

ONE UNIVERSITY, ONE NETWORK



european university

CENTER FOR MANAGEMENT STUDIES



UNDERGRADUATE PROGRAMS
Course Descriptions

www.euruni.edu





FACTS



- Leader in undergraduate business education since 1973
- Dual accreditation with ACBSP and IACBE
- Small, student-oriented classes
- All courses taught in English
- Bachelor (BBA) and Master (MBA) programs in Europe and Asia
- Student body made up of more than 100 nationalities
- Outstanding faculty from more than 30 countries
- Student to faculty ratio 9:1
- Continuous evaluation and personalized approach
- Dynamic, practical case method approach
- 21,000 alumni in more than 120 countries
- Multicultural and multilingual environment
- Exchange programs with universities around the world
- Lifelong network
- Innovative and entrepreneurial focus
- Transfer opportunities across a global campus network
- Excellent employment record



Andreas Rist
from Germany / EU Student

“Outstanding faculty, case study method, small classes and personal approach are the reasons why I chose EU.”



TABLE OF CONTENTS



Core Courses

First year – first semester	4
First year – second semester	5
Second year – third semester	6
Second year – fourth semester	6
Third year – fifth semester	7
Third year – sixth semester	8

BBA - Bachelor of Business Administration

Second year – third semester	9
Second year – fourth semester	9
Third year – fifth semester	9
Third year – sixth semester	10

BA - Bachelor of Arts in Communication & Public Relations

Second year – third semester	11
Second year – fourth semester	11
Third year – fifth semester	12
Third year – sixth semester	12

BA - Bachelor of Arts in Leisure & Tourism Management

Second year – third semester	13
Second year – fourth semester	13
Third year – fifth semester	14
Third year – sixth semester	14

BA - Bachelor of Arts in International Relations

Second year – third semester	16
Second year – fourth semester	16
Third year – fifth semester	16
Third year – sixth semester	17

BA - Bachelor of Arts in Sports Management

Second year – third semester	18
Second year – fourth semester	18
Third year – fifth semester	19
Third year – sixth semester	19

BS - Bachelor of Science in Business Finance

Second year – third semester	20
Second year – fourth semester	20
Third year – fifth semester	21
Third year – sixth semester	21



CH – Credit Hours

ECTS – European Credit Transfer System

CORE COURSES



CORE COURSES - FIRST YEAR - SEMESTER 1

BCO111 - Foundations of Business Management (3CH/4ECTS)

This course is designed to introduce the principles of Business Management within a modern organizational environment. Students will be introduced to and explore major management theories and critically examine the various management functions, including decision-making & planning, organizing, human resource management, leading and controlling. Students are introduced to the case study method.

BCO112 - Marketing Management (3CH/4ECTS)

This course offers the study of Marketing at a glance. Through fundamental concepts and the application of such concepts in a practical project, students will be equipped to understand what Marketing is for and what factors intervene in the decision-making of this functional area.

BCO113 - Writing Communication Skills (3CH/4ECTS)

The focus of this course is communication in the business world. The course aims to develop communication skills needed by those preparing for a business or management position. The course will deal with the theory of business communication while at the same time providing practical examples and assignments to improve the effectiveness of written communication skills.

BCO114 - Accounting I (3CH/4ECTS)

This course is an introduction to the basic accounting concepts: the accounting cycle, basic ledger accounts, the journal, balance sheet, income statement, statement of retained earnings, statement of cash flows, accruals and deferrals, types of inventory, assets and liabilities, valuation of assets, depreciation, intangible assets and stockholders' equity.

BCO115 - Micro Economics (3CH/4ECTS)

At its very core microeconomics is about value. Most textbooks say that microeconomics is about decision making, about making choices. And it is, but decisions and choices center around value. The fundamental problem of economics is scarcity. That is the problem for the individual, the community, the region, the nation or the world. What is scarce? Resources are scarce, so therefore goods and services are scarce. Income is scarce for households, so they must work with a budget. Businesses must also work with a budget. Everyone must deal with the fact that time is scarce.

