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Munich  
Foundation &  
Undergraduate  
Programs

[www.eumunich.com](http://www.eumunich.com)



#StartHere





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**Website & Blog**

[www.eumunich.com](http://www.eumunich.com)

**EU Today TV | Events Section**

[www.eumunich.com/tv](http://www.eumunich.com/tv)

The world is  
changing,  
EU is ready.  
Are you?



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Welcome to EU Business School,

The foundation of any good career is a solid knowledge base. We live in an era in which information is instantaneously available. Education is no longer about acquiring information but rather developing key skills and learning how to evolve constantly with the world around us.

After your time with us, you will walk away with more than a degree. 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, professionally and personally, and seize the new opportunities available to you. Don't forget the value of your youth, time and an unwritten future. These are the luxuries established professionals do not have.

This is your moment, and your resilient attitude will set the tone for your career. We will help you to be entrepreneurial, to think for yourself, to learn from your mistakes and, most of all, to take advantage of the opportunities that will arise. 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. Behind you, you will have a network of over 26,000 alumni and business professionals there to encourage you, inspire you and guide you as you establish yourself in the world of business. So if you're looking for the best chance at a future of endless possibilities:

**Start Here.**

We look forward to seeing you on campus,

**Dr. Dirk Craen  
EU Business School  
President**



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## Experience EU

Educating future business leaders  
and entrepreneurs with proven  
practical methods.



## Swiss values, an international mindset and a pragmatic approach

The EU Group is a global network of professionally accredited, multicultural, high-ranking business schools with headquarters in Switzerland.

Since 1973, our international business school has provided high-quality instruction in a competitive learning environment. Through our network of campuses, the EU Business School curriculum promotes the managerial skills, business ethics and entrepreneurial initiative vital to pursuing jobs in today's current global market.

Our high-caliber faculty is made up of entrepreneurs, consultants, business leaders and full-time academics. Our faculty works with students on an individual basis to create a cooperative and caring learning environment where human values flourish. All of our courses are taught in English with programs that are student-oriented, flexible and personalized. We use a combination of classroom

theory and hands-on experiential learning that draws on both the American business education model and European learning methodologies. EU's pragmatic approach to business education prepares students for careers in today's rapidly evolving and globalized business world.

The EU Munich campus offers various programs at the foundation, bachelor's, master's and MBA levels, with focuses on international business, business management, marketing, finance, enterprise and human resources management. All these programs culminate in a state-recognized degree and have been approved by the Ministry of Education in Bavaria, Germany.



With our global network, we encourage students to participate in program-related intercampus exchanges, both continentally and with partner institutions around the world.

The EU Group continuously explores affiliation opportunities with world-class institutions. In partnership with the University of Roehampton, in London, and the University of Derby, our students in Munich can participate in programs to earn U.K. state-recognized degrees. Additionally, post-degree partnerships with Pace University in New York, the University of California at Riverside, Fisher College in Boston and Shinawatra University in Bangkok, among others, offer students the chance to study further qualifications in diverse and enriching environments.

For students who want an international, flexible and personalized business education, this brochure is a window into our institution and the foundation and undergraduate programs offered at our Munich campus. We invite you to read through it and contact our admissions staff at [admission.muc@eumunich.com](mailto:admission.muc@eumunich.com) with any questions you might have.

You can also come and visit us on campus where you will meet our dynamic, creative and welcoming team and experience EU Business School firsthand.

## TOP REASONS TO STUDY AT EU

**International:** People from over 100 countries study at EU; 98% speak more than two languages.

**Small Class Sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

**Experiential Business Learning:** Case-study methods and a pragmatic approach are two of our most effective tools.

**Outstanding Faculty:** Our team is composed of academics, entrepreneurs, consultants and business leaders.

**Job-Seeking Visa:** Students are eligible to apply for a job-seeking visa and most find employment within six months.

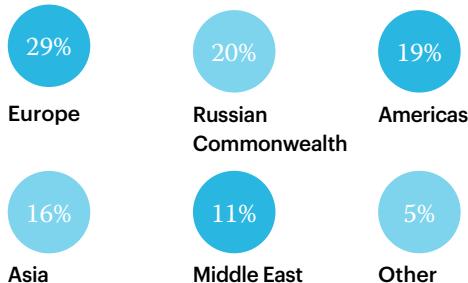
**EU Group Ranked Among the Best:** Programs within our network are consistently featured in the top tier of global and European rankings.

**Building a Business Personality:** We are committed to encouraging students to build up the most valuable brand they can market: themselves.

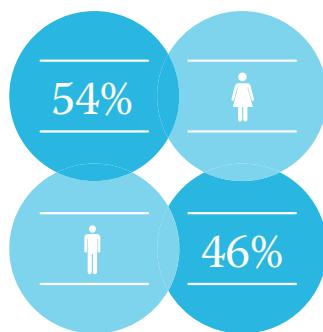
## Our numbers talk

The most direct way to gain insight into an institution is through percentages, statistics and hard facts.

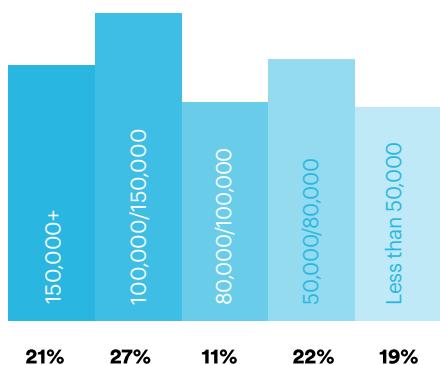
### STUDENTS BY REGION



### FEMALE TO MALE RATIO



### SALARY AFTER GRADUATION (IN EUROS)



**20%**

of our students use the knowledge gained in the classroom to create their own businesses

**6**  
months

**AVERAGE TIME WITHIN WHICH STUDENTS FIND THEIR FIRST JOB AFTER GRADUATION**

**95%**

**INTERNATIONAL STUDENTS**

**3.5**

**AVERAGE LANGUAGES SPOKEN**

**17-26**

**UNDERGRADUATE STUDENT AGE RANGE**

**37%**

of students take advantage of our transfer opportunities to explore living and studying in different cities

### WORK PLACEMENT BY REGION

**Europe 32%**

**Asia 15%**

**Americas 18%**

**Middle East 14%**

**Russian Commonwealth 17%**

**Other 4%**

We are different.  
We are innovative.  
We are flexible.  
We are global.

# Official qualifications

Upon successful completion of one of the following undergraduate programs, students will earn a state-recognized degree.



## **BSc (Hons) in International Business from the University of Roehampton and an EU Certificate of Specialization in one of 10 minors:**

- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Business Finance
- Digital Media Management
- Business & Sustainability Management
- Business & Design Management
- Family Business Management



## **BA (Hons) from the University of Derby in one of 5 tracks:**

- Business Management
- Business Management & Marketing
- Business Management & Finance
- Business Management & Enterprise
- Business Management & Human Resources Management

- EU's main campuses
- Exchange opportunities



These programs are approved by the Bavarian State Ministry of Education, Science and the Arts, Germany.

