Business School

Bachelor's Programs

DIGITAL



DIGITAL

euruni.edu

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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.

Founded in 2012, our Digital Campus offers a dynamic, blended learning experience which adapts to each student. Classes are delivered live on an easy-to-use platform by expert academics and professionals and recorded for maximum flexibility, allowing students to balance their studies with their other commitments.

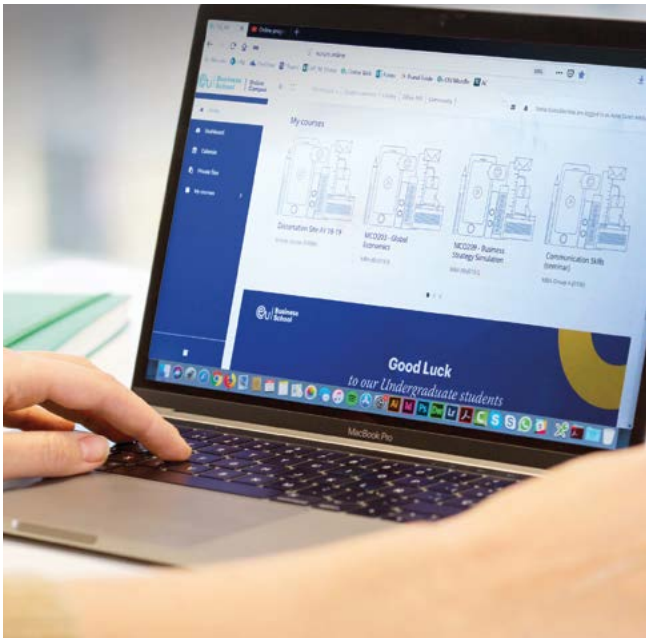
Our community of 130+ nationalities gives students a multicultural perspective, and our 35,000+ alumni provide networking opportunities around the globe. Intercampus transfers, exchange programs with our OMNES sister schools in Paris, Bordeaux, Lyon, Monaco and London, together with global study abroad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



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

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







RANKINGS

#1 CEO 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

5★ QS RATED EXCELLENT

EU has a 5-Star overall rating from QS Stars

5★ QS EMPLOYABILITY

EU has 5-stars for graduate employability from QS

Top 50 QS WORLD MBA RANKINGS 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

switzerland

Digital Campus

Digitalization and widespread adoption of AI have revolutionized educational delivery, and EU Business School is no exception.

Studying on our Digital Campus at EU instantly connects you to new friends and business mentors all over the world. Our online programs allow you to study at your own pace and on your own schedule while having all the fun and social connection you would on campus.



2012
EU's Digital Campus was founded

100+
nationalities within our online student body

3
online on-campus weeks for networking and gatherings

80+
lecturers from all over the world

Supportive and Dynamic Learning

Our personalized online classes combine practical, hands-on learning with the flexibility of individualized study.

In a dynamic learning environment, you will discuss, debate and collaborate with your peers while being fully supported by our faculty of highly qualified working professionals and academics. You will make friends from around the world and learn from global business experts right in your own home.

Classes are delivered in real time and are recorded to allow you to study anytime and anywhere.

In addition, you will be assigned a dedicated personal counsellor who will be on hand to provide support, listen and guide your academic progress throughout your studies.

As a student of EU's Digital Campus, you not only have the chance to meet interesting people, become part of a community and build your skills – when you graduate, you will have all the tools you need to be a leader in the digital future.



Top Reasons to Study on Our Digital Campus

01
STUDIES THAT ADAPT TO YOU
Study and work at your own pace on easy-to-use web platforms.

02
BLENDED LEARNING
Real-time and asynchronous study with virtual and on-site activities.

03
MULTI-CAMPUS EXPERIENCE
Enhance and diversify your learning with exchanges on any of our four campuses and Business Immersion Weeks.