BCO116 - Elementary Calculus (2CH/3ECTS)

This course focuses on topics of calculus that are relevant to students in the managerial and business sciences. Starting with limits, we follow with derivatives and its applications and integration, including more than one variable, differential equations, series and optimization.

BCO117 - IT Software for Business (2CH/3ECTS)

Computer literacy, the ability to use computers to perform a variety of tasks, is becoming fundamental to the learning process. Computer skills are an essential part of college learning and employment for the majority of individuals. This course focuses on the Microsoft Office suite of programs and the use of the internet. Special emphasis is given to MS Excel, given that it is an essential tool for other subjects taught during the degree course.

BCO118 - Environmental Sustainability (2CH/3ECTS)

Environmental issues have undoubtedly climbed up the public agenda. For business, this means that their key stakeholders, customers and employees among others, are hearing the Green message everywhere – and becoming concerned. This course explores the threats to sustainability, what businesses are currently doing to address Green concerns (self-regulation), environmental policies and hurdles to going Green.

Seminars / Industrial Visits (1CH/1ECTS)

CH – Credit Hours

ECTS – European Credit Transfer System

CORE COURSES



CORE COURSES - FIRST YEAR - SEMESTER 2

BCO121 - Ethics in Business (3CH/4ECTS)

This course is concerned with issues related to the social responsibility framework in the workplace. It provides a knowledge and insight that positively contributes to organizational performance and professional success. It prepares students for the social responsibility challenges and opportunities they will face throughout their careers.

BCO122 - Oral Communication Skills (3CH/4ECTS)

The main objective of this course is to enable students to understand, improve and develop their oral communication skills within a business context. The course will concentrate on the fundamental skills of communicating within the workplace as well as communicating on behalf of an organisation in front of others. This will be the basis upon which students develop the skills necessary for business executives. Students will learn to analyse how, when and in which format to send messages and will develop critical analysis in order to enhance oral communication skills.

BCO123 - Accounting II (3CH/4ECTS)

The concepts and financial analysis techniques previously learned in Accounting I will be applied in understanding concepts such as Stockholders' Equity, Retained Earnings, and Cash Flow. We will also study different tools and measures used in Financial Statement Analysis as well as the basic concepts of Budgeting and Cost Accounting Systems used in Management Accounting.

BCO124 - Macro Economics (3CH/4ECTS)

Economics is the study of how people choose to use their limited resources to produce, exchange, and particularly, consume goods and services. Economics then is the study of the decision process involved in choosing the most efficient way to allocate our scarce resources to satisfy our wants to the maximum extent possible. Macroeconomics studies some of the most important issues of our nation – issues affecting every facet of our daily lives – particularly, income, inflation, unemployment, interest rates, and the business cycle. We will also investigate the role of government in determining the economic goals of society.

BCO125 - Business Law (3CH/4ECTS)

This course is designed to introduce students to the main legal issues they may have to deal with as entrepreneurs or business managers, while teaching them about some key concepts in business law. The basis of the course is English law, supplemented with an outline of European Union law and the legal basis of the EU single market. Topics such as contract, company law, and maritime law are covered. The relationship between ethics and the law is a common thread running through the course.

BCO126 - Mathematics of Finance (2CH/3ECTS)

This course enables the student to perform all the analysis and the day-to-day transactions involving time value of money in order to make business investment decisions in an objective manner. The course provides mathematical concepts and procedures required in financial management and analysis.

BCO127 - Applied Management Statistics (2CH/3ECTS)

The aim of this course is to provide students with an introduction to statistics by explaining the techniques used in managerial situations. Subjects covered include statistical inference with regard to means, dispersion and sampling.

BCO128 - Advertising, Media & Branding (2CH/3ECTS)

This course introduces students to the key concepts and practices that underpin successful advertising and brand communications and the selection of appropriate media for these communications. Students develop an understanding of trends, visual thinking, advertising brief development, marketing principles, brand communications, media relations and client/agency relationships.