## **EU GROUP:**

### **PROFESSIONAL PROGRAMMATIC ACCREDITATIONS**



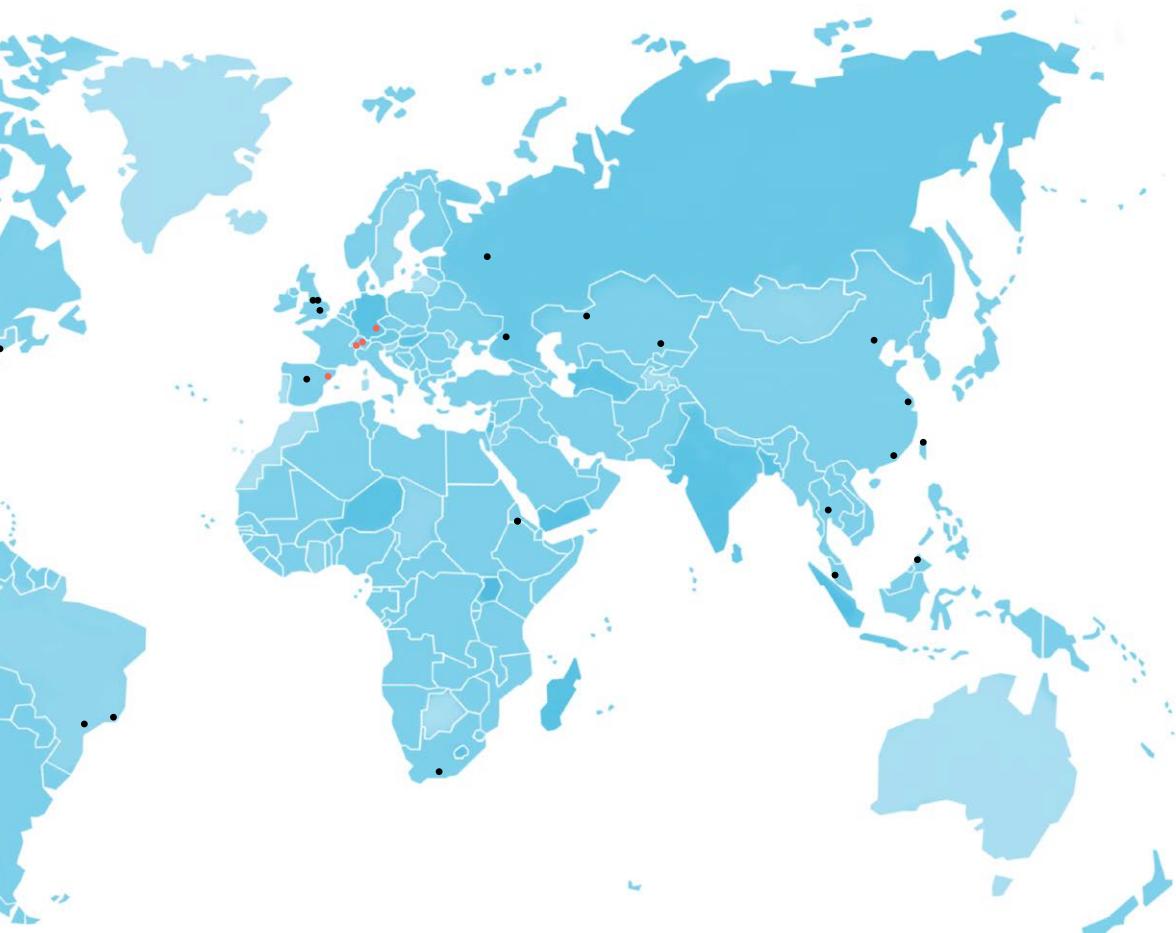
## **MEMBERSHIPS**



1

EU's Online MBA  
ranked top in CEO  
Magazine's online global  
rankings

### **EU GROUP RANKINGS:**



### A EUROPEAN IDENTITY A GLOBAL NETWORK

EU Business School develops partnerships with universities and educational institutions around the world to provide the best education for our students. By studying various curricula and taking part in international exchanges with our partners in Europe, Asia, Africa and the Americas, students are able to add a truly global perspective to their education.

#### TOP TIER

Ranked in the top tier for global and European MBA programs by CEO Magazine

5

Ranked fifth in the QS MBA Guide Return on Investment Report for salary uplift in Europe

6

Sixth-best business school for female students according to Capital magazine

TOP

20

Listed as a top 20 business school by China Economic Review magazine

## Your life at EU

You'll get a hands-on approach to education at EU. Here, you will have the opportunity to meet dignitaries, travel to incredible countries, attend prestigious events and completely immerse yourself in a different culture. You'll also get an inside look at the world's most important companies and meet the visionaries behind them.

Brian Cookson OBE, president of the Union Cycliste Internationale, addresses our students at commencement



Students and alumni make connections at Oktoberfest



Students take part in tours of Munich and team-building events during orientation week



Each year, students tour different countries in Asia for an unparalleled practical learning opportunity

**Discovering different cultures, seeing how the world's leading organizations operate and having a new perspective about today's business world are valuable experiences that the study tour offers to its participants.**

Myriam Katar  
BA student  
EU Asia Study Trip 2016



EU Business School hosts former Swiss President Adolf Ogi's book launch at the United Nations in Geneva

At the launch, Adolf Ogi addresses EU students with the current director general of the United Nations office in Geneva, Michael Møller and former UN secretary general, Kofi Annan, in attendance





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## Munich

The economic capital of Germany and a flourishing metropolis offers its residents the best in culture, sport and education.

## A cultural, educational and business hub at the heart of Europe

As the major economic power in Germany, this city prides itself on innovative industry and an excellent quality of life. With the strongest growth and employment rates in the country, it is the perfect location for your world-class business education.

In Munich, you will find a kaleidoscope of contrasts - from Rococo opera halls to cutting-edge skyscrapers and from Western European heritage to American modernity. Along with the beautiful, old buildings, narrow streets with charming cafés and lively open-air beer gardens, you will find state-of-the-art architecture and a vibrant night life.

Coined as the center of "laptops and lederhosen", business is also vital to the city's identity. Through initiatives that help local startup companies with logistics and a welcoming environment for multinationals, the city actively promotes the presence of business, commerce and innovation.

While your courses will require a great deal of dedication, you should explore this wonderful city every chance you get. We encourage you to take advantage of the numerous resources available to you in the city and on our social media pages to familiarize yourself with Munich. We're sure you will feel at home in no time. Your EU Munich experience will immerse you in this forward-thinking, progressive city, renowned for its business vision.

# 2025

the year Munich plans to supply the city with 100% clean electricity

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# €1

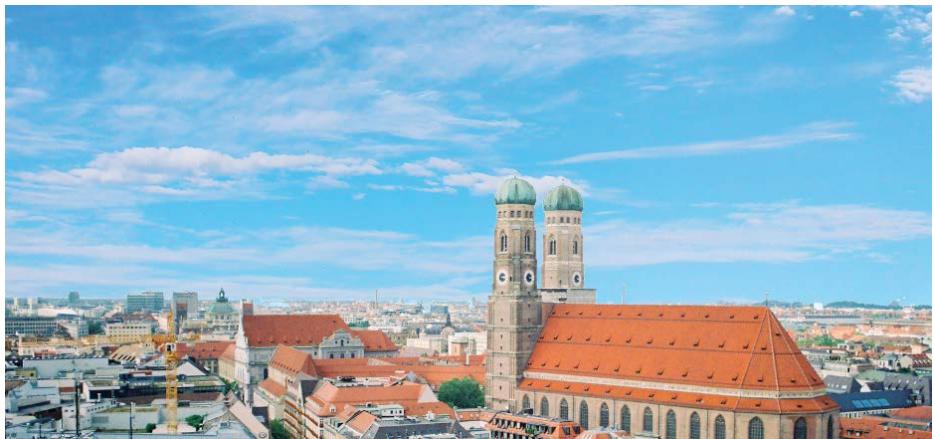
admission on Sundays for many museums

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# #4

on Mercer's 2016 Quality of Living Rankings





You needn't  
bother going any-  
where else. I can  
tell you: you can't  
beat Munich.

Ernest Hemingway

Apollo's Temple in  
the English Garden

#### <90 minute flight to:

1. London
2. Paris
3. Rome
4. Berlin
5. Amsterdam
6. Geneva

#### Explore:

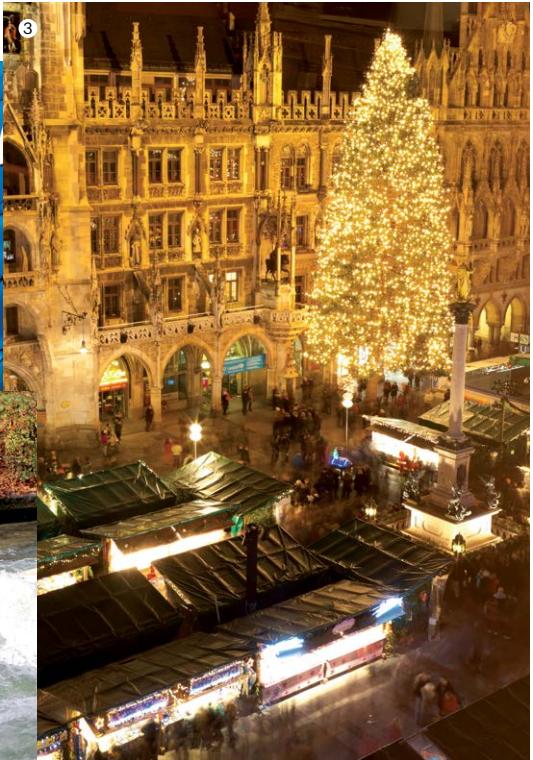
- Munich Residenz
- Frauenkirche
- Viktualienmarkt
- English Garden
- Nymphenburg Palace
- Deutsches Museum
- Pinakothek Art Galleries
- St. Peter's Tower
- Olympiapark
- Urban art at Tumblingerstrasse

#### From €10

The Bavaria Ticket, good for one day of travel anywhere in the state; even Salzburg.