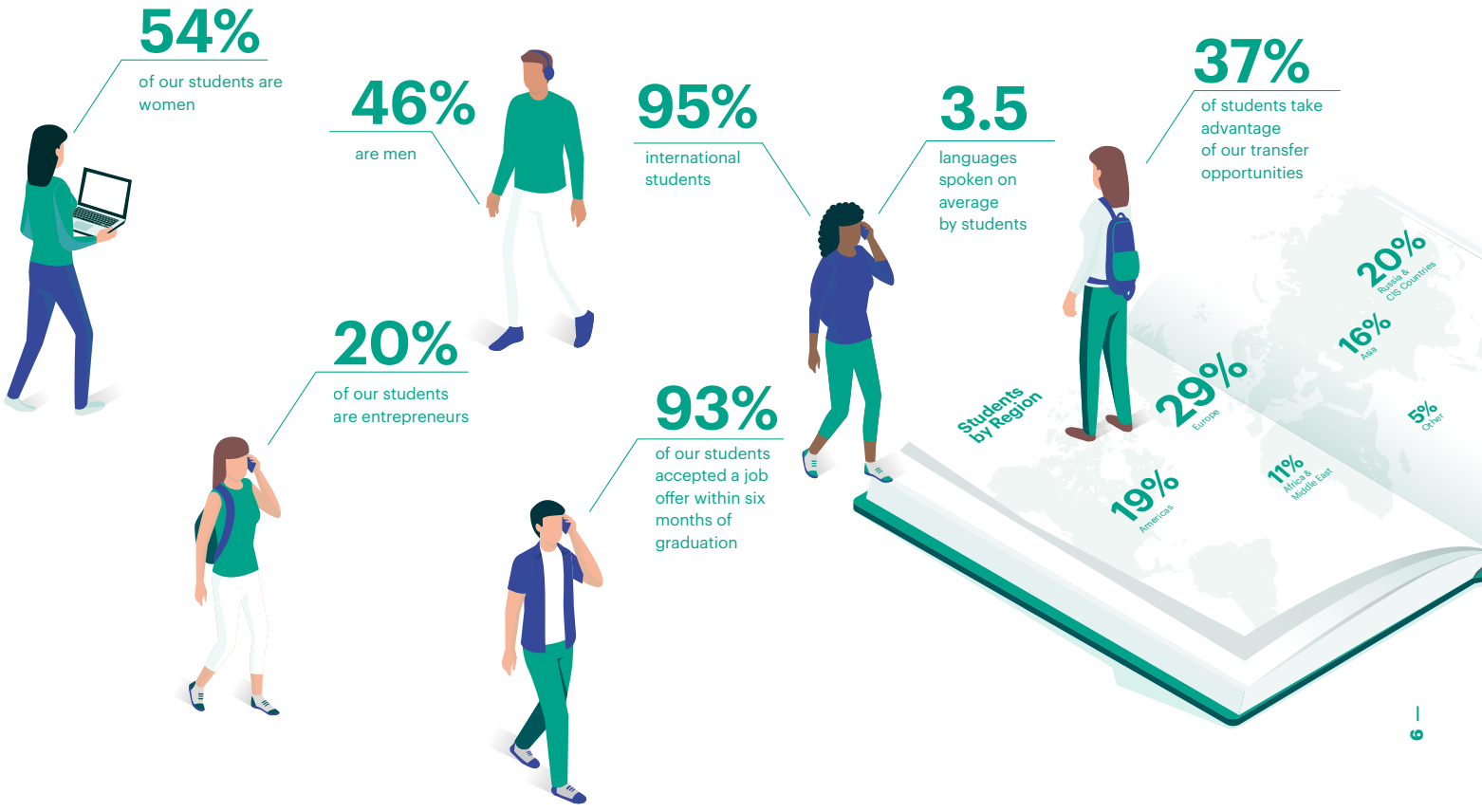
04
TOP GLOBAL FACULTY
Leading academics, entrepreneurs and business executives selected from around the world ensure educational excellence.

05
ONE-TO-ONE SUPPORT
Personalized assistance from your academic advisor throughout your studies.

06
COMMUNITY
Dynamic and interactive events create real connections with your classmates.

07
ENTREPRENEURIAL MINDSET
We foster entrepreneurial thinking, teaching our students to become agile and creative problem-solvers.

