

# **Barcelona** Master's Programs

Academic Year 23-24



**#StartHere**

# About Us

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

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals.

Our pragmatic and experiential approach, which includes case studies, business simulations, company visits, conferences with world-renowned leaders as well as a dedicated Business Immersion Week, ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provides networking opportunities around the globe. Intercampus and global exchange

programs further enhance our students' international experience.

Our master's programs are the perfect choice for you if you are looking for an international, flexible and personalized business education.

We invite you to read through the information provided here, and contact our admissions staff at [admission.bcn@euruni.edu](mailto:admission.bcn@euruni.edu) with any questions you might have.

## EU BUSINESS SCHOOL BARCELONA

### PROFESSIONAL ACCREDITATIONS



### VALIDATING & ACCREDITING PARTNERS

#### RANKINGS

#1



EU's Online MBA ranked #1 worldwide by CEO magazine

#1



EU's MBA program ranked #1 globally for class and faculty diversity by QS

#2



EU's MBA ranked #2 in Spain by Forbes

\*\*\*\*  
4



Awarded four stars for overall excellence in business education by QS Stars

#20



Ranked #20 worldwide by América Economía in its global MBA rankings

#24



EU's Online MBA ranked #24 in the world by QS Top MBA

Top 50



Ranked in the Top 50 of the QS European MBA Rankings



## Barcelona: Culture and Business on the Mediterranean Sea

A major economic power in Spain, Barcelona prides itself on a collection of innovative entrepreneurs and growing business industries. With a very reasonable cost of living and endless opportunities to play sports and socialize, Barcelona is the perfect location for your international business education.

### TOP REASONS TO STUDY AT EU

**International:** Our student body comprises more than 100 nationalities, with 98% of students speaking two or more languages.

**Small class sizes:** Greater interaction between students and faculty guarantees heightened academic achievement.

**All classes taught in English:** Including assignments, lectures, exams and the final business plan.

**Experiential learning:** The case study method and a pragmatic approach are two of our most effective tools.

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

**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 the most valuable brand they can market: themselves.

With the city and beach at its doorstep and many flourishing businesses, Barcelona has rapidly become a center for young, creative talent, with hundreds of startups and entrepreneurs embarking on business ventures here. Home to FC Barcelona and the works of acclaimed artists Salvador Dalí and Antoni Gaudí, the city has made a name for itself as the cosmopolitan capital of the Mediterranean coast.

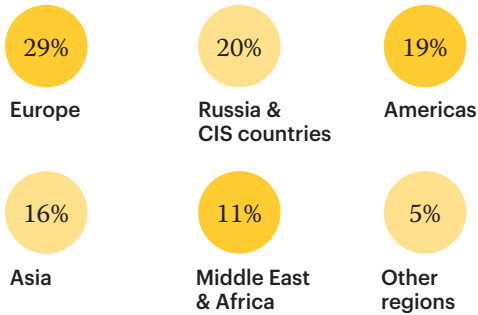
A global city with a local identity, Spanish and Catalan influences can be seen at every turn. While the city celebrates its traditional ties, it also welcomes new ideas with open arms. Barcelona is one of the world's most popular conference cities, hosting renowned events such as the MWC (Mobile World Congress), which attracts exhibitors from more than 200 countries.

While your courses will require a great deal of dedication, you should take time to explore this wonderful city. We encourage you to take advantage of the numerous resources available locally and on our social media pages, to familiarize yourself with Barcelona. We're sure you will feel at home in no time at all. The EU Barcelona experience will immerse you in this vibrant, innovative city, renowned for its dedication to technology and entrepreneurship.

# Our Numbers Talk

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

## STUDENTS BY REGION



**20%** OF OUR STUDENTS BECOME ENTREPRENEURS

**93%** ACCEPTED A JOB OFFER WITHIN SIX MONTHS OF GRADUATION

## FEMALE TO MALE RATIO

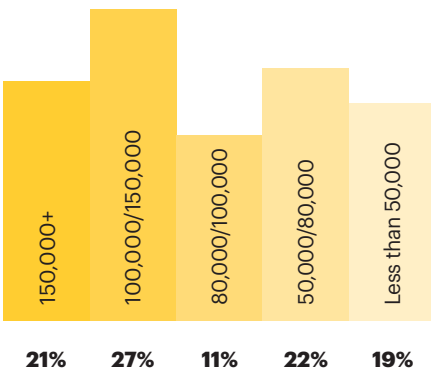


**95%** INTERNATIONAL STUDENTS

**3.5** AVERAGE LANGUAGES SPOKEN

**21-35** MASTER'S STUDENT AGE RANGE

## SALARY AFTER GRADUATION (IN EUROS)



**37%** OF STUDENTS TAKE ADVANTAGE OF OUR TRANSFER OPPORTUNITIES

## WORK PLACEMENT BY REGION

Europe 32%	Asia 15%
Americas 18%	Middle East & Africa 14%
Russia & CIS countries 17%	Other regions 4%