# A city for all seasons

Filled with activities and festivals year round, Munich is a lively and culturally diverse metropolis that honors the old and celebrates the new.





Munich brings together the best things in life: good food, good music and good fun. From its world-famous Oktoberfest and Christmas markets, to music festivals, alpine skiing, FC Bayern and summer beer gardens, you'll never run out of new things to experience - you can even go river surfing on the Isar! When it comes to celebrating life and culture, in Munich there is so much to see and take part in that you'll never get bored.

#### **Like a local:**

Did you know that in Bavaria you can bring your own food to any beer garden? It's been a practice since the 19<sup>th</sup> century, but remember you must buy your drinks from the establishment and eat at the long wooden tables outside.



Some hearty, traditional Bavarian food

# 2007

the first year of  
the EU Oktoberfest  
alumni event

# 20kg

the average weight  
carried by an Oktoberfest  
server per trip

# 7.7M

liters of beer are served  
at Oktoberfest each year

## A campus surrounded by parks and green spaces

Centrally located in Theresienhöhe, between the site of Oktoberfest and Bavaria Park, EU Munich places you at the strategic center of the city.



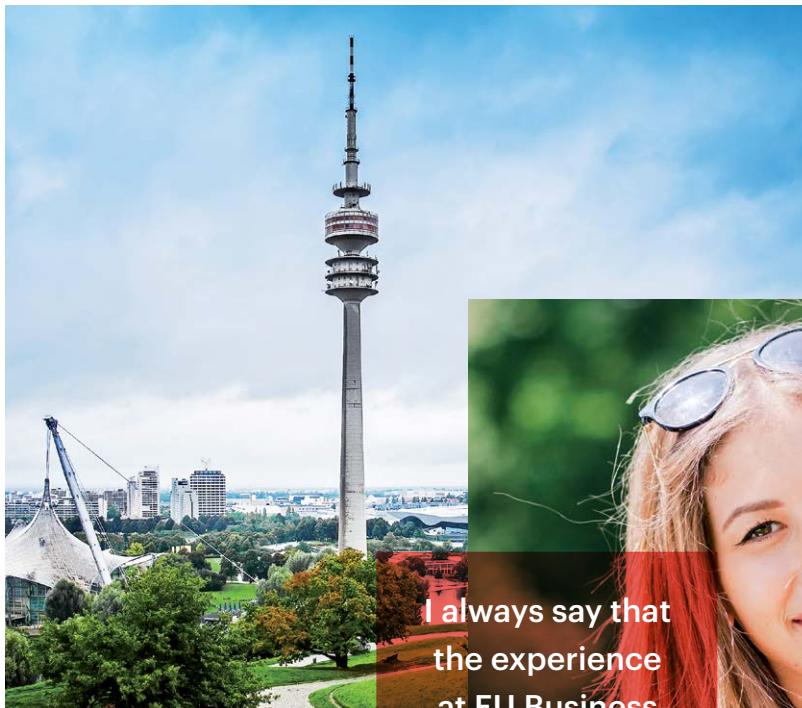
The EU Munich campus is centrally located across the street from the historic and lively Theresienwiese fair-ground, home to the world's largest fair, Oktoberfest. The area underwent a huge change in 1998. Many of the buildings built before 1920 were extensively modernized, and several recreational spaces were designed in accordance with the city's urban plan for a greener and more compact environment.

Impressively, of Theresienhöhe's 47 hectares, 25 are public acreage and 11 are green spaces. As one of the greenest cities in Europe, the city's population of almost 1.4 million people enjoy a high quality of life,

making it no wonder that Munich regularly tops opinion polls of the best places to live in Germany.

The campus building houses state-of-the-art learning facilities with floor to ceiling windows that take advantage of the natural light. Wi-Fi access is available across campus and every classroom has a SMARTBoard and high-tech sound system.

A comfortable walk from the city's historic center, the EU Munich campus is in close proximity to the world's business leaders. Students regularly attend industrial visits to the headquarters of global enterprises like



**11** hectares

of green and public space to enjoy

**80km**

of biking trails in the English Garden

**10min**

from Marienplatz with public transit



I always say that the experience at EU Business School has taught me independence. I've made friends from around the world and we've shared this amazing experience of living abroad and learning about new cultures and stories together.

Dina Ayman Mattar Fawzy  
BA student

BMW, Siemens, Paulaner, Coca-Cola, MAN Trucks, Audi and Porsche. These visits offer students an opportunity to gain unique insight into the way that successful businesses

operate. Senior-level employees regularly visit the EU Munich campus to share their knowledge and provide case studies to the eager students.



## COMPANIES ARE GOING SOLOMO



SOCIAL



LOCAL



MOBILE



# Programs

## **FOUNDATION PROGRAMS:**

**English Foundation Program  
Business Bridging Program**

## **BACHELOR'S PROGRAMS:**

**BSc (Hons) in International Business  
with one of the following minors:**

- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Business Finance
- Digital Media Management
- Business & Sustainability Management
- Business & Design Management
- Family Business Management

**BA (Hons) in Business Management**

**BA (Hons) in Business Management & Marketing**

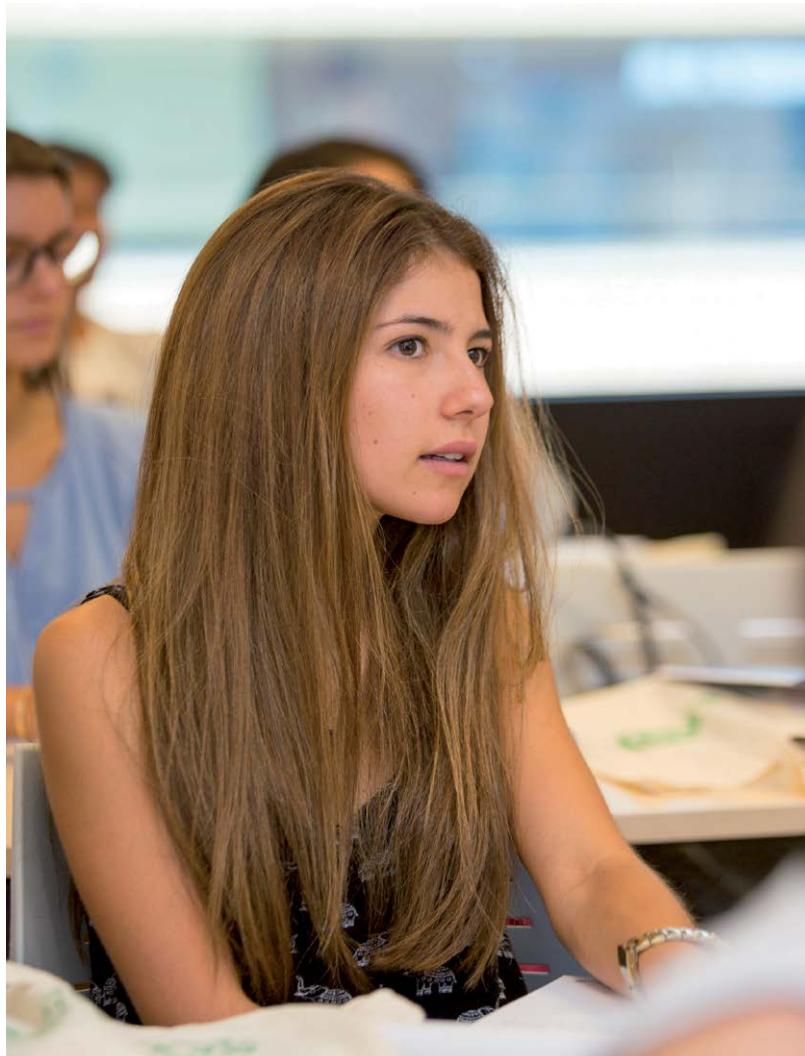
**BA (Hons) in Business Management & Finance**

**BA (Hons) in Business Management & Enterprise**

**BA (Hons) in Business Management  
& Human Resources Management**

# Foundation Programs

Our bachelor's programs require a certain level of English and academic achievement and if you do not meet these requirements, we offer two preparatory programs on all of our campuses. The foundation programs may only be taken in conjunction with our programs. The English Foundation Program is for those who need to improve their language skills while our Business Bridging Program is for those who need to improve their academic level. Upon successful completion of your foundation program and in addition to your high school diploma or GED, you will be admitted to our bachelor's programs.