08
NETWORKING
Join a network of 35,000+ alumni for meet-ups and regular careers events.



Learning Approach

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

We foster community through chats, interactive webinars, forums and group projects, encouraging connections between peers and classmates from all over the world. You will also receive personalized tutoring from our faculty of business experts, located across the globe, who use their professional experience and diverse perspectives to bring business to life.

Our experiential and pragmatic approach to business education prepares you for careers in the business world through case studies, business simulations, consulting projects and a curriculum which integrates AI. Our innovative Business Immersion Weeks, which take place every semester, are designed to hone your real-world business skills: you can attend virtually or on the EU campus of your choice. In addition, you will have the opportunity to interact with top industry experts at exclusive in-person and livestreamed EU seminars and guest speaker sessions, including our flagship Learning From Leaders conferences with world-renowned leaders.

STUDIES THAT ADAPT TO YOU

Our Digital Campus offers a dynamic, blended learning experience which adapts to each student. Online classes are delivered in real time on an easy-to-use learning platform and are recorded for maximum flexibility and convenience, giving you the freedom to organize your studies around professional and personal commitments, and to revisit classes for enhanced understanding.

For students looking for an on-campus experience, you may combine your online studies with a semester at our Barcelona, Geneva or Munich campuses or participate in an onsite Business Immersion Week.