# Master's Programs

The master's programs at EU Business School (EU) in Barcelona are three-term, one-year full-time programs (60 ECTS) taught exclusively in English. With start dates in October, January and March, they are designed to prepare you for a specialized area of business while providing a balanced understanding of fundamental concepts.

As a master's student at EU Barcelona, you will develop your business personality and hone your management skills through lectures, company visits, guest speaker sessions, conferences, seminars, individual assignments, group projects and business simulations. In small class sizes, our highly qualified faculty of academics and business professionals will share real-world experiences to provide privileged insights into the specialization of your choice. You will discuss topics integral to the modern business world and develop an innovative mindset to shape the future of business. You will complete a final business plan, a multifaceted assignment that is a culmination of your study experience.

With the successful completion of one of these nine programs, you will earn a university master's degree (*título propio*) awarded by Universidad Católica San Antonio de Murcia (UCAM), Spain, as well as a master's degree from EU Business School Switzerland which is internationally accredited by ACBSP, IACBE, IQA and certified by eduQua.



## Master in Management

### Students completing this master's pursue careers in:

- Corporate leadership
- Division/Business unit management
- Strategic management
- Strategic planning

Rapid political, economic, social and technological changes are taking place across the world. In order to cope with and actively shape these complex changes, new leadership is required. This program explores the realities of being a leader in the 21<sup>st</sup> century, from making strategic decisions, managing people and negotiating effectively, to operational and marketing management. Focusing on the development of critical thinking and executive skills, this master's will give you the tools to be an effective leader and to adapt to future changes in business.

A sample of the program courses:

- Managing in a New Era
- Strategic Planning & Business Development
- Managing Corporate Growth & Innovation

## Master in Marketing

### Students completing this master's pursue careers in:

- Marketing management
- Brand management
- Marketing research
- Digital marketing

Markets are ever-changing with increasingly sophisticated consumers. Now more than ever, companies require innovative, qualified marketing experts to implement creative changes. From effective use of social media marketing to understanding your target audience, this program explores modern marketing methods and theories from various perspectives, giving you an insight into how marketing decisions relate to the analytical, strategic and operational areas of a business.

A sample of the program courses:

- Strategic Marketing
- Marketing for International Businesses
- Data-driven Marketing: The Power of Analytics

## Master in Finance

### Students completing this master's pursue careers in:

- Asset management
- Financial analysis
- Investment banking
- Fintech

New financial paradigms are emerging. With shifts in regulations and ethical thinking, the ability to understand and decipher the complex world of finance is a quality that is more important than ever before. As an applied branch of economics, this program explores challenging technical theory and a wide range of topics, including asset pricing, portfolio management, derivative securities and blockchain fundamentals. From its foundations to the future of finance, you will gain a balanced understanding of one of the most crucial aspects of business.

A sample of the program courses:

- Corporate Investment & Financial Policy
- Securities, Markets & Blockchain
- Mergers, Buy-Outs & Corporate Restructuring



**Jim Hagemann Snabe, chairman of Siemens**, gives an in-depth presentation to students.

## Career Services

From career counseling and mentoring to advice on personal branding and networking, EU's career services department is on hand to provide one-to-one careers coaching and access to a network of over 30,000+ alumni. In addition, the annual EU Talent Day and global alumni events are held to give students a platform on which to build strong business connections.

**Start dates:**  
October/January/March

**Duration:**  
One year (three terms)

**Tuition fee per term:**  
€5,200

### Master in Tourism & Hospitality Management

**Students completing this master's pursue careers in:**

- Hospitality management
- Event management
- Conference management
- Digital tourism

An increasingly globalized world has led tourism to become the fastest growing industry in business today. Modern companies require academically qualified, visionary leaders to create new business models and understand changes in technology and consumer trends. Focusing on the development of executive skills and strategic aptitudes, this program explores the theories, practices and frameworks that make up the tourism and hospitality fields, while developing understanding of international and intercultural management needs.