Seminars / Industrial Visits (1CH/1ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

CORE COURSES



CORE COURSES - SECOND YEAR - SEMESTER 3

BCO211 - Strategic Marketing (3CH/4ECTS)

This course discusses the place of the Marketing Plan in the Overall Business Plan. It focuses on identifying opportunities, product/services positioning, and segmentation in the ever-changing external environment and competitive markets. Special emphasis is placed on the most important marketing and strategic approaches.

BCO212 - Business Finance I (3CH/4ECTS)

This course gives the student an introduction to the basic financial topics to prepare them for more specific learning in further courses. The knowledge acquired in this course prepares the student for the major understanding of the business finances, involving them in the decision-making process about different investment projects and preparing a Business Plan.

BCO213 - Human Resources Management (2CH/3ECTS)

This course focuses on the topics of the management discipline related to human resources. It is designed for undergraduate students in management and business degrees. The course objective is to expose the students to HR related issues that will be useful in their careers. The course presents both the theoretical and practical aspects of HRM in a global perspective. The practical features are studied through cases. It assumes no previous knowledge of human resources but it supposes that students know some basic management principles.

BCO214 - Production Management (2CH/3ECTS)

This course in production and operations management places the emphasis on productivity analysis so as to improve business orientations and create a competitive edge. Inventory control systems, materials requirement planning, manufacturing resource planning, and quality controls are the main issues discussed in this course.

BCO215 - Entrepreneurship & New Venture Creation (2CH/3ECTS)

The course is designed to explore the complexities of starting and developing a small new business and includes the assessment of personal strengths and weaknesses in order to form working teams. Students must explore the opportunities and threats that exist. The course will include: Opportunity analysis; Preparing a feasibility plan; Entrepreneurial management vs Professional management.

BCO216 - Management Information Systems (2CH/3ECTS)

This course focuses on the role of information systems in today's competitive business environment. Students will identify the major management challenges to building and using information systems. They will examine, analyze and compare different systems to support decision-making in organizations.

BCO217 - E-Business (2CH/3ECTS)

This course is designed to be an introduction to e-business. Material presented is selected to increase the student's comprehension of this rapidly changing field. It shall include commonly used and emerging technologies as well as organizational impacts and management implications. A number of specific applications will be reviewed through case studies.

CH – Credit Hours

ECTS – European Credit Transfer System

CORE COURSES



CORE COURSES - SECOND YEAR - SEMESTER 4

BCO221 - Global Economics (3CH/4ECTS)

Over the past 25 years, international transactions have become increasingly important to many world economies. This “internationalization” or “globalization” of world economies has occurred on all fronts - in the private and public sectors, in input and output markets, in businesses and in households. What was once uncommon is now common. Products produced elsewhere are now everywhere. Financial capital flows smoothly from one country to another. As such, all economies, regardless of their size, depend to some extent on other economies and are affected by events outside of their borders. Thus, an understanding of Global Economics is vital so that intelligent decisions concerning international issues, and how it might affect the domestic economy, can be taken.

BCO222 - Business Finance II (3CH/4ECTS)

This course leads the student to go in-depth with the financial issues in markets, companies and management. The major ingredients are efficiency, valuation of debt, financial analysis and planning and working capital.

BCO223 - Social Media Marketing (2CH/3ECTS)

In the rapidly evolving 21st century, in the world of search engine marketing, social media plays a leading role. This course explores social media marketing tools, techniques and strategies and examines the best ways to use them to build valuable, lasting relationships with customers. Students will learn how to exploit social media to interact and engage with potential customers and to improve online campaign performance; and how to integrate social media with other components of marketing in an overall marketing plan.

BCO224 - Financial Markets (2CH/3ECTS)

This course introduces the students into different financial markets and products, being able to learn the effects that the financial system has on the economy and bring the students closer to financial management. The course prepares them, as well, to use specific financial tools and knowing the roles of different positions in financial institutions.