## Advantages

- **Succeed:** 97% of students in the foundation programs go on to successfully earn a bachelor's degree at EU
- **Advance:** by bridging the gap between current and required abilities
- **Learn:** through small class sizes with guaranteed personalized attention
- **Enjoy:** a dynamic intercultural learning environment
- **Focus:** on communication as a means to success



## About the English Foundation Program

If you need to improve your English to meet our requirements, this specialized program will help you refine your language skills and prepare you for EU's degree programs.

All EU classes, including all assignments, exams, lectures and a final dissertation, are held in English.

English is a language necessary for any successful career in international business. The English Foundation Program is a one-semester (13-week) course with start dates in September, February and June. The program is divided into three levels, each is four weeks in length with evaluations held at the end of each level. Following the completion of the three levels, a final examination is held, upon which students receive either a pass or fail. Upon satisfactory completion of the program, students will be eligible to enroll in one of EU's bachelor degree programs.

A sample of the English Foundation Program courses:

- English for Academic Purposes
- Structures of Writing & Grammar
- Reading & Text Analysis
- Business English

The English Foundation is taught by native speakers and is the best way to improve your English and gain confidence when speaking. It is excellent preparation for the bachelor's program.

Maria Makovskaya  
English Foundation Program  
student



## About the Business Bridging Program

Many high school students aspire to enroll in an international bachelor's program but lack the necessary background to do so. The Business Bridging Program bridges the gap for aspiring candidates. It provides them with the necessary knowledge and English base to succeed in EU's three-year bachelor's programs.

The Business Bridging Program is a one-semester (13-week) course that acts as a bridge to the first year of EU's undergraduate programs. Students will strengthen their academic, communication and business English skills while studying management and marketing concepts. Students can enroll in the program in October, February and June. Upon successful completion, students are automatically admitted into the first year of EU's undergraduate programs.

A sample of the Business Bridging Program courses:

- Business & Society
- Management Basics
- Introduction to Business Law
- Introduction to Economics

**The Business Bridging Program helps students develop their presentation skills and gives them a basic background in economics which perfectly prepares them for their bachelor's degree.**

Dr. Begoña González Otero  
Academic Dean  
Munich campus





## About the BSc (Hons) International Business Program

The Bachelor of Science (Hons) in International Business is a six-semester, three-year program (180 ECTS) that allows you to transfer between campuses. Our summer fast-track option gives you the opportunity to complete your degree in just two and a half years. During semesters one through four, you can choose to study on any of our campuses in Munich, Geneva, Montreux and Barcelona. The final two semesters of your degree must be completed in Munich. The program includes industrial visits and guest speakers.

You'll earn a Bachelor of Science (Hons) in International Business; a U.K. state-recognized degree from the University of Roehampton in London. You'll also earn an EU Certificate of Specialization in one of ten minors. Intakes take place four times per year in October, February, June and August. The program is recognized by the Bavarian Ministry of Education and you are eligible to apply for a job-seeking visa upon successful completion of the program requirements.

The University of Roehampton adheres to the standards set by the U.K. government's Quality Assurance Agency for Higher Education (QAA).

**During the program, you will take five courses within one of these ten specializations :**

- Business Administration
- Communication & Public Relations
- Leisure & Tourism Management
- International Relations
- Sports Management
- Business Finance
- Digital Media Management
- Business & Sustainability Management
- Business & Design Management
- Family Business Management



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## About the Bachelor of Arts (Hons) Programs

The Bachelor of Arts (Hons) six-semester, three-year programs (180 ECTS) are designed for you to either focus on your management skills or concentrate your studies on another particular business area. After a common first year to give you a good grounding in all essential business disciplines from accounting to human resources, the second year incorporates your specialization subjects into the curriculum.

A solid business education will be the foundation of your career. The addition of a specialized skill set is what will set you apart in today's competitive market. Study on the Munich and Barcelona campuses and complete a University of Derby undergraduate qualification in Business Management or the business specialization areas, Marketing, Finance, Enterprise and Human Resources Management. The programs take place on EU campuses, and you will finish with a U.K. state-recognized undergraduate degree awarded by the University of Derby. This program has the additional benefit of being accredited by the Chartered Management Institute (CMI), which gives you the possibility of achieving an additional qualification – CMI's Diploma in Leadership and Management.

**You can choose from one of these BA (Hons) programs:**

- BA (Hons) in Business Management
- BA (Hons) in Business Management & Marketing
- BA (Hons) in Business Management & Finance
- BA (Hons) in Business Management & Enterprise
- BA (Hons) in Business Management & Human Resources Management



# BSc (Hons) in International Business

**As an International Business student you will learn how to:**

- Understand international business principles and demonstrate developed global perspectives.
- Communicate and work with individuals from various cultures.
- Analyze both the global and local business environment and how they interact.
- Use practical, ethical and critical thinking skills in business situations.

From day one, you will experience the complexity of an international business environment, debating and working with classmates from around the world. The current international business climate is complex. Both small-to-medium-enterprises and large corporations working in a global context must contend with different cultures, regulations, legal systems and types of risks; international teams and satellite offices are usually managed across long distances and time zones. The Bachelor of Science (Hons) in International Business program will equip you with an understanding of how to navigate transnational challenges and analyze how to adapt your business' strategy to assure success.

This program will prepare you for a management position in a diverse range of business areas such as analysis, development, sales, marketing and human resources.

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A sample of the International Business program courses:

- Marketing Management
  - Entrepreneurship & New Venture Creation
  - Cross-Cultural Management
  - Managing Innovation
-

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# BA (Hons) in Business Management

## **As a Business Management student you will learn how to:**

- Understand organizations and their management within global and local spheres.
- Develop an understanding of the analytical tools of business.
- Apply business theories, concepts and frameworks to the real-world environment.
- Master general business concepts and skills through research, critical analysis and evaluation.

The Business Management program equips you with the concepts, theories and techniques to pursue a successful career in business leadership. You'll cover essential competencies, from finance and marketing to data analysis, ethics and social responsibility. You'll become more analytical, creative and independent in your thinking. Your management qualifications will equip you for a rewarding career in many areas of business.

Graduates of this program have progressed to roles such as operations manager, business analyst, business development manager, executive sales manager, lead marketing officer and human resources adviser.

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A sample of the Business Management program courses:

- \_\_\_\_\_ Managing the Dynamic Organization
  - \_\_\_\_\_ Improving Business Performance
  - \_\_\_\_\_ Delivering Winning Projects
  - \_\_\_\_\_ Enhancing Personal Leadership
- 





# BA (Hons) in Business Management & Marketing

**As a Business Management & Marketing student you will learn how to:**

- Foster a customer led approach toward all business opportunities.
- Inform new product and service development.
- Apply innovative concepts and techniques to achieve key marketing opportunities.
- Evaluate contemporary marketing theory and strategies to meet stakeholder needs.

The 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.

Being able 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.

---

A sample of the Business Management & Marketing program courses:

- \_\_\_\_\_ Brand Impact & Popular Culture
  - \_\_\_\_\_ Digital & Social Media
  - \_\_\_\_\_ Consumer Behavior
  - \_\_\_\_\_ Marketing Across Cultures
-

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# BA (Hons) in Business Management & Finance

**As a Business Management & Finance student you will learn how to:**

- Develop specialist skills that include financial analysis and projections.
- Contextualize the local and global financial environment.
- Apply financial theories and analysis to real business functions.
- Manage financial decision making processes and problem solving.

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

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A sample of the Business Management & Finance program courses:

- \_\_\_\_\_ Business Accounting
  - \_\_\_\_\_ Financial Management
  - \_\_\_\_\_ Improving Business Performance
  - \_\_\_\_\_ Investing & Financial Markets
- 





# BA (Hons) in Business Management & Enterprise

**As a Business Management & Enterprise student you will learn how to:**

- Self-direct in the planning and implementation of projects at a professional level.
- Foster entrepreneurial skills that will enhance your employability, marketability and career choices.
- Identify potential business opportunities and assess their practicalities.
- Develop a holistic approach of venture creation and an understanding of its environment.

