Business School

MBA Program

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 degree 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 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 seeing you on campus.



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.

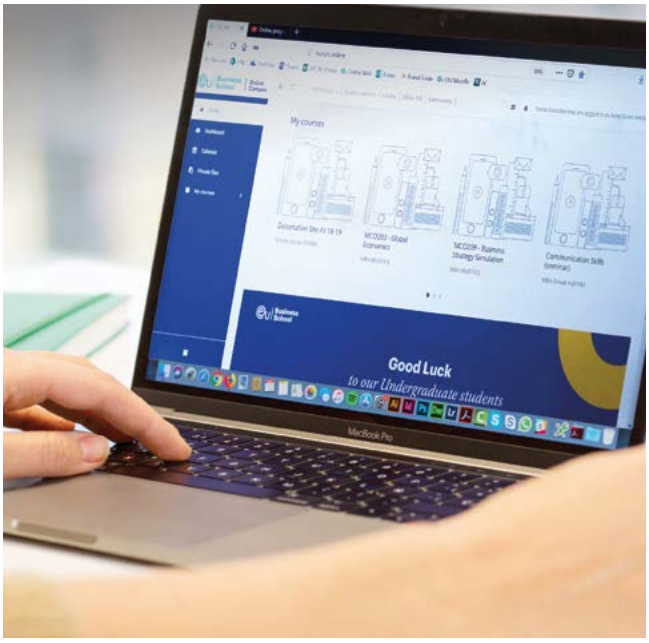
Our community of 130+ nationalities gives students a multicultural perspective, and our 35,000+ alumni provide networking opportunities around the globe. Intercampus transfers, exchange programs with our OMNES sister schools in Paris, Bordeaux, Lyon, Monaco and London, together with global study abroad 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
EU has 5-stars for graduate employability from QS

Top 50
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

swiszerland

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

1
On-Campus Week per year, plus meet-up events 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
PROGRAMS 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.

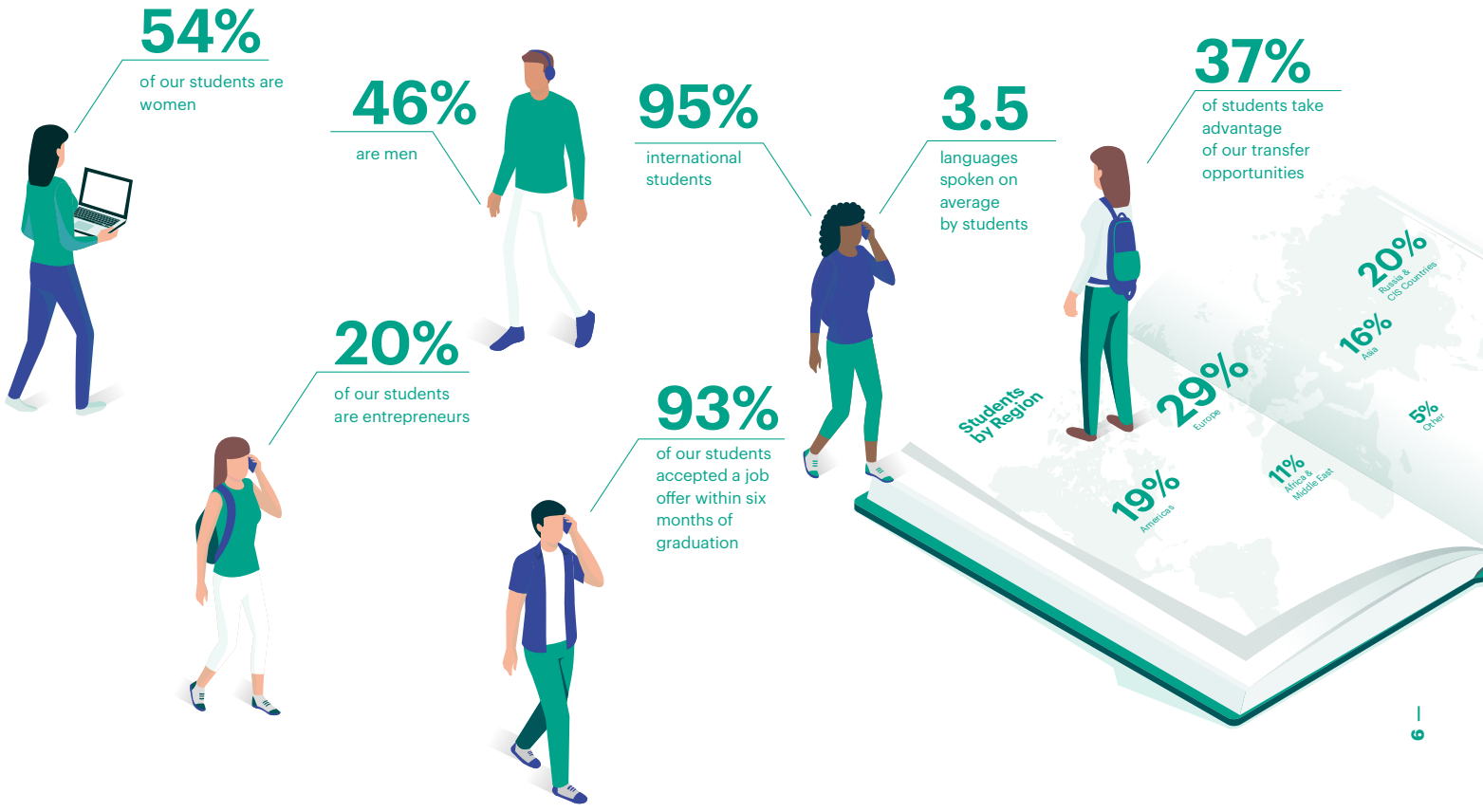
04
TOP GLOBAL FACULTY
Leading academics, entrepreneurs and business executives selected from around the world ensure educational excellence.