BCO225 - Consumer Behavior (2CH/3ECTS)

This course uses the marketing segmentation approach to explain that consumer behavior is a professional endeavor and to link psychological, socio-cultural, and decision-making aspects. It provides students with an understanding of consumer purchasing behavior.

BCO226 - Sales & Purchasing Management (2CH/3ECTS)

This course is aimed to transfer knowledge of sales and purchasing concepts and help students learn how to apply them to solve business problems. Effective management of salespeople and purchasing functions is critical to business success because of high pressures on cost optimization and resource efficiency. The course activities demand active participation and ideas exchange, case discussions and the application of theory to real-life situations. The focus of the course is on Business to Business (B2B) relationships.



CH – Credit Hours

ECTS – European Credit Transfer System

CORE COURSES



CORE COURSES - THIRD YEAR - SEMESTER 5

BCO311 - Global Business (3CH/4ECTS)

This course provides an understanding of the content, issues, contextual factors, administrative mechanisms and organization processes relevant to establishing and maintaining effective global marketing strategy; and to assist students in developing strategic decision-making skills for international market entry development and success.

BCO312 - Financial Statement Analysis (3CH/4ECTS)

In this course students will learn how to interpret the income statement and the balance sheet; how to evaluate company performance according to financial information; how to do a ratio analysis and to prepare financial projections of balance sheets and income statements.

BCO313 - Negotiation (2CH/3ECTS)

One objective for this course is to give students the self-confidence with respect to their negotiation and influence skills. The course helps students develop an analytical understanding of negotiations and the management of conflicts so they can become more effective problem solvers. Differences are the basis for negotiation; without them there is no need for negotiation. The need for negotiation skills arises wherever joint decision-making is necessary. The aim of effective negotiation is to create maximum value in the deal making process. We need to negotiate in our professional and private lives.

BCO314 - Small Business Management (2CH/3ECTS)

The course is designed to explore the complexities of managing and developing a small business. It addresses areas of marketing, finance and labour management specific to SMEs, amongst others. The course aims to give students practical information concerning the SME sector and involves exploring practical implications of self-employment and family run business.

BCO315 - Corporate Finance (2CH/3ECTS)

The course addresses the three main problems of Corporate Finance: how a corporation should invest its funds, how it should finance its investments, and to what extent it should distribute some of its assets to its owners.

BCO316 - Industrial Marketing (2CH/3ECTS)

The course is designed to introduce the key elements of business-to-business marketing, analyzing the differences between industrial and consumer markets, and looking at business buyer behaviour and the different steps in business buying decisions.



CH – Credit Hours

ECTS – European Credit Transfer System

CORE COURSES



CORE COURSES - THIRD YEAR - SEMESTER 6

BCO321 - Strategic Management (3CH/4ECTS)

This course is designed to explore the problems faced by senior management of an organization. After looking at the development of a suitable framework for problem analysis it will then deal with the concept of strategy; Strategic analysis; Relating strategy to the future development of the organization and Implementing strategic plans.

BCO322 - Budgeting & Control (3CH/4ECTS)

In this course students will learn how to develop company budgets from a management perspective, their purpose and interpretation; how to analyze budgeting variances, and the main concepts, tools, and techniques for Budgeting.

BCO323 - Organizational Communication (2CH/3ECTS)

The main objective of this course is to enable students to understand, improve and develop their ability to judge and apply effective strategies in the area of organisational communication. Students will learn to analyse how, when and in which format to send messages and will develop critical analysis in order to enhance their organisational communication. The course will concentrate on the fundamental skills of communicating within the workplace.

BCO324 - Cases in Marketing (2CH/3ECTS)

This course is a complement to the skills and knowledge that students will have already acquired in the area of Marketing. We thoroughly analyze cases that depict different situations in which a wide range of companies find themselves. We identify market opportunities and learn to define Marketing Plans. This course helps students to understand the strategic and tactical process in the Marketing department of businesses.