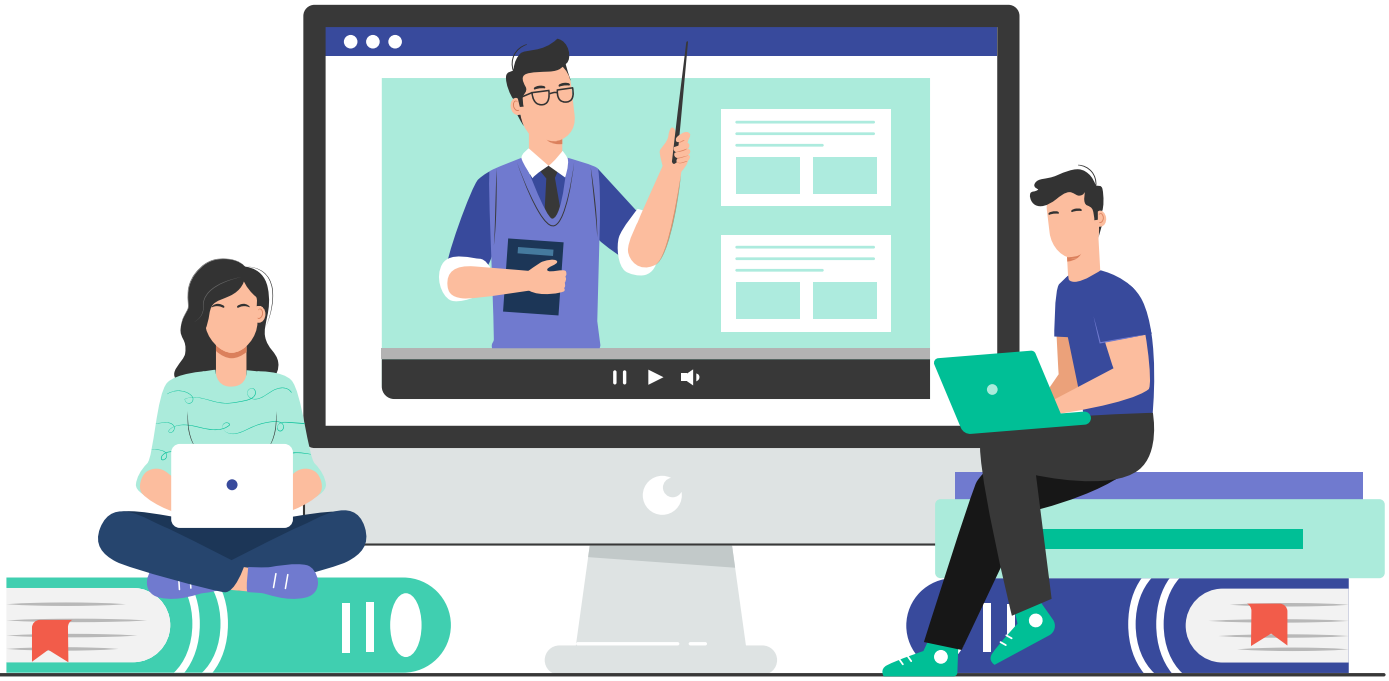
An Entrepreneurial Mindset

We are a business school for entrepreneurial thinkers who want to break the mold, to 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.

Business Immersion Weeks

Hands-on learning in action

Our innovative Business Immersion Weeks put you at the heart of real-world business. Through a week of activities, including guest speakers, 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.



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

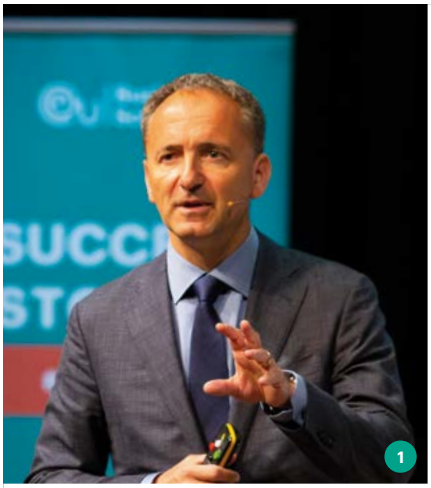
❺ **Adrian Hallmark,**
Chairman & CEO of Bentley Motors

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

- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Artificial Intelligence for Business

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 THE BACHELOR'S

The bachelor's programs on our Digital Campus are three-year, seven-semester programs (240 ECTS) taught exclusively in English, with start dates in October, February, June and August. You will develop an entrepreneurial and innovative mindset and become well-versed in international business principles.

In addition to a strong grounding in business, we offer specialization options to help deepen your knowledge in major business disciplines. You will gain expert knowledge in your chosen field to become more competitive in the job market.

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 develop managerial and strategic skills and study specific courses on cross-cultural management and international trade for global understanding. You will also undertake a professional consultancy project allowing you to apply knowledge in a real-world context.

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 in the OMNES Education Group.

If you wish to further your knowledge in one of the four 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