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 an MBA program at EU, you will gain the real-world business skills, entrepreneurial mindset and global perspective you need to excel in the work-place of the future.

COMMUNITY AND ADAPTABILITY

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 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 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 convenience, giving you the freedom to organize your studies around professional and personal commitments, and to revisit classes for enhanced understanding.

If you would like an on-campus experience, you can also choose to combine your online studies with a semester at our Geneva or Munich campuses.

MBA Global Connect Days

MBA Global Connect Days bring together students from all four campuses for immersive, in-person experiences that combine live challenges, applied learning and meaningful professional networking. These optional events are held over three days in Barcelona (fall), Munich (spring) and Geneva (summer). From emerging trends to pitch competitions, you will sharpen your strategic perspective and leadership capability, while building powerful connections.

On-Campus Week

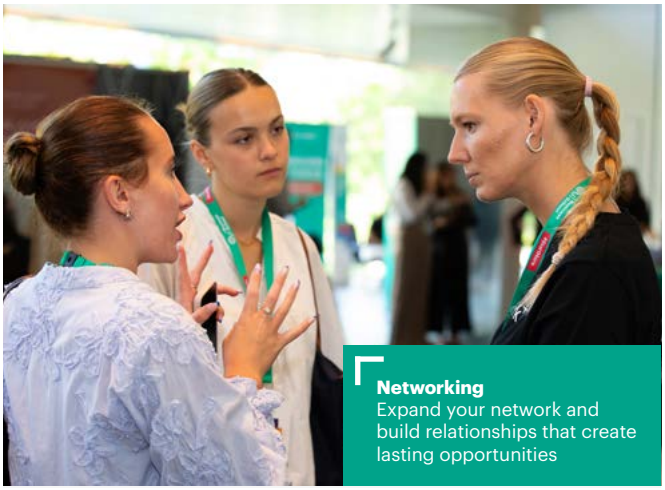
Held in Barcelona once a year, you will connect in person with peers, faculty and business leaders through dynamic activities such as company visits, guest speaker sessions and workshops.