CH – Credit Hours

ECTS – European Credit Transfer System

BBA - BACHELOR OF BUSINESS ADMINISTRATION



BBA - BACHELOR OF BUSINESS ADMINISTRATION - SECOND YEAR - SEMESTER 3

BBA211 - Cross-Cultural Business Issues (2CH/3ECTS)

This course is designed to explore the complexities of business in culturally diverse circumstances. It will specifically address how cultural diversity can lead to competitive advantage. It will include aspects concerning the company's internal environment, joint ventures and international expansion. It will look at the diversity of gender, social class, ethnicity and language.

BBA212 - Knowledge Management (2CH/3ECTS)

This course explores the importance of knowledge collection, selection and information flows. Students are exposed to an overview of internal communication flows emphasizing the importance of the network model which will subsequently be extended to the incorporation of the principal organizational stakeholders as key players in effective knowledge management.

Seminar/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BBA - BACHELOR OF BUSINESS ADMINISTRATION - SECOND YEAR - SEMESTER 4

BBA221 - Marketing Research (2CH/3ECTS)

This course provides the student with the necessary knowledge and insight into the key marketing research concepts.

BBA222 - Project Management (2CH/3ECTS)

This course introduces the students to Project Management practices, using formal strategies that make the control of the project and the meeting of the objectives easier. The course includes case studies to help understand the strategies, as well as examples of relevant projects that have been unsuccessful from the Project Management point of view.

BBA223 - Service Management (2CH/3ECTS)

The course is designed to explore the complexities of service management with particular emphasis on the strategic issues involved in the service concept, positioning and human resource management. This includes issues such as; managing change, growth and image.

Seminar/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BBA - BACHELOR OF BUSINESS ADMINISTRATION



BBA - BACHELOR OF BUSINESS ADMINISTRATION - THIRD YEAR - SEMESTER 5

BBA311 - Business Logistics (2CH/3ECTS)

This course introduces the student to logistics using a systemic approach. The student must learn how logistics integrate information, materials and financial flows. Students will see day-to-day operational situations, discuss and propose options that must facilitate their understanding of the importance of logistics in relation to competitiveness.

BBA312 - Decision Analysis (2CH/3ECTS)

This course is an introduction to the essential analytical skills needed in the management decision process and will provide students with a basic decision-making framework. In so doing we will introduce the main ideas, concepts, and tools that have been developed by both economics and management sciences. A specific goal is to achieve an understanding of Decision-Making (DM) not merely as a specific 'point in time' but as a dynamic process able to render consequences.

BBA313 - Change Management Today (2CH/3ECTS)

Managing change and its attendant conflicts entails a variety of skills - some conceptual and diagnostic, others strategic, political and interpersonal. Toward this end our work together is aimed at the following objectives: To develop an understanding of the complexity and dynamics of change in complex organizations. The objective here is to identify the different variables (technology, social structure, interpersonal relations, external demands) and their interrelationships that create or impede change; To discuss and evaluate different change techniques; To examine the implications of change for the manager's own behaviour and career; To provide techniques for recognition and response to change opportunities and efforts.

Seminar/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BBA - BACHELOR OF BUSINESS ADMINISTRATION - THIRD YEAR - SEMESTER 6

BBA321 - Cases in Finance (2CH/3ECTS)

The course addresses the examination of case studies to give practical illustrations of financial problems relating to particular parts of an organization or to the organization as a whole. The student will learn how to deal with the problems of a particular part of the organization or the whole one. In any case, the course will show the student to find out the problems, set up the proposals, evaluate them and do their own recommendations.

BBA322 - Leadership & Team Building (2CH/3ECTS)

This course offers integrative knowledge and skills for the manager in his or her role as a leader of a business organization in a global context. The leader needs to connect his organization to the interests of internal and external stakeholders, is responsible for the effective design of the organization and must lead as well as manage organizational change. The role of the leader has special emphasis, as the person who brings life to formal structures, creates culture and motivates people.