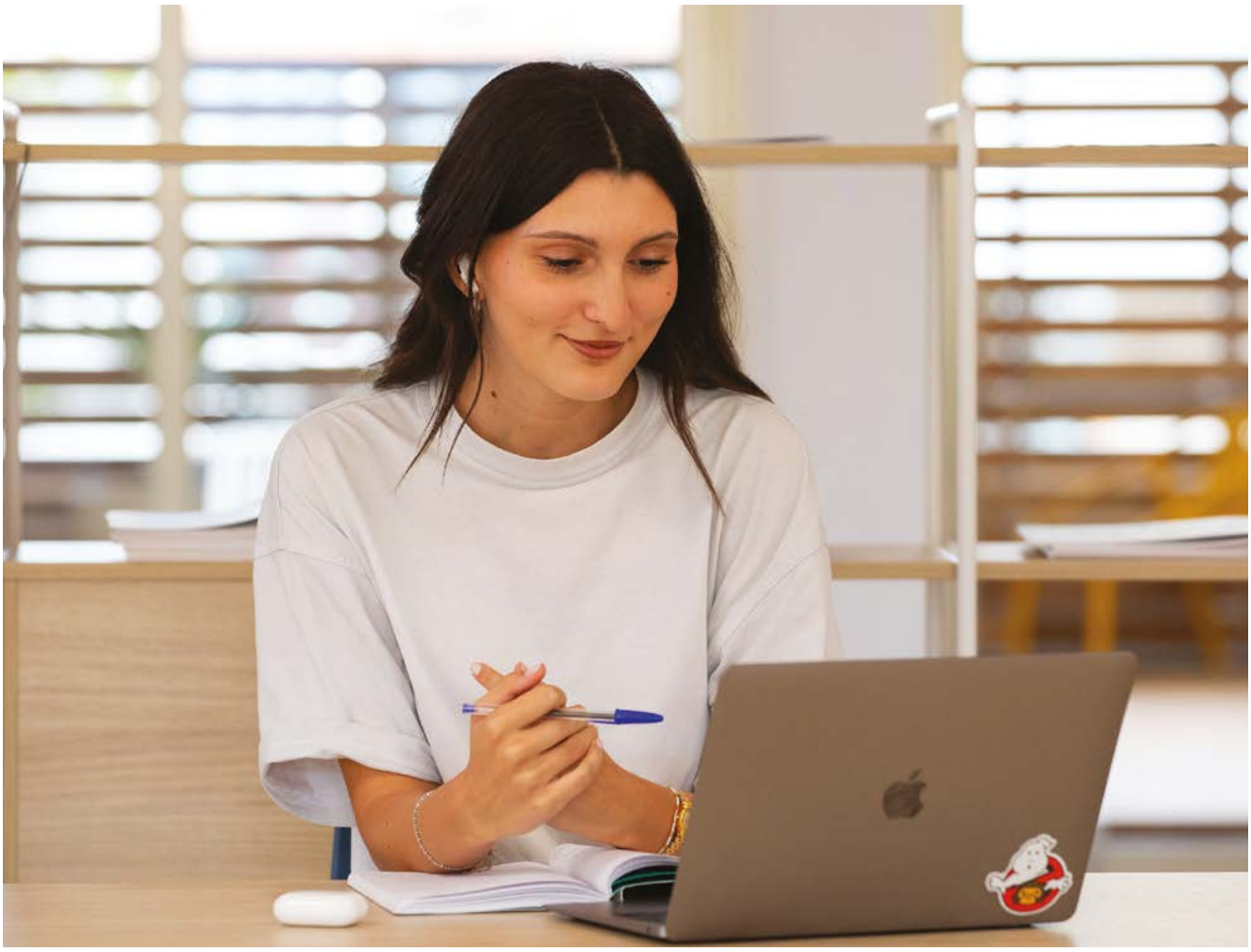
- BBA - Bachelor of Business Administration
- BA - Bachelor of Arts in International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Artificial Intelligence for Business

For more information about our bachelor's programs

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 BSc (Hons) in International Business Management degree from London Metropolitan University

LONDON METROPOLITAN UNIVERSITY

ADMISSION REQUIREMENTS

- ☐ 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 Academic 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

*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.

PROGRAM STRUCTURE

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 Management courses	Semester 7 Management courses	Semester 8 Diploma of Advanced Studies in specialization (optional)