The Business Management & Enterprise 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 preserves a general business outlook while developing your integrated perspective of business.

This program assists you in creating a compelling personal point of view to help you land a leading role. You will also develop your skills in venture management, team project planning and launching. Graduates of this program often go on to start their own companies, take over a family business or work as business consultants and management analysts, among other ventures.

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A sample of the Business Management & Enterprise program courses:

- \_\_\_\_\_ Innovation & Knowledge Transfer
  - \_\_\_\_\_ Developing Entrepreneurial Networks
  - \_\_\_\_\_ Enterprise Strategy & Concepts
  - \_\_\_\_\_ Sustainable Development & International Business Law
-

# BA (Hons) in Business Management & Human Resources Management

**As a Business Management & Human Resources Management student you will learn how to:**

- Understand human resources management practices and their importance in managing people.
- Direct human capital within an ever changing business environment.
- Build functional knowledge of the strategic aspects of human resources management.
- Manage information and communication effectively both as an individual and as a team member.

The Business Management & Human Resources Management program is set in the broader field of business, management and corporate strategy. The curriculum emphasizes how human resources strategies and management decisions have an important and lasting impact on the performance of organizations, regardless of size, type or sector. Your case studies will center on real work-based issues with strategic implications. You will learn about managing people from a social, cultural and political point of view while developing personal skills, through working in a group and time management.

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A sample of the Business Management & Human Resources Management program courses:

- \_\_\_\_\_ Employment Law in the Workplace
  - \_\_\_\_\_ Global Talent Management
  - \_\_\_\_\_ Developing & Managing Performance
  - \_\_\_\_\_ Principles and Practices of Leadership & Management
- 



## Make Europe your campus

Add to your international experience by studying at one of our other campuses in Switzerland and Spain. Based on program availability, you may study a semester or a full year abroad. Potential employers consider candidates who have lived in other countries and immersed themselves in different cultures to be adaptable, independent and better problem solvers. Living abroad will also expand and strengthen your global network.

### **Geneva, Switzerland**

A hub for the world's leading international organizations, such as the United Nations, the World Trade Organization, the World Health Organization and the Red Cross, it's no wonder that Geneva is a financial center of the world. Good food, a high quality of life and easy access to other metropolises around Europe make Geneva a high-functioning cosmopolitan city.

### **Montreux, Switzerland**

The Swiss city of Montreux sits on the northeast corner of Lake Geneva. Its old-world charm is furthered by the land surrounding it, of which 50% is heavily forested. Complemented by a dynamic population of multilinguals and known worldwide for its annual Jazz Festival, this charming city has been home to legendary artists including David Bowie, Freddie Mercury, Igor Stravinsky and Vladimir Nabokov.

### **Barcelona, Spain**

As a major economic power in Spain, Barcelona prides itself on its collection of 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, close to 1,000 startups and 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.

Geneva



Montreux



Barcelona





New York City

## Go the distance

After completing six semesters in Munich, you will have the opportunity to study two semesters at one of our partner universities and earn two accredited qualifications.

### **New York, Pace University**

Study in the concrete jungle and experience the wonder of Times Square, the Statue of Liberty and the flashing lights of Broadway for yourself. Located in the heart of New York's financial district, Pace University offers an unparalleled experience of the world's business capital. Pace University was established in 1906 and its Lubin School of Business is professionally accredited by AACSB.

### **California, University of California, Riverside**

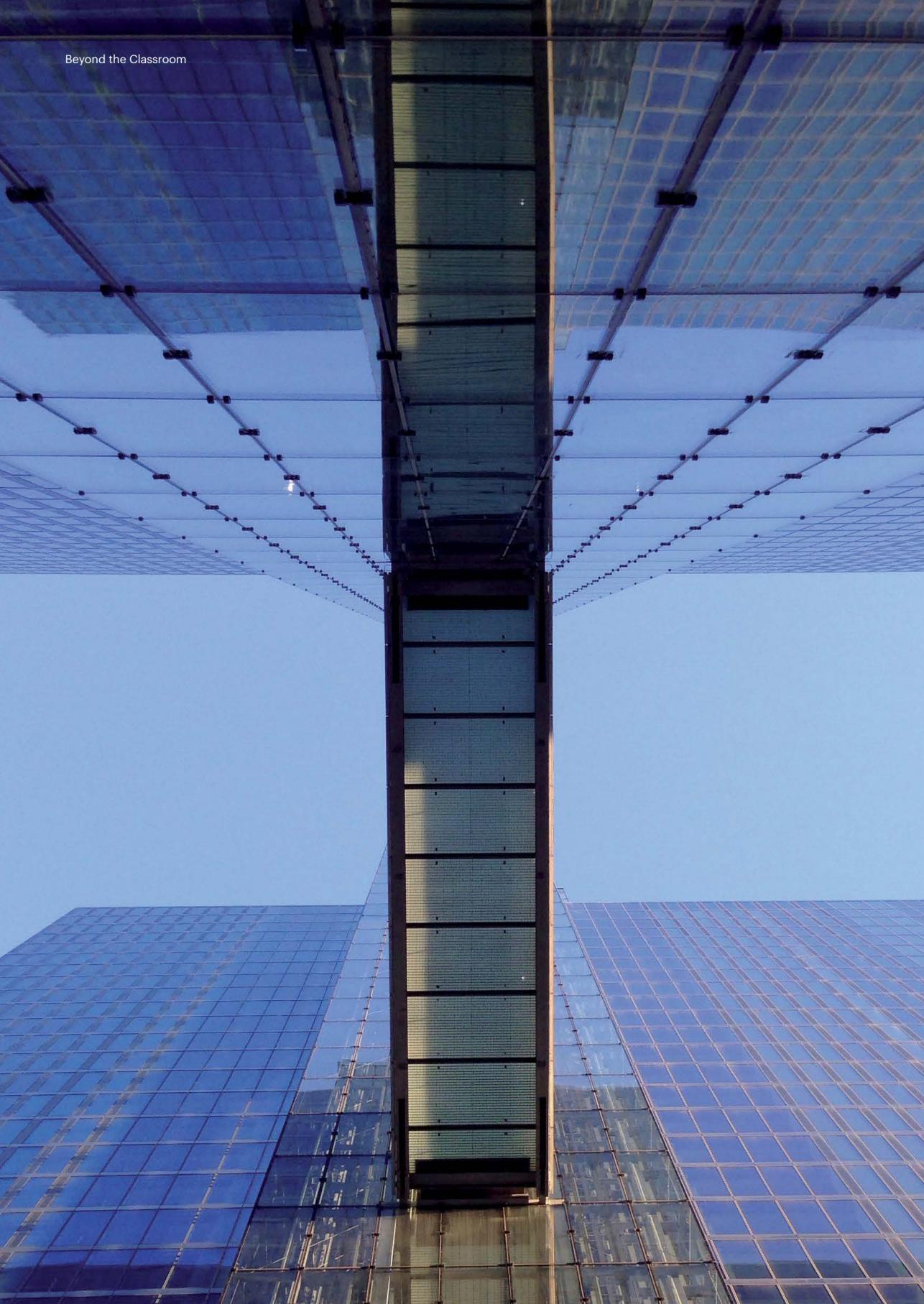
Explore a beachside lifestyle in the American capital of sun, snow and nature. Time magazine ranked the University of California, Riverside (UCR) number one for graduation rate, affordability and financial aid available to students. The UCR faculty includes 48 Fulbright fellows, 19 Guggenheim fellows and 49 National Endowment for the Humanities fellows. Graduates are eligible for optional practical training, which allows them to work in the United States for up to one year.

### **Boston, Fisher College**

Surround yourself with greatness by studying in the world's higher education capital. Fisher College has been providing a top-class education in Boston since 1903. This academic institution covers a wide range of subjects and has specialist undergraduate and graduate courses in business administration. Fisher College stands out in its field for its highly qualified faculty; 90% of which hold the highest possible degree in their subject.

### **Bangkok, Shinawatra University**

Experience the pull of the buzzing capital of Thailand, home to temples, the Grand Palace and Southeast Asia's largest outdoor market. Located in Bangkok, Thailand, Shinawatra University was founded in 1996 by Thaksin Shinawatra, former prime minister of Thailand. All courses are taught in English and the university specializes in technology and management as well as science and engineering.



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## Beyond the Classroom

EU offers educational and professional opportunities to enhance your experience during your studies and beyond.