BBA323 - Total Quality Management (2CH/3ECTS)

The management of quality is now a key issue for all organizations in all sectors. There is a great need for students of management to become aware of this fact and prepare themselves to deal with issues on quality every day of their future professional life. The aim of this course is to learn tools to assist in the understanding of the Total Quality Management (TQM) process.

BBA324 - Retail Management & Merchandising (2CH/3ECTS)

In this course students will learn about the traditional and non-traditional business approaches and revolutionary changes, and how to integrate conceptual and practical contents associated to retailing and merchandising.

BBA325 - Portfolio Management (2CH/3ECTS)

This course provides a clear framework for understanding, creating and evaluating a portfolio, measuring its performance in the environment of the financial markets. The students will be able to evaluate investment portfolios with different methods and to compare them after obtaining the optimal portfolio, which has maximum return with minimum risk.

Thesis Seminar (1CH/1ECTS)

Final Case: Marketing (3CH/3ECTS)

Final Case: Finance (3 CH/3ECTS)

Thesis (6CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

BA - BACHELOR OF ARTS IN COMMUNICATION & PUBLIC RELATIONS



BA - BACHELOR OF ARTS IN COMMUNICATION AND PUBLIC RELATIONS - SECOND YEAR - SEMESTER 3

BAC211 - Fundamentals of Public Relations (2CH/3ECTS)

This course will introduce students to the field of public relations by examining the role of public relations in society, the principles of public relations and their applications and procedures for planning and implementing public relations campaigns. Theory will serve as the basis for examining and discussing various examples of public relationships.

BAC212 - Interpersonal Communication (2CH/3ECTS)

Effective interpersonal communication is essential to build and maintain productive personal, social, intellectual, and work relationships. This course develops and applies approaches to effective interpersonal communication. Topics include self-concept, perception, language, listening, conversation, self-disclosure, friendship, and conflict management. The student will practice communication skills that develop and maintain relationships occurring in work, social, and non-public settings.

Seminars/Industrial Visits (1CH/1ECTS)

BA - BACHELOR OF ARTS IN COMMUNICATION AND PUBLIC RELATIONS - SECOND YEAR - SEMESTER 4

BAC221 - Public Relations Research (2CH/3ECTS)

This course is focused on how to select and apply appropriate research tools in support of public relations objectives. The course also focus on how to design and conduct preliminary research as well as on how to select and apply data collection techniques. Analysis of the results of a survey research and how to communicate the result in a final report.

BAC222 - Event & Conference Management (2CH/3ECTS)

This course is designed to introduce the students to the events industry within its broader business context and to develop an understanding of the key areas required for planning and managing events. The course will cover different types of events with a special emphasis on conference organization and management.

BAC223 - Public Relations Campaigns (2CH/3ECTS)

This course focuses on the theories, ideas and concepts that are integral to the development of a success public relations campaign from the planning phase to the end desired result. Students will look at real life cases and critically examine the successes, and failures encountered by real organizations. They will learn to think strategically and creatively and will apply their learning by developing proactive and reactive communication plans and campaigns to address a range of issues and objectives that can arise in an organization.

Seminar/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BA - BACHELOR OF ARTS IN COMMUNICATION & PUBLIC RELATIONS



BA - BACHELOR OF ARTS IN COMMUNICATION & PUBLIC RELATIONS - THIRD YEAR - SEMESTER 5

BAC311 - International Public Relations (2CH/3ECTS)

This course addresses the importance of images of nations in international relations. It's about the "hows and wheres" of PR around the world. The course is intended as a pragmatic guide and contains a wealth of information that will accelerate the understanding and ability to execute in the world's major markets.

BAC312 - Intercultural Communication (2CH/3ECTS)

This course combines theory, case studies and exercises to provide students with a foundation for understanding, managing and interacting effectively in multicultural situations. Values, beliefs, expectations, customs and attitudes of various cultural groups are studied and techniques and strategies are discussed to facilitate communication in the global village.