On-Campus Week
Make connections and learn directly inside top organizations

Networking

You will connect with top-tier employers, industry experts and successful alumni through networking events, career days and immersive activities at top companies, helping you build a valuable professional network.



Networking
Expand your network and build relationships that create lasting opportunities

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.



Find out more about our learning approach



Learn from experts Our faculty bring real-world expertise into every classroom, bridging theory with practical insight

Industry Experts

Throughout the year, EU Business School invites cross-sector industry experts to give talks and masterclasses. These sessions provide privileged insights into the day-to-day workings of companies. In addition, you will also be able to attend our flagship Learning From Leaders conferences, featuring globally renowned businesspeople.



World-renowned guest speakers Insights from global business leaders through our Learning From Leaders conference series

Business challenges

You will have the opportunity to work on exciting business challenges and pitch competitions from global organizations such as L'Óreal and Holcim, gaining direct corporate exposure with tangible deliverables.



Business challenges Demonstrate your business talent in international pitch competitions and challenges

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

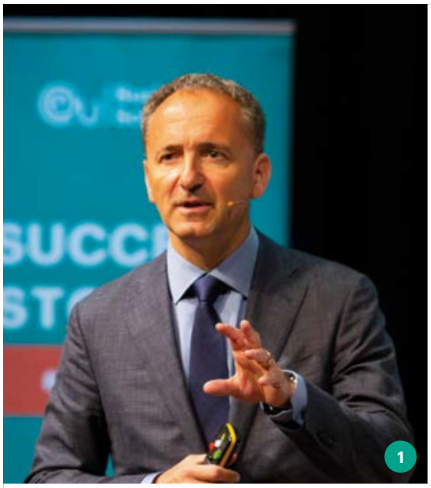
❺ **Adrian Hallmark,**
Chairman & CEO of Bentley Motors

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

Master of Business Administration (MBA)

This future-focused MBA is designed for ambitious professionals, combining personalized support, real-world learning and global opportunities to accelerate your career



ABOUT THE MASTER OF BUSINESS ADMINISTRATION (MBA)

This one-year program has 60 ECTS and flexible start dates (January, March and October). Taught exclusively in English, the program has a strong focus on sustainability, ethics and the transformative power of data and AI, preparing you to make strategic decisions in a rapidly changing business world.

Term 1
You will build a strong foundation in digital marketing and business innovation, developing the skills to navigate global markets and design data-driven strategies. You will explore AI-enabled business models and gain hands-on experience through labs in Power BI and Python, learning to analyze data to make informed decisions.

Term 2
You will strengthen your ability to design responsible business strategies and lead enterprise-wide digital change. You will develop the skills to make informed financial decisions and learn how to manage projects using both traditional and Agile methodologies, preparing you to deliver long-term value in complex business environments.

Term 3
You will refine the leadership and strategic skills needed to succeed in fast-changing global environments, learning to lead through uncertainty and implement competitive strategies. You will evaluate the impact of emerging technologies, including AI and smart systems, and learn how to transform innovative ideas into impact in our Entrepreneurship Lab.

Capstone
You will complete a capstone project as part of your graduation requirements. This project allows you to apply what you have learned in your courses to take on complex, interdisciplinary challenges related to digitalization, sustainability, leadership or innovation, preparing you for professional success.

On-Campus Week
You will gain privileged insights, connect with industry experts and get a first-hand look at how top companies operate at our dynamic On-Campus Week, held annually in Barcelona. This is also an opportunity to connect with peers and faculty to expand your global network.