## Career development is a journey, our one-on-one assistance will help you reach your career goals

When you use our career services you receive guidance at each stage of your professional journey, whether it's deciding what you really want to do, searching for work experience or preparing for that first interview.

EU Business School enjoys a solid reputation among recruiters and local companies. The caliber of our students and the efficiency of EU's independent, dedicated EU Career Services Department (CSD) provides a distinct competitive edge in job interviews. The way you present and sell yourself is equally as important as your knowledge and experience, which must be presented effectively in your CV and during your job interview in order to be recognized.

The CSD serves students, alumni and organizations by addressing individual development and employment needs. The CSD regularly holds career workshops and will be able to provide you with assistance in formulating, exploring and implementing your career options.

### **EU Career Fairs**

The CSD organizes regular career fairs, which are exciting, dynamic and laden with opportunity, the most prominent being the annual EU Careers Fair in Barcelona. Here, companies are ready to uncover some of the best young talent available, providing for a number of enriching professional opportunities. On a personal level, you are able to interact with 12 to 15 of the foremost international companies, while also enjoying the chance to discuss your CV, job prospects and skills, in short interviews with recruitment experts. Students across all campuses are invited to participate in our career fairs.

### **EU Career Services Department Workshops:**

- The Importance of Personal Branding and Social Presence
- The Hidden Job Market: Cold Calling, Networking and Researching Employers
- Perfect Your Professional Image
- The Art of Networking
- Successful Job Interviews
- How to Write a Successful Job Application (CV and cover letter tips)
- The Power of LinkedIn
- EU Career Services: What We Offer and How We Can Help

### **Past internships attained in Munich:**

- British Consulate Munich
- British Embassy Berlin
- Internations
- Flixbus
- Caremondo
- Ipsos
- Triumph
- Holydog
- Hilton Hotels
- Globalsports
- Vertic
- Cosmocover
- PowerBar

# Our career services counselor can help you:

**01**

## **Edit your cover letter**

Stats show that with just ONE mistake, your CV or cover letter will be thrown out.

**02**

## **Optimize your CV**

Have several CVs that you can tailor to the position you are applying for.

**03**

## **Find exclusive internship offers**

You can access exclusive offers on our free Jobteaser platform through your personal dashboard, which also serves as your profile for employers on the site.

**04**

## **Prepare for your interview**

For Skype or phone interviews, you should behave, dress and speak exactly like you would during a face-to-face interview.

**05**

## **Choose the right outfit**

Office-appropriate attire has changed over the years, our team will help you make the best choice.

**06**

## **Build your professional online identity**

A study by Adweek magazine showed that 92% of companies use social media for recruiting.



We tell all of our students that your career begins on your first day at EU. Combine your passion with business.

Norma Tecuatl  
Career Services Counselor  
Munich campus

# Maximilian Eisermann

Germany

Bachelor of Science  
(Hons) in International  
Business

Career services  
counseling

Internship  
at Darwin  
Recruitment

Internship at The Duke  
Distillery in Munich

Internship at  
British  
Consulate in  
Munich

**It was much easier getting a foot in the door with the existing connection between businesses and EU.**

**Without the constant updates from EU, I would have not known about those interesting openings.**

Maximilian Eisermann





## Networking

Throughout your career, networking will be the most effective method of progression. A substantial percentage of our graduates receive their first job offer through a personal contact they made.

At EU Business School, we know that networking plays a significant role in today's job search process. Our on-campus conferences, partnerships and alumni events are designed to give our students and graduates an abundance of opportunities. At these events, they interact with other professionals, build strong business relationships and create meaningful and lasting contacts.

### **Partnerships**

Partnerships also help develop strong networking ties that create opportunity for both our students and businesses looking for new talent. In a world of shifting economic, marketing and educational needs, collaborations between educators and employers are becoming increasingly important. At EU, we encourage new relationships with organizations that share the values we impart to our students.

### **Networking events**

EU hosts a number of networking events around the world to bring students, alumni and local business people together and foster new relationships. From the youth conference held annually at the headquarters of the United Nations in New York, to entrepreneurial competitions held in Luxembourg, EU connects to a number of events around the world that will get you out there meeting current and future business leaders.

**EU Munich is proud to partner with:**

**The Professional Women's Network (PWN)** hosts 600 events per year in 25 cities. EU Munich has partnered with PWN for their Global Entrepreneurship Program; a seven-month, online program with on-site conferences.

**TEDxMunich** is where you can hear from inspiring German and international speakers from various fields. We even have a couple of student volunteer placements to further your experience.

**The Toastmasters' Munich chapter of "The Effective Communicators Club"** has members from over 20 nationalities. Biweekly meetings help members improve their corporate presentations and public speaking skills while networking with other professionals.

**EU students attend events including:**

- Change the World Model at United Nations in New York
- Morpheus Cup
- Entrepreneurship School
- Swiss Economic Forum
- Chamber of Commerce Workshops
- High Performance Leadership Program
- Online students on-campus networking events
- Executive Work Breakfast
- Alumni Afterwork Cocktail
- Afterwork Networking Event
- Guest speaker events

# A connection to real businesses and businesspeople is part of the EU experience

You'll interact with industry experts and leading international businesses right on our doorstep.

Guest speakers often visit the EU Munich campus to share their expertise, from Grammy winners to successful entrepreneurs. You are also connected to Munich's local and international business world through industrial visits to companies such as BMW and Germany's largest daily newspaper, Süddeutsche Zeitung. These industrial visits give you behind-the-scenes access and a privileged look at the organizations. Both opportunities allow you to interact firsthand with industry leaders. Guest speakers have even been known to help students find internships and employment through their extensive network of contacts, providing additional opportunities for keen students.

We  
bring  
business  
to life.

## LEARNING FROM LEADERS:



**Dr. Raghavan  
Seetharaman**  
**CEO of Doha Bank Group**  
helped students gain a comprehensive idea of market dynamics, he has also given lectures on global governance and sustainability.



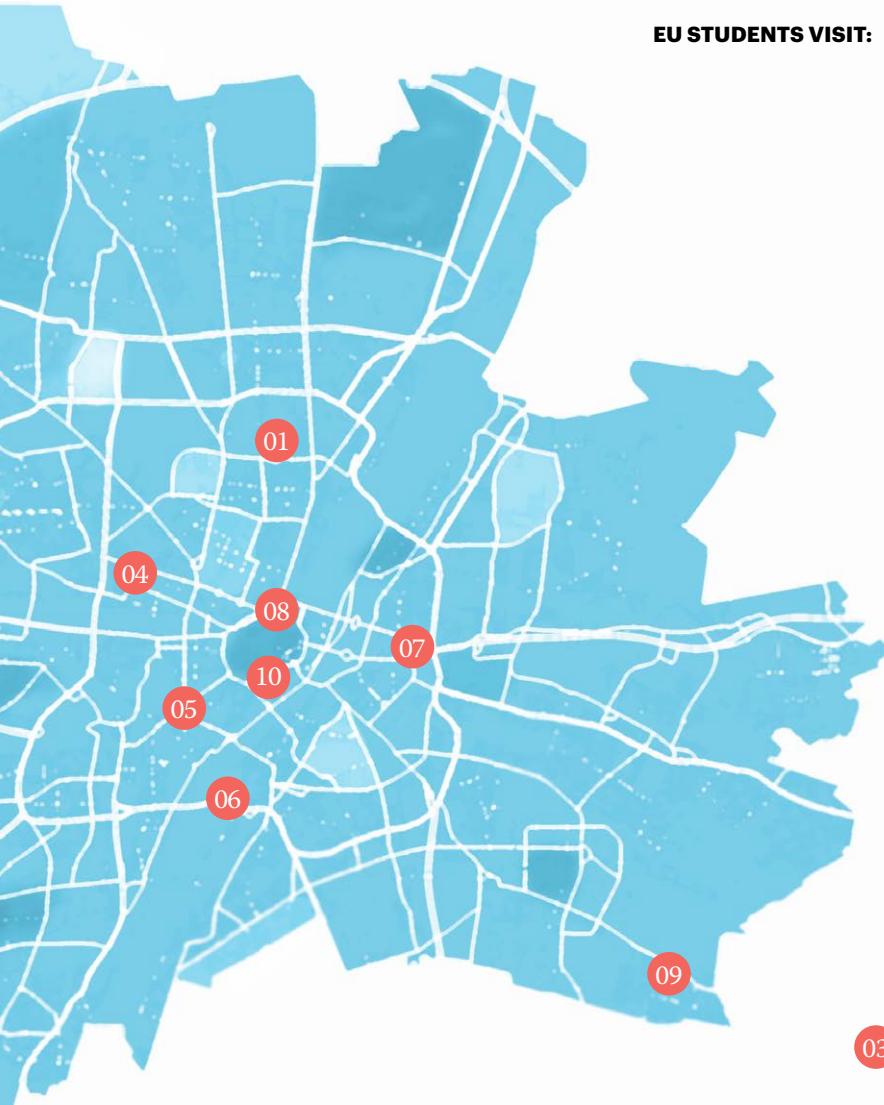
**Yves Leterme**  
**Former Prime Minister of Belgium and Secretary-General of the International Institute for Democracy and Electoral Assistance** told students to be the positive business presence of the future.