BAC313 - Persuasion & Lobbying (2CH/3ECTS)

This course aims to analyze the theory and practice of persuasive aspects of communication. Course content includes examining the effects media and choice of media has on persuasive messages, the techniques and the structure of persuasion. Practical oral and written experience in ethically persuading others is an integral part of the course.

Seminar/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BA - BACHELOR OF ARTS IN COMMUNICATION & PUBLIC RELATIONS - THIRD YEAR - SEMESTER 6

BAC321 - Cases in Public Relations (2CH/3ECTS)

This course is designed to introduce the principles of how to handle PR cases in our pluralistic society by contributing to mutual understanding among groups and institutions. It will help understanding on how to handle crisis situations and how to achieve institutional goals.

BAC322 - Social, Company and State Protocol (2CH/3ECTS)

Protocol is of vital importance in today's business and social life, two areas not always easily kept apart. This course aims at presenting the main rules governing all sorts of events, from a business meeting to a diplomatic reception. Attention is paid not only to face-to-face encounters, but also to telephone and e-mail protocol. Charitable events are also covered. In order to prepare students for a global management career, an effort is made to compare some of the rules which differ from country to country, as well as their relationship to the underlying business culture.

BAC323 - Mass Media Ethics & Legislation (2CH/3ECTS)

This course provides the student with a clear and concise overview of the law for mass communication which is largely based in court decisions. The mass media has not escaped the flood of litigation. Broadcasters, cable and satellite television providers, newspapers, magazines, wire services, internet providers and advertising agencies are constantly fighting legal battles. Moreover, working journalists and other mass communicators run afoul of the law regularly, facing lawsuits and even jail sentences. To get an understanding of how mass media law work, students are encouraged to examine different cases critically and they'll also receive insight into areas of more in-depth, specialist areas which are the basis of subsequent courses.

BAC324 - Innovative Electronic Communications (2CH/3ECTS)

This course brings light to the bewildering world of communications technology, clarifying the definitions and dispelling the misconceptions. This course looks at the history and impact of these new technologies on current and future business culture and strategies while also calculating the impact on the social architecture as well as trying to predict the future trends and effects of innovative communication.

BAC325 - Media Planning (2 CH/3ECTS)

In today's world media is fractured. With so many media choices, it is often difficult to attract a substantial audience for any one vehicle. Not only are viewers' media choices more diverse, but the audience is more diverse as well. The media landscape is definitely changing, with "new media" such as the Internet –and its many applications- leading the media evolution.

Thesis Seminar (1CH/1ECTS)

Final Case: Marketing (3CH/3ECTS)

Final Case: Communication & Public Relations (3 CH/3ECTS)

Thesis (6 CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

BA - BACHELOR OF ARTS IN LEISURE & TOURISM MANAGEMENT



BA - BACHELOR OF ARTS IN LEISURE & TOURISM MANAGEMENT - SECOND YEAR - SEMESTER 3

BAT211 - Cross-Cultural Business Issues (2CH/3ECTS)

This course is designed to explore the complexities of business in culturally diverse circumstances. It will specifically address how cultural diversity can lead to competitive advantage. It will include aspects concerning the company's internal environment, joint ventures and international expansion. It will look at the diversity of gender, social class, ethnicity and language.

BAT212 - The Business of Tourism (2CH/3ECTS)

This course provides the student with an overview of the travel and tourism industry and assesses the economic value of the industry. The major components of the industry will be studied through case study and class discussion.

Seminars/Industrial Visits (1CH/1ECTS)

BA - BACHELOR OF ARTS IN LEISURE & TOURISM MANAGEMENT - SECOND YEAR - SEMESTER 4

BAT221 - Service Management (2CH/3ECTS)

Services are a predominant force in our society. The rapid and continuing growth in the service sector is providing marked opportunities for new graduates who, the odds are, will find themselves employed by a service-oriented firm. Good service is not the result of one extraordinary employee who goes out of the way to please a customer; good service should be properly planned and managed.