A sample of the program courses:

- Digital Business in Tourism
- Innovation in the Tourism Industry
- Hospitality Management

### Master in Innovation & Entrepreneurship

**Students completing this master's pursue careers in:**

- Entrepreneurship & new venture creation
- New product development
- Innovation management

In an ever-changing business landscape shaped by increasingly competitive markets, the entrepreneurial mindset is crucial for creative changes and growth. This program explores the main components of innovation and new venture creation and provides an insight into entrepreneurial endeavor and the conditions within which it can be cultivated effectively. Focusing on the development of creative thinking and executive skills, you will discover entrepreneurial challenges and solutions, while taking the opportunity to evaluate and conceptualize business models.

A sample of the program courses:

- The Entrepreneurial Cycle: Idea to Business
- Creativity & Innovation
- Corporate Identity & Intellectual Property

### Master in Digital Business

**Students completing this master's pursue careers in:**

- Digital management
- Digital commerce
- Change management

Digital transformation is no longer a future paradigm, but a key reality. The business world is becoming digitalized at an astounding pace and companies actively seek digital visionaries to leverage their expertise and insight into any corporation that seeks to stay competitive. This program explores the theoretical and practical foundations, implementation and business models that make up digital business and delivers all key competencies required in the corporate world today.

A sample of the program courses:

- Digital Business Ecosystems
- Digital Marketing Strategies & Social Media
- Digital Business Design & E-Reputation Management

# Admission Requirements

## SOME OF THE COMPANIES WHERE OUR ALUMNI WORK:



Google



facebook



1 certified copy of bachelor's degree and transcripts

Proof of English level: TOEFL score 89 (internet-based), 233 (computer-based); IELTS 6.5; CAE C1 with a minimum score of 176; or equivalent; or English native

1 copy of your CV/résumé

2 letters of recommendation

1 written or video essay

### Applicants must also meet one of the following:

A GPA of 3.0 on a 4.0 scale

A satisfactory score on the GMAT or GRE

An interview with the academic dean

Visit [euruni.edu](http://euruni.edu) for a list of additional supporting documents or contact our admissions department at [admission.bcn@euruni.edu](mailto:admission.bcn@euruni.edu)

## Master in Fashion & Luxury Business

### Students completing this master's pursue careers in:

- Fashion & luxury brand management
- Advertising & communication
- Luxury retail

The fashion and luxury industry has played an important role in society for centuries. Focusing on business management skills and consumer attitudes toward luxury products with an emphasis on design and creativity, this program prepares you for the projection of a brand. With elements such as advertisement strategy, communication skills and innovative thinking, you are given an in-depth insight into how to effectively manage and position a unique brand.

A sample of the program courses:

- The Luxury Experience
- International Luxury Brand Management
- Luxury & Fashion Business Management

## Master in Digital Marketing, Transformation & Design Thinking

### Students completing this master's pursue careers in:

- Digital business transformation
- Digital marketing
- Search engine optimization
- Design strategy

The digital transformation of business is accelerating, and customers are increasingly empowered and selective. This program will give you the skills needed to design effective digital marketing campaigns, apply strategic approaches to digital transformation and re-design and re-imagine businesses and products through new technologies. You will also learn to understand consumer motivation and the fundamentals behind search engine algorithms. They will also develop innovative ideas using design thinking among other ideation techniques.

A sample of the program courses:

- Digital Marketing Strategies & Social Media
- Analytics, Metrics & UX
- Tech & Future Trends

## Master in Business Analytics & Data Science

### Students completing this master's pursue careers in:

- Data analytics
- Business analysis consultancy
- Operations analysis
- Data science

Technology advances have dramatically changed the way businesses function. Expertise in business analytics and data science is essential to leverage technology for optimal results. Applying a hands-on approach, this program gives you a comprehensive foundation in data science, using leading software, tools and applications. You will gain practical experience with advanced web-based applications and toolsets, understand how to use data as a strategic resource and learn to apply data management skills to a business setting in order to effectively implement data-driven solutions.

A sample of the program courses:

- Unlocking the Power of Big Data
- Data Visualization & Communication
- From Data to KPI