**Jean-Claude Biver**  
**President of the LVMH Watch Division and Chairman of Hublot Watches** spoke about innovative thinking and living in paradise everyday by doing what you truly love.



**Alexandre Zeller**  
**Chairman of the Board of Directors at SIX Group (the Swiss stock exchange)** inspired students about their future in business.



01



02



03

LANTENHAMMER

04



05



06



07

SÜDDÄUTSCHE ZEITUNG

08

BAYERISCHE STAATSOPFER

09



10



**Jens Bay**  
**Industry Manager in Media & Entertainment at Google Munich** shared his insights on marketing, life at Google and working with a Grammy award-winning team. He asked: "what keeps you up at night?"



**Simone Dappert**  
**Human Resources Expert and Partner & Founder of Konsultwerk** broke down the essentials of applying for a job in today's highly competitive market; it's more than just what's on your CV.



**Manuel Madunic**  
**Managing Director of KIM Sports Management** used the American football team, the Oregon State Beavers and Liverpool FC as examples for his discussion on sports management.



**Kai Boschmann**  
**Chief Marketing & Communications Officer at International SOS** spoke to students about how to be an effective marketer in today's business sphere.



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## At Home in Munich

Our admissions process is quick and straightforward. You can consult with our admissions department to help guide you through the process.



## How to apply

Applicants are evaluated on the strength of their applications as a whole. Consideration is given to the students' qualities and abilities: leadership potential, academic achievements, performance on standardized tests, extracurricular activities and personal experiences.

### **Step 1: Choose your program**

English Foundation Program  
Business Bridging Program  
BSc (Hons) in International Business  
BA (Hons) in Business Management  
BA (Hons) in Business Management & Marketing  
BA (Hons) in Business Management & Finance  
BA (Hons) in Business Management & Enterprise  
BA (Hons) in Business Management & HRM

### **Step 2: Check the entry requirements**

The admission process at EU Business School is clear and straightforward. You must reach specific academic and English-language requirements before we can make an offer of admission.

For details on the documentation you will need to submit, visit our website.

### **Step 3: Submit your application**

If you are close to completion or have completed one of these options:

- your secondary school examinations
- an International Baccalaureate (IB) diploma

Submit your application online at:

[www.eumunich.com/apply](http://www.eumunich.com/apply)

### **Application deadlines:**

We have several application deadlines throughout the year, please check our website for your program's specific application dates.

For more information on please refer to the EU Munich website: [www.eumunich.com/admissions](http://www.eumunich.com/admissions)

# Visas

Before arriving in Germany, it is essential to know your visa requirements as you might need a visa to enter, travel and study here. There may be many requirements to fulfill depending on your country of origin and it may take up to three months after submission to receive an answer, with no possibility to expedite the process. There's no shortage of students applying for visas, so it is vital to book your appointment well in advance.

## You will not need a visa if you are:

- A citizen of the EU/EEA/EFTA countries.
- A partner or child of an EU/EEA/EFTA citizen, but only if you are traveling together.
- A holder of a diplomatic or special passport from Chad, Ghana, Philippines, Thailand or Turkey.
- A holder of a diplomatic passport from Albania, Algeria, Bosnia and Herzegovina, Georgia, India, Jamaica, Kenya, Macedonia, Malawi, Moldova, Montenegro, Morocco, Namibia, Pakistan, Peru, Russian Federation, Serbia, South Africa, Tunisia, Ukraine or U.A.E.

If the above condition does not apply to you, you will need a visa before arriving in Germany. You can apply at the German Embassy or Consulate General in your home country. The visa provided is usually temporary and only valid for three months, within which time period you will be required to obtain a residence permit once in Germany.

## You can apply for a student visa once in Germany if you are:

- A citizen of U.S.A., Canada, South Korea, Australia, Israel, Japan or New Zealand.



## Required documents:

- Two completed visa application forms in German with all required photos and signatures.
- Proof of health insurance.
- Proof that you have sufficient funds to support yourself while living in Germany.
- Passport, valid three months beyond the end of your studies and three photocopies.
- Motivation letter and CV.
- Evidence of previous academic performance/degree certificates.
- Final acceptance documents from EU Business School Munich and three photocopies.
- English level certificate (IELTS/ TOEFL/CAE).

It is highly recommended to complete all documents accurately and provide translations for all documents that are in any language other than German.

Please bear in mind that the requirements for obtaining visas may change, therefore, we recommend that you contact your local German Embassy or Consulate General to ensure you have the most up-to-date list of requirements.

## Please note:

Each visa application is reviewed individually, therefore the requested documents may vary. Each embassy reserves the right to ask for additional documents at any time. The submission of the above documents does not guarantee the issue of a visa. Submission of an incomplete set of documents will lead to a refusal of your visa application. Once a visa has been issued, the purpose of the trip may not be altered. There is no such thing as an urgent or express visa.

For more information please refer to the EU Munich website: [www.eumunich.com/admissions](http://www.eumunich.com/admissions)

# Living in Munich

As one of the fastest growing cities in Europe and a magnet for thousands of jobseekers and people pursuing further education, accommodation in Munich is highly sought after. Therefore, we encourage all new students to begin their housing search while waiting for their final enrollment documents.

We believe that a comfortable and inspirational living environment is an important part of any educational experience. This section gives you an overview of the accommodation options available to you. Along with the support of EU's Accommodation Office, you will be able to find the perfect place to call home in no time.

**Let's begin with a quiz to find the best accommodation to fit your needs:**

**Do you like to socialize?**

A	24/7
B	Not really
C	Only on the weekends

**You want to live near...**

A	Other students
B	The EU campus
C	Marienplatz

**What is your budget?**

A	Flexible
B	Money is not a problem
C	The cheaper the better

**Are you a risk taker?**

A	Not at all
B	I like calculated risks
C	Risky is my business

**Do you speak German?**

A	Nein
B	A little bit
C	I was born to speak German



I love EU's international community; studying here makes my network broader and the world smaller.

Nathasya Octaviane  
BA student

## Answers

Mostly As: student dorms

Mostly Bs: private apartments

Mostly Cs: apartment sharing



### **Student dorms**

Living in student dorms provides for a culturally diverse experience, it allows you to meet new people and gives you a structured living environment. A studio in a student dorm is one of the most sought after accommodation options for international students in Munich. This type of accommodation is welcoming and ensures you always have someone to talk to.

EU Munich has secured a limited number of student dorm placements with our residential partners. The dorms are located in different districts, each easily within reach of the EU campus via a direct line of public transport. Aside from this, there are also many privately run student dorms in Munich that offer exceptional service.

If you are planning to arrive at the beginning of the fall semester (October), we recommend that you send your accommodation application to a wide range of residences at least three months prior to your expected arrival date, as thousands of German and international students arrive in Munich during fall to commence their studies.

Apply for a place in our partner residences immediately after enrollment by contacting our accommodation officer. Placements are limited.

### **Private apartments**

Having your own apartment is something that will appeal to you if you enjoy the quiet, like to be alone and don't want to compromise on personal space. You can choose to get an apartment anywhere in the city without limiting yourself to student dorm availability or location. This type of accommodation is for independent people.

For more information about how to find your own flat, please contact our accommodation officer.

### **Apartment sharing**

Sharing an apartment is a popular concept in Germany and a lot cheaper than living on your own. Shared housing is a flexible option and with international roommates, you will be able to learn other languages in no time but you must be willing to compromise.

If you are interested in this option, we highly recommend you arrive in Munich before you begin your studies, in order to meet potential housemates and landlords personally. For more information about how to find a shared apartment, please contact our accommodation officer.