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

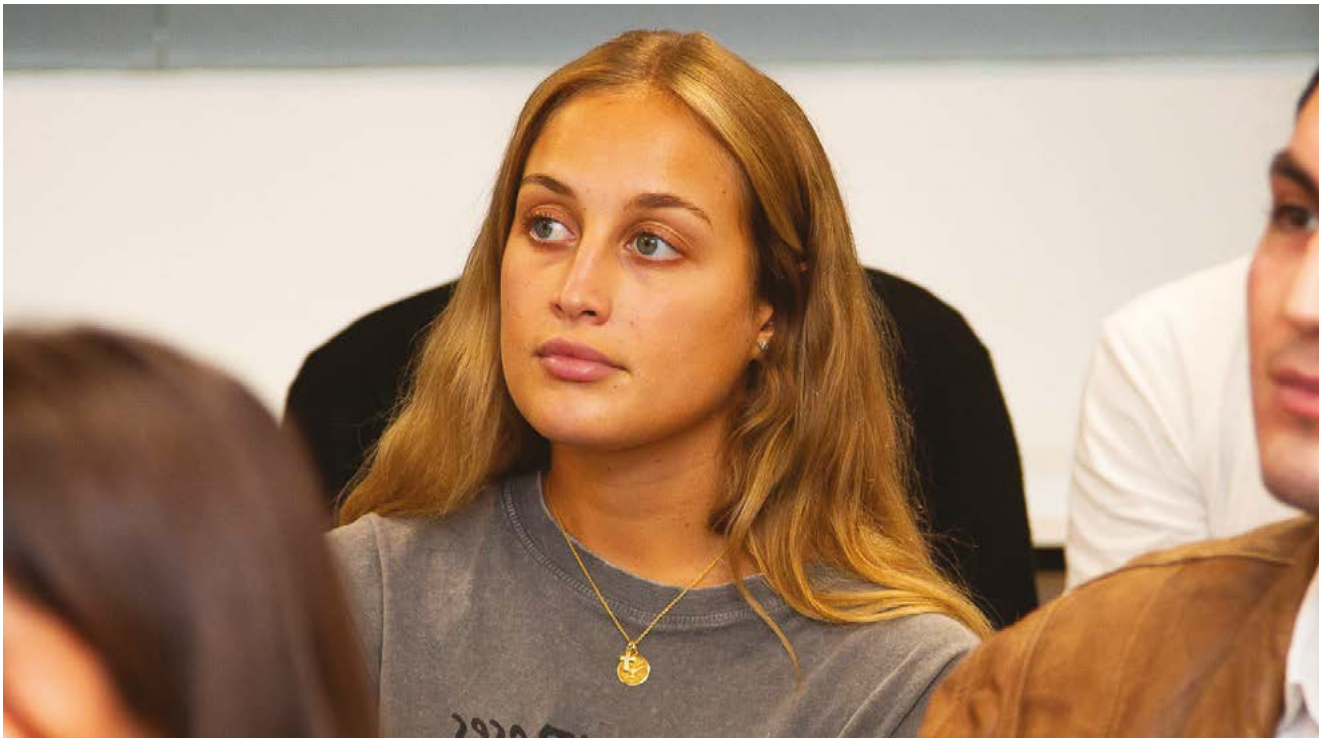
YEAR 3

Semester 6
- Consultancy Project I
- Organizing and Managing Across Borders
- International Trade and Finance
- The Practice of Management

Semester 7
- Consultancy Project II
- Practicing Business Strategy
- Leading Innovation
- The Practice of International Business

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

*Optional semester to earn the Diploma of Advanced Studies



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. This program develops the business acumen required to conduct business on a global scale. You will cover international negotiationand 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

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

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



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

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)

Validating & Awarding Partners

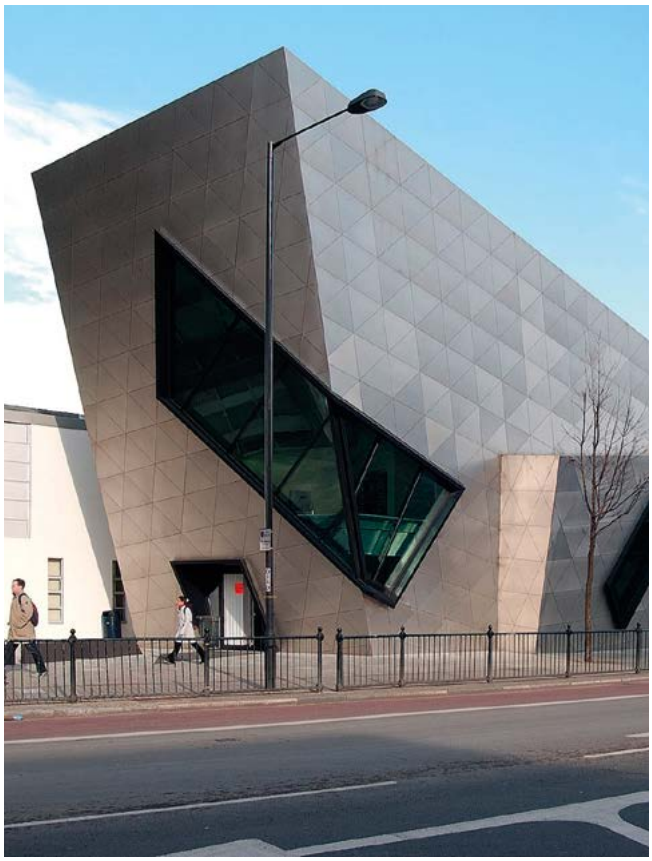
UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA



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

LONDON
METROPOLITAN
UNIVERSITY



LONDON METROPOLITAN UNIVERSITY, U.K.

