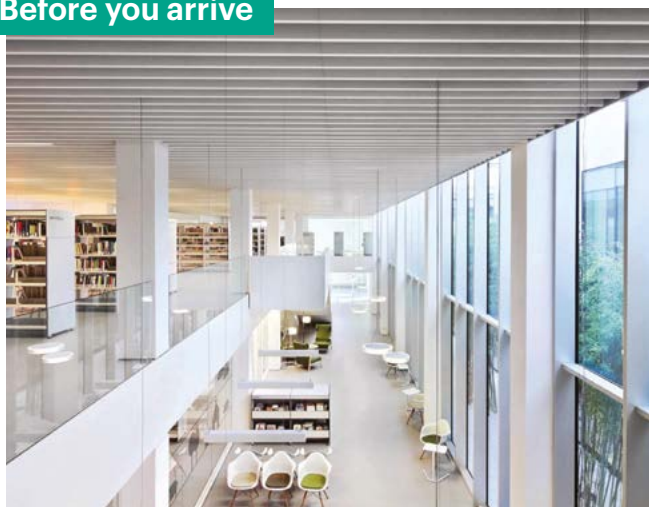
NOËLLE DEMOLE
BA in International Relations, 2017

After earning her bachelor's degree at EU, Noëlle Alice Demole went on to complete a Master of Science in Negotiation and Conflict Resolution at Columbia University, set up an NGO, and was selected for the Forbes 30 Under 30 DACH list in 2021.

Student Support

Studying abroad is an exciting, life-changing opportunity, but we know that it can also bring some challenges. Our staff is here to provide you with the practical support you need throughout your EU journey from the moment you apply to your graduation and beyond.

Before you arrive



APPLY FOR A VISA

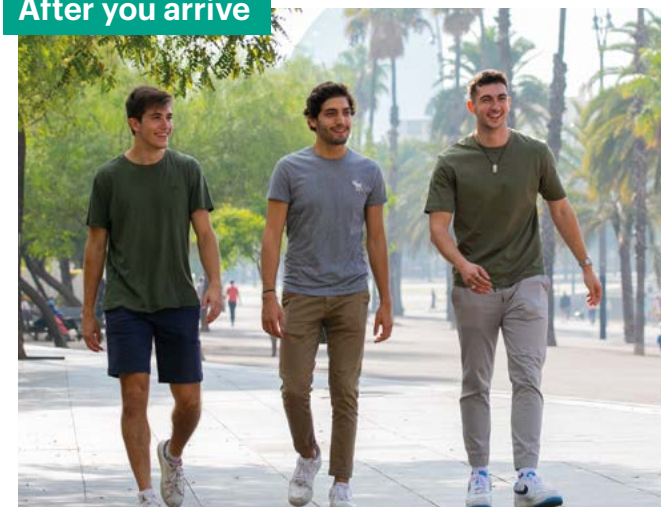
Contact your country's Spanish embassy or consulate to find out the most up-to-date visa requirements for studying in Spain that apply to your country. You should allow at least three months for your request to be processed because visas must be issued in your home country. Our dedicated admissions team will support you during this process.

FIND ACCOMMODATION

We know that finding a comfortable and welcoming living environment is important, and our team will provide support. Begin your search while you are waiting for your final enrolment documents as there is high demand.

If you prefer the structured living environment of a student dorm, EU Barcelona has partnerships with several student residences located across the city. Contact our team immediately after enrolment to apply for a place. If you prefer to live in an apartment, note that apartments in Barcelona are usually rented through an agency or via websites such as idealista.com or enalquiler.com, among many others. You can also check sites such as badi.com which offer rooms in shared apartments.

After you arrive



REGISTERING AS A RESIDENT IN BARCELONA

When you arrive in Barcelona, you will be supported by our student services office on campus, who will offer you practical help with essential paperwork. The first thing you should do is register as a resident in the city (the process is called *empadronamiento*). We will advise you on how to fill out the forms and inform you about the documentation you need to make the process as smooth and easy as possible.

GETTING YOUR TIE OR NIE

Once registered, EU citizens should apply for the NIE (*Número de Identidad de Extranjero*, a tax registration number) and non-European Union citizens should apply for the TIE (*Tarjeta de Identidad de Extranjero*). The friendly staff in our student services will explain exactly which documents you need and how to apply.

