

FOR IMMEDIATE RELEASE

June 4, 2018

EU BUSINESS SCHOOL EXTENDS PARTNERSHIP WITH UCAM TO OFFER MASTER'S PROGRAMS ON ITS SWISS CAMPUSES

- **EU Business School (EU) and Universidad Católica de Murcia (UCAM) have extended their successful partnership to offer seven state-recognized master's programs in Switzerland.**
- **UCAM will also accredit EU's outstanding MBA programs with 11 different majors on its Swiss campuses.**

EU Business School (EU) is proud to announce that it will offer seven state-recognized master's programs from the Universidad Católica de Murcia (UCAM) at its campuses in Geneva and Montreux from October 2019.

Students at EU's two Swiss campuses will be able to pursue one-year, three-term master's programs in the following disciplines: management, marketing, finance, tourism & hospitality management, innovation & entrepreneurship, digital business and fashion & luxury industry business.

In addition, UCAM will accredit EU's MBA programs in Switzerland with majors in international business, communication & public relations, international marketing, global banking & finance, leisure & tourism management, entrepreneurship, leadership, e-business, sports management, human resources management and design management.

The agreement extends the partnership between EU and UCAM, which was forged in 2016. UCAM, which also partners leading US colleges and universities such as UC Berkeley and Stanford, already provides accreditation to the master's and MBA programs offered by EU at its Barcelona campus.

Mr. Carl Craen, vice president and managing director of EU Business School, said *"EU is going from strength to strength and we're delighted to offer our master's programs to even more students. Our programs enable students to hone specialized skills in a specific area of business, developing the adaptive mindset essential for today's globalized business world."*

"Students at our Geneva and Montreux campuses also benefit from Switzerland's world-class commercial atmosphere, the perfect place to learn the skills which will help them shape the future of business."

This sentiment was shared by Dr. Pablo Blesa, vice rector of international relations and communication at UCAM. He said, *“the partnership with EU Business School has already realized huge benefits for our university and we’re delighted to extend UCAM’s international profile into Switzerland, which is famous the world over for the quality of its higher education provision. We can’t wait to see the results of this expansion.”*

The agreement is further good news for EU Business School, a multi-campus business school which celebrates its 45th anniversary this year. In March EU’s MBA and Executive MBA were ranked Tier One by the respected CEO Magazine, which also named the school’s Online MBA the best in the world for the fourth year in a row. In addition, EU has signed a partnership with Moscow International University, widening a global network which also includes Pace University in New York, Stamford International University in Thailand and Tecnológico de Monterrey (ITESM) in Mexico

-
About EU: EU Business School (EU) is an international, triple-accredited, multicampus business school established in 1973. In addition to small classes offered in English by expert faculty, EU students enjoy an international environment. EU is ranked amongst the top business schools in Europe and has also had the honor of being recognized by the Academy of Business in Society (ABIS) for its consistent dedication to corporate social responsibility. Students may also benefit from the many partnerships that EU has with international universities such as the University of Roehampton in London, the University of Derby in the U.K., and the Universidad Católica de Murcia in Spain.

For more information about EU, contact the communications department at +34 93 201 81 71 or communications@euruni.edu or visit www.euruni.edu