London Metropolitan University's (London Met) mission is to transform lives through the power of education – and it does that by welcoming students from all kinds of backgrounds and supporting them to achieve success.

London Met comprises six specialist schools, including the Guildhall School of Business and Law offering a dynamic and relevant portfolio of practice-focused and intellectually stimulating business courses.

High-quality teaching is at the heart of the student experience at London Met. The university ranks in the U.K.'s top ten for teaching quality and student experience (The Times and Sunday Times Good University Guide 2024), and first for value added through teaching (The Guardian University Guide 2026).
londonmet.ac.uk

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.



BARCELONA, SPAIN

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

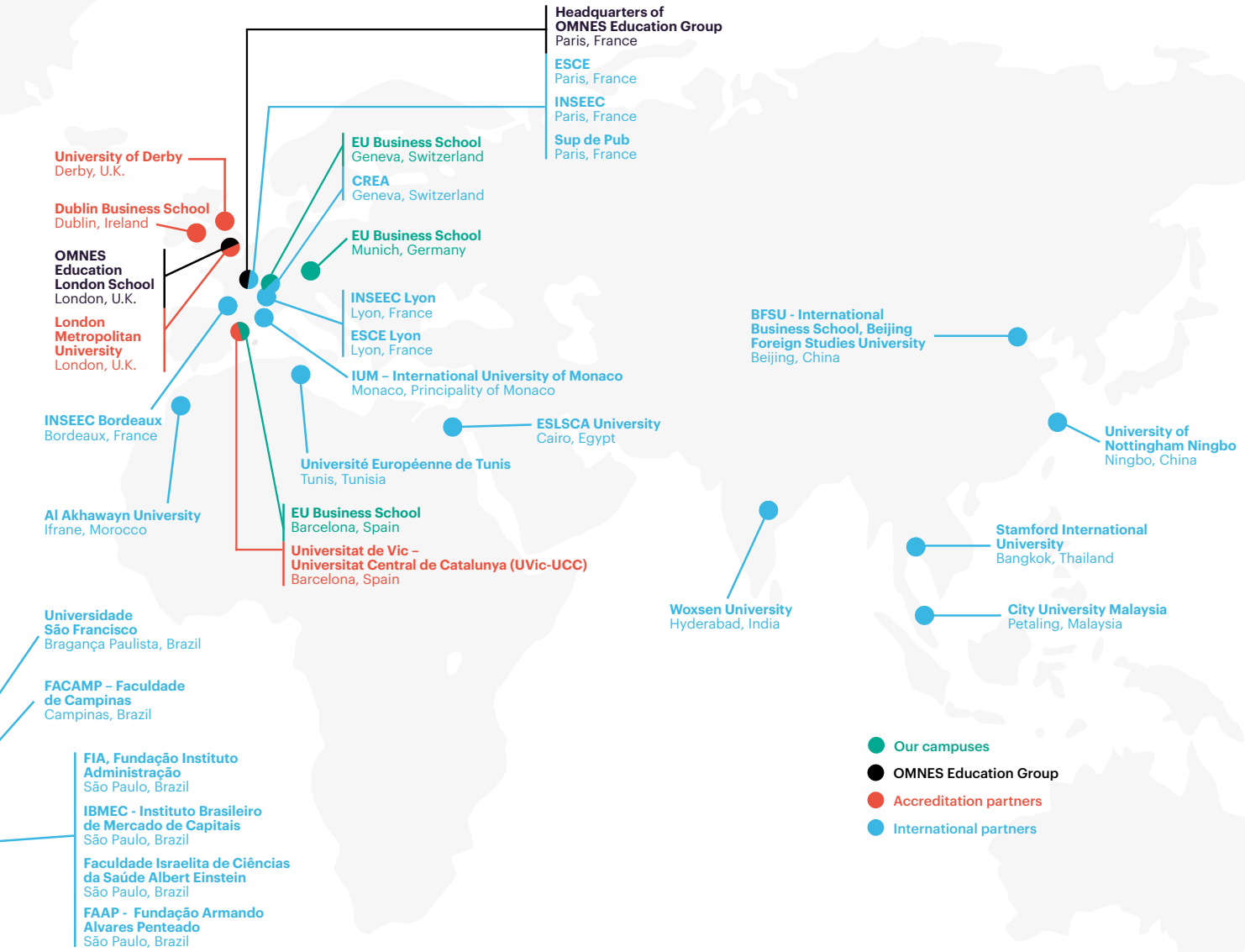
#1
beach city in the world[1]