Duration:
Three terms/one year (full time)

Start dates:
October, January, March

60
ECTS



PROGRAM STRUCTURE

Academic Year	Term I	Term II	Term III	
Year 1	Core courses 18 ECTS	Core courses 18 ECTS	Core courses 18 ECTS	Capstone 6 ECTS

DEGREE AWARDED

On successful completion of this program, you will earn:

- A lifelong learning master's degree in business administration (*título propio master de formación permanente)* awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC), Spain*

  UNIVERSITAT DE VIC
  UNIVERSITAT CENTRAL
  DE CATALUNYA

- A Master of Business Administration (MBA), a private degree from EU Business School Switzerland, which is institutionally accredited by IQA and certifed by eduQua

  IQA CEEMAN Accredited

  SGS

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

For more information about our MBA program



ADMISSION REQUIREMENTS

- ☐ 1 certified copy of bachelor's degree and transcripts.
- ☐ Proof of English level: TOEFL score 93/4.5 (as of Jan 2026) (internet-based), 238 (computer-based); IELTS 6.5; CAE C1 with a minimum score of 176; minimum PTE-A of 59; native speaker of English or equivalent
- ☐ 1 copy of your CV/résumé
- ☐ 2 letters of recommendation
- ☐ 1 written or video essay

Visit euruni.edu/admissions for detailed admission requirements.

GRADUATION REQUIREMENTS

Capstone - Business Challenge (6 ECTS)
An open-ended project that allows students to tackle complex, interdisciplinary business challenges related to digitalization, sustainability, leadership or innovation.

Attendance at On-Campus Week
A week-long in-person learning experience in Barcelona designed to help students strengthen their professional network and gain practical business insights.

MASTER OF BUSINESS ADMINISTRATION (MBA)

This Master of Business Administration (MBA) program is designed to foster strategic, ethical leaders who can analyze complex business challenges, leverage technology and data, navigate global contexts, and drive sustainable growth through informed decision-making.

Interdisciplinary courses

Term I
- Navigating International Business Landscapes
- Designing Digital-First Marketing Strategies
- Building Innovative Business Models & New Ventures
- Lab: Business Data Tools

Term II
- Making Financial Decisions in the Digital Age
- Managing Sustainable & Ethical Enterprises
- Leading Enterprise Digital Transformation
- Lab: Project Management

Term III
- Leading Effectively in Uncertain Global Markets
- Formulating Strategy for Complex & Evolving Global Scenarios
- Leveraging Emerging Tech: From AI to Smart Systems
- Lab: Entrepreneurship Lab

Career options
- International Business Development Strategist
- Digital Transformation / Innovation Lead
- Project Manager
- Entrepreneur & Venture Creation Leader
- Cross-Functional Sustainability Manager



ADDITIONAL QUALIFICATIONS

While completing your MBA program, you have the opportunity to earn a second distinct qualification: a U.K. state-recognized degree awarded by London Metropolitan University (London Met). You may choose to study an MSc International Business Management or an MBA. To earn both degree titles, you will study in a hybrid learning environment.

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

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

PROGRAMS AVAILABLE

MSc International Business Management
MBA

DEGREE AWARDED

- A U.K. state-recognized degree awarded by London Metropolitan University.

LONDON METROPOLITAN UNIVERSITY

Validating & Awarding Partners

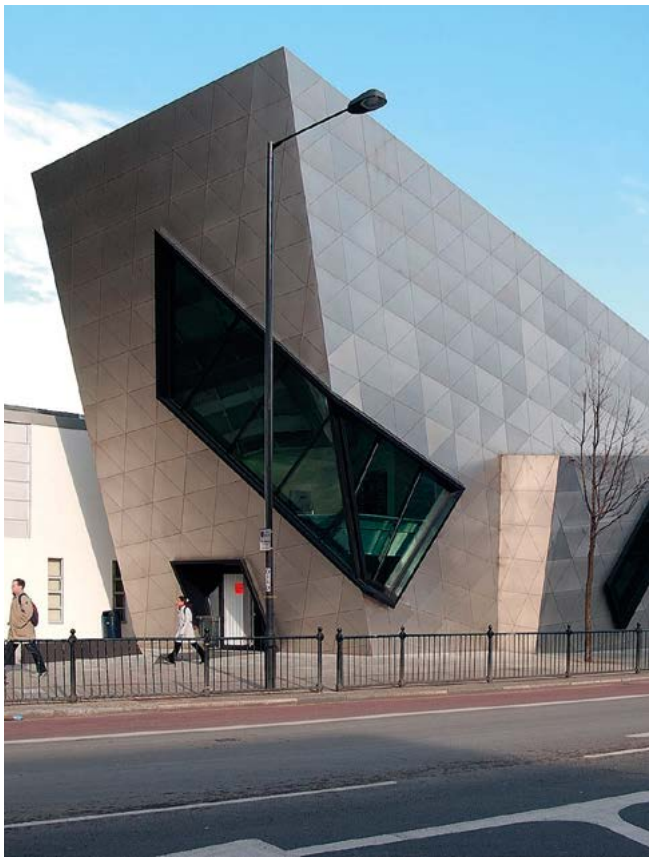
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UNIVERSITAT CENTRAL
DE CATALUNYA