### **Planning your budget**

When you're studying, it's very important to have a budget. You will need to have an idea of what you are able to spend on rent, travel and leisure. You should plan for a monthly living expenditure of about €1,200. For accommodation expenses, you should budget around €500-700 per month to live in student dorms, €900 and up to live alone and €700-800 for shared accommodation. The remainder will be for basic necessities and leisure.

For more information on student dorms, private apartments and apartment sharing please email our accommodation officer at:  
[accommodation@eumunich.com](mailto:accommodation@eumunich.com)

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Meal at an inexpensive restaurant	€7-€12
One liter of milk	€0.80
Cappuccino	€3.50
½ liter of domestic beer on tap	€4.50
Cinema ticket	€11

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A Network for Life

**Thomas Ruschke**  
Client Partner &  
Global Brand Lead,  
Facebook Ireland  
Class of 2012



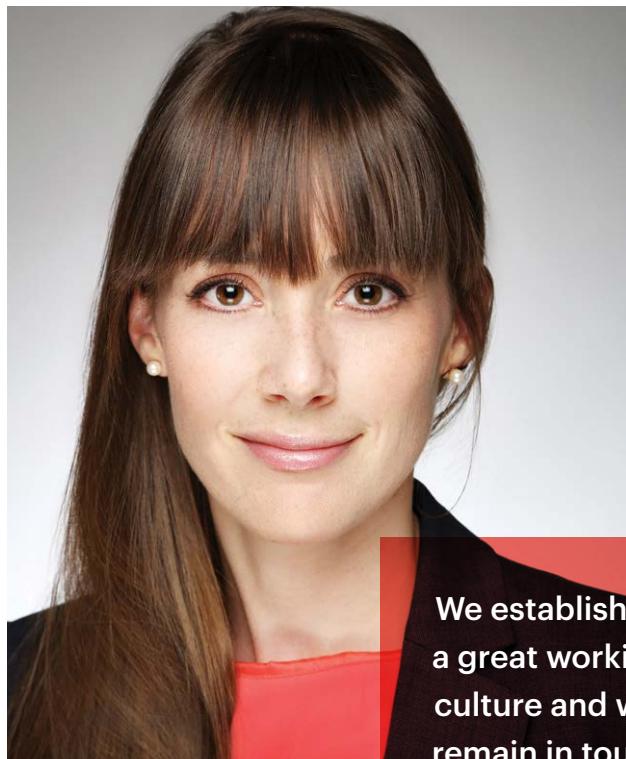
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## A Network for Life

Join a network of more than 26,000 with the EU Alumni Association.

## Life after your studies

The EU Alumni Association brings together alumni from top cities all across the world. The association holds regular networking events, webinars, presentations, talks and seminars designed to further promote connections between alumni, such as “How To Survive a Zombie Apocalypse in Your Company”. These initiatives are specially designed to support active and engaged members of the international business community.



We established  
a great working  
culture and will  
remain in touch  
for many years  
to come.

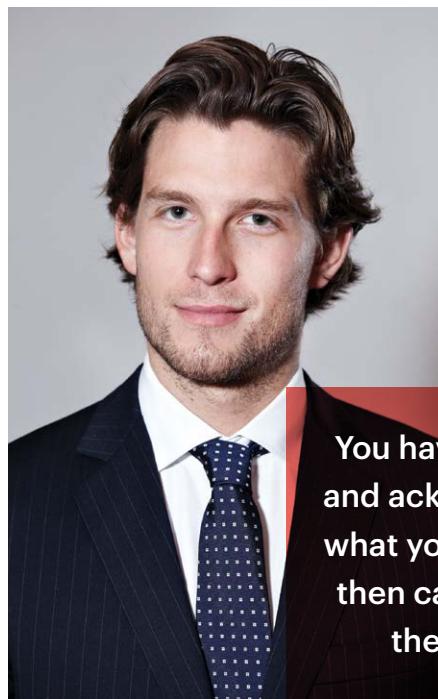
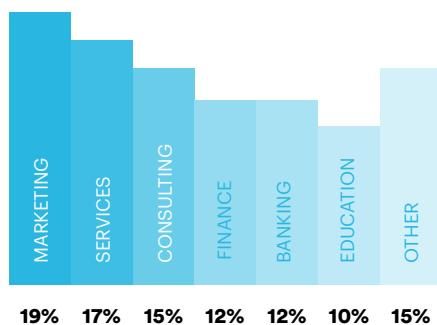
Lena Woodward  
Community Specialist,  
World Economic Forum  
Class of 2015

### Alumni Hub

The online platform created by the EU Alumni Association gives access to information regarding workshops, networking events and career development opportunities. Members use the Hub to share news about their achievements, connect with old classmates, post upcoming events, offer career opportunities and mentor others, sharing their expertise and inspiring the next generation of business leaders.

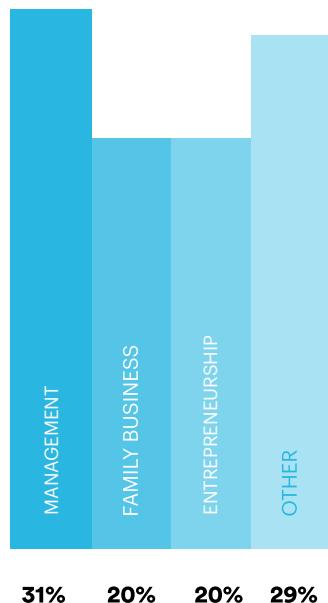
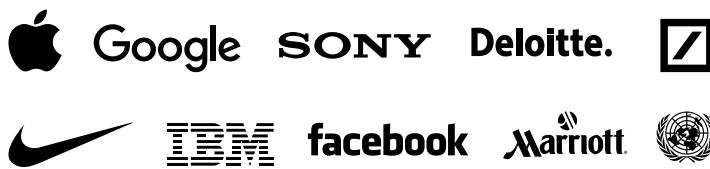
New graduates benefit from having the solid base of professional contacts the alumni network provides. The network is full of established professionals who share similar ideologies and can provide support for business ventures or mentorships. Keeping in touch after graduation provides important professional contacts, as alumni Julian Marquardt Baladurage and Danielle Prieto can attest to. After graduating from EU, Prieto joined Baladurage's technological solutions company, MBJ Integrated Technologies, and they now enjoy an excellent working relationship.

For more information please  
email: [alumni@eumunich.com](mailto:alumni@eumunich.com)

**ALUMNI LINKEDIN GROUP MEMBERS****3,300+****ALUMNI NETWORK MEMBERS****26,000+****SECTOR**

You have to love  
and acknowledge  
what you do; only  
then can you be  
the best.

Herbert Petz  
Investment Consultant,  
CBRE  
Class of 2010

**LINKEDIN SUBGROUPS****17****GRADUATES GO ON TO****ACTIVE USERS ON THE  
EU ALUMNI HUB****1,000+ 100+****ALUMNI  
NATIONALITIES****OUR ALUMNI WORK AT**



On EU campuses,  
students from all over  
the world join together  
to create a new  
global community  
that speaks the  
same international  
language:  
**Business**  
*#ExperienceEU*



## Munich

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80339 Munich, Germany  
T +49 89 5502 9595  
F +49 89 5502 9504  
[info.muc@eumunich.com](mailto:info.muc@eumunich.com)

## Other campuses in:

### Geneva

Quai du Seujet 18  
1201 Geneva, Switzerland  
T +41 22 779 26 71  
F +41 22 779 26 73  
[info.gva@euruni.edu](mailto:info.gva@euruni.edu)

### Barcelona

Ganduxer 70  
08021 Barcelona, Spain  
T +34 93 201 81 71  
F +34 93 201 79 35  
[info.bcn@euruni.edu](mailto:info.bcn@euruni.edu)

### Montreux

Villa Ormond  
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1815 Clarens-Montreux,  
Switzerland  
T +41 21 964 84 64  
F +41 21 964 84 68  
[info.mtx@euruni.edu](mailto:info.mtx@euruni.edu)

### Online

T +34 93 201 81 71  
[onlinecampus@euruni.edu](mailto:onlinecampus@euruni.edu)

## Programs in:

Moscow & Rostov-on-Don (Russia) | Almaty, Astana & Aktobe (Kazakhstan) | Taipei (Taiwan) | Hong Kong, Shenzhen, Shanghai & Beijing (China) | Kuala Lumpur & Kota Kinabalu (Malaysia)

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