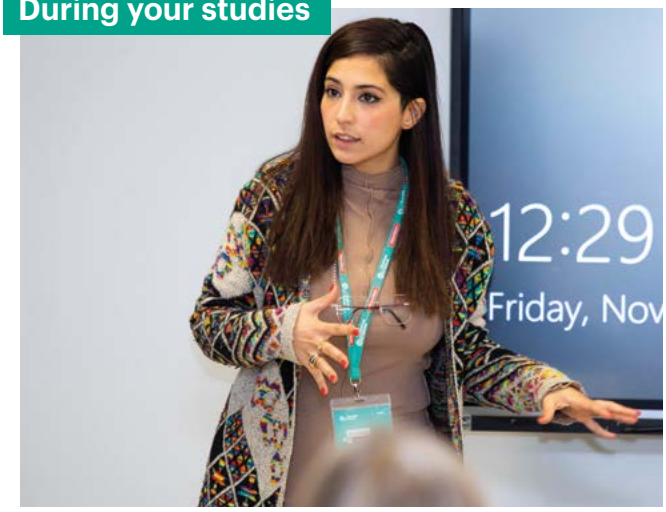
ORIENTATION

We will help you integrate smoothly into your new campus city. You will meet and connect with staff, faculty and your fellow students at Orientation, when you will find out everything you need to know about your studies and student life at EU Barcelona. You'll get to know your new classmates at welcome drinks and other events and explore your new campus city on a fun walking tour!

"We like to accompany students before and throughout their time at EU so that they feel at home and supported while they are with us. We are like a big family."

Oscar Merino
Head of Admissions Barcelona

During your studies



MEET WITH YOUR ACADEMIC COUNSELOR

All students are given an academic counselor, who will be your point of contact at EU Business School. Your academic counselor will explain your timetable, offer you ongoing support during your academic journey, provide information on exciting intercampus transfer opportunities, and much more.

CAREER SERVICES DEPARTMENT

Our dedicated Career Services Department will provide advice, support and practical guidance throughout your academic journey at EU. From the annual Career Day events, which bring together industry experts, successful alumni and business leaders, to workshops on everything from personal branding to creating the perfect CV, we're here to help you achieve professional success.

INTERNSHIPS

EU Barcelona students have the opportunity to pursue an internship during their studies, allowing them to gain practical experience, apply academic knowledge, develop professional skills and build a robust network. Our Career Services Department collaborates with a wide range of companies and organizations to help you find internships and provides expert, personalized guidance on applications and interview preparation, among other services.

Graduation and beyond

COMMENCEMENT

Congratulations on your graduation! You will celebrate your amazing achievements with your family and friends at a thrilling and emotional commencement ceremony. You're ready to make your mark on the world!

JOIN THE GLOBAL EU ALUMNI NETWORK

As an EU Business School graduate, you will join a network of 35,000+ alumni all over the globe. To make the most of this extraordinary international community, join our Alumni Hub to find mentors, hear about professional opportunities, take part in social activities and much more.

Find out more at eualumnihub.com.

New student checklist

- ☐ Apply for your visa
- ☐ Find accommodation in Barcelona
- ☐ Register as a resident within 30 days of your arrival
- ☐ Apply for your NIE or TIE

Don't forget that our admissions team will support you at every step!

How to Apply

Congratulations on choosing EU Business School for the next step on your career journey! We look forward to receiving your application and welcoming you to the EU community.

THE APPLICATION PROCESS

The application process is clear and straightforward, and our admissions department is always on hand if you have any queries: see euruni.edu/admissions for more information and contact details.

Your application will be evaluated on a range of criteria, including your leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences.

STEP 1
CHOOSE YOUR PROGRAM

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in Digital Communication
- BA - Bachelor of Arts in Leisure & Tourism Management
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Digital Business, Design & Innovation
- BA - Bachelor of Arts in Artificial Intelligence for Business

- BA (Hons) in Business Management & International Business
- BA (Hons) in Business Management & Marketing
- BA (Hons) in Business Management & Finance
- BA (Hons) in Business Management & Entrepreneurship

STEP 2
CHECK THE ENTRY REQUIREMENTS

You must fulfill the following specific academic and English language requirements before we can make you an offer.

Bachelor's programs
- 1 certified copy of high school diploma or equivalent and transcripts
- Proof of English level: TOEFL score 79/4 (as of Jan 2026) (internet-based), 211 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; minimum PTE-A of 59; native speaker of English or equivalent
- 2 letters of recommendation
- 1 written or video essay

BA (Hons) in Business Management
- 1 certified copy of high school diploma and transcripts; or equivalent
- IELTS score of 6.0 with a minimum of 5.5 in each component, native speaker of English or equivalent

STEP 3
SUBMIT YOUR APPLICATION

Submit your application online at: euruni.edu/apply

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

Visit euruni.edu/admissions for detailed admission requirements.