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

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



SOPHIA RÜSCHER
MBA in International Marketing, 2015

Following her studies at EU, Sofia Rüscher took just two years to rise from Senior Project Manager to Managing Director at Mediaplanet Austria. Fluent in four languages, she has worked in London, Stockholm and Vienna. Sophia strives to create positive professional experiences for women within the business world.



ZIA SIDDIQUI
Master of Business Administration, 2016

Before completing his MBA at EU Munich, Zia worked in the software and IT industry, and now holds the position of Product Consultant at Boston Consulting Group. His international experience has contributed to his success within a global work environment, having lived in India, Germany and the U.S.A.



ZLATKA RUSEVA
MBA in Communication & Public Relations, 2011

Lead Specialist, Programmatic Strategy & Optimization at MediaMath, Zlata is responsible for optimizing media plans and purchasing for large multinationals such as IBM and PepsiCo. She credits her studies at EU for giving her the focus and discipline that allow her to succeed in a challenging, fast-paced industry.



MARK DENCKER
MBA in Global Banking & Finance, 2011

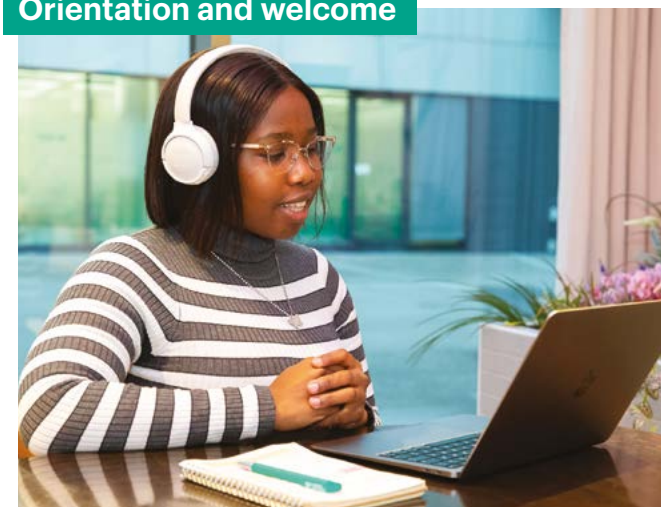
Mark Dencker specialized in global banking and finance at EU prior to founding Wiredelta, a training institution for computer science graduates in India. The company now has its HQ in his home nation of Denmark, where he also works with the United Nations as project lead for U.N. Live Online. Mark is the founder of blockchain startup, Blockbasis.

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
CHECK THE ENTRY REQUIREMENTS

Master of Business Administration (MBA)

- 1 certified copy of bachelor's degree and transcripts.
- Proof of English level: TOEFL score 93/4.5 (as of Jan 2026) (internet-based), 238 (computer-based); IELTS 6.5; CAE C1 with a minimum score of 176; minimum PTE-A of 59; native speaker of English or equivalent
- 1 copy of your CV/résumé
- 2 letters of recommendation
- 1 written or video essay

Visit euruni.edu/admissions for detailed admission requirements.

STEP 2
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


SUCCESS
STORIES
#StartHere