10,000+
cafés, bars and restaurants

#5
best startup hub in Europe[2]

2,100+
startups

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





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 ecosystem. 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

Career Support



Talent Development Services at EU's Digital Campus offer 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 both on-campus and virtual 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 Talent Development Services team 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

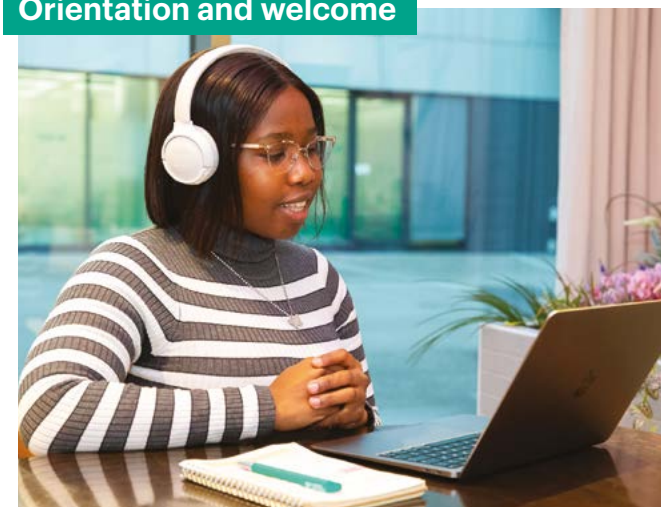
After earning her bachelor's degree at EU, Noëlle Alice Demole went on to complete a Master of Science in Negotiation and Conflict Resolution at Columbia University, set up an NGO, and was selected for the Forbes 30 Under 30 DACH list in 2021.

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.



Orientation and welcome



ORIENTATION

We are here to support you from day one, helping you integrate smoothly into our community. You will meet and connect with staff, faculty and your fellow students during a packed week of activities at Orientation, when you will find out all about your studies and student life at our Digital Campus. You'll also get to know your new classmates at virtual coffee meet-ups and networking events.

MEET WITH YOUR ACADEMIC COUNSELOR

Every student has an academic counselor, who is their point of contact at the Digital Campus. You will have a one-to-one session with your counselor, who will explain your timetable and answer any questions you may have before classes begin. Your academic counselor is there to provide you with ongoing support throughout your program.

"We foster community on the Digital Campus, giving each and every student the support they need to grow personally and professionally throughout their academic journey."

Judith Pye
Head of Academics, Digital Campus

During your studies



BLENDED LEARNING

You will have the opportunity to attend On-Campus Weeks and Business Immersion Weeks on our campuses in top European business hubs. This is just one of the ways that we build community on our Digital Campus, with a host of both virtual and in-person events and activities designed to ensure you benefit from a dynamic and international learning environment.

CAREER SUPPORT

On the Digital Campus, our dedicated Talent Development Department will provide advice, support and practical guidance throughout your time 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, they are ready to help you achieve professional success.

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 at the EU campus city of your choice. 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.

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 International Relations
- BA - Bachelor of Arts in Sports Management
- BA - Bachelor of Arts in Artificial Intelligence for Business

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

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.