BAT222 - Event & Conference Management (2CH/3ECTS)

This course focuses on the impact of the events industry on the economy as well as the tools and techniques utilized to successfully organize events. We will examine the direct and indirect economic impact of conferences, event plans and event implementation communications.

BAT223 - Cultural Heritage (2CH/3ECTS)

The main objective of the course is that students have a comprehensive knowledge about cultural heritage, and that they are able to manage it accordingly. The course starts with a historic view of cultural heritage ranging from antiquity to the contemporary World Heritage site nominations. Then, the interfaces it has with national identity, sustainability, education, politics, aesthetics, economy, and, above all, tourism are discussed. The case of European cultural heritage cities is examined in depth as well as other examples, cases and problems with the objective of illustrating these topics. The following stage is about the areas of management of cultural heritage: conservation, restoration, documentation, research, education, and finally, management.

Seminars/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BA - BACHELOR OF ARTS IN LEISURE & TOURISM MANAGEMENT



BA - BACHELOR OF ARTS IN LEISURE & TOURISM MANAGEMENT - THIRD YEAR - SEMESTER 5

BAT311 - Tourism Marketing (2CH/3ECTS)

The course is designed to introduce students to the key issues in Tourism Marketing within a participative environment. The principals and practices of the industry related to the marketing process will be studied and will provides the student with a global overview of a worldwide industry, and a clear strategic vision, through academic lectures, class presentations, discussions, real-life case studies, research projects and team work.

BAT312 - Sustainable Tourism: Policies & Ethics (2CH/3ECTS)

In this course students will be able to link Ethics to Tourism and this to Public Policies through a thorough explanation and view of Sustainability, the most relevant public policy in tourism in the 21st Century. Students will develop an understanding of the definition of the public policies, how they are formed and the institutional framework of the public sector so that students will know the dynamics in this area.

BAT313 - Hospitality Management (2CH/3ECTS)

This course is an introduction to the Hospitality industry. The hospitality industry is an exciting one, which is closely bonded with people and service. The course will cover the different types of accommodation, the restaurant and beverages section, recreation, theme parks and gaming entertainment as different fields of hospitality. On the other hand it will analyse the different functions within the industry, such as human resources, leadership, finance and management.

Seminars/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BA - BACHELOR OF ARTS IN LEISURE & TOURISM MANAGEMENT - THIRD YEAR - SEMESTER 6

BAT321 - Cases in Tourism (2CH/3ECTS)

This course provides the student with a current overview of different travel and tourism issues, through class presentations, discussions and case studies.

BAT322 - International Operations Management (2CH/3ECTS)

This course will serve as a forum for the discussion of tourism policy issues, examination of the role of the tourist, the tourism manager and the host community. Global tourism is a dynamic phenomenon, influenced by global events and tourism demand, therefore the topics covered in this course may change according to current events or issues.

BAT323 - Financial Management in Tourism (2CH/3ECTS)

This course covers all the key areas of financial and accounting management, but it has been specially designed for students of leisure & tourism management. The course focuses on how students will actually use information as managers within the industry.

BAT324 - Quality Management (2CH/3ECTS)

The management of quality is now a key issue for the service & hospitality sector. There is a great need for students to become aware of this fact and prepare themselves to deal with issues on quality every day of their future professional life. The aim of this course is to learn the tools to assist in the understanding of the Quality Management process.

BAT325 - Leisure & Recreational Management (2CH/3ECTS)

Leisure and Recreation has a different meaning for everyone. And that meaning is now more valuable than ever. It is also perceived from different points of view, be it from the individual to the community, the country, the world. Many recent and not so recent world events have had a direct impact on our Leisure time and perspective: September 11th, SARS, climate changes, latest financial crisis, etc. Now more than ever Leisure and recreation form part of someone's success and happiness in life. We will explore that and see how it can be used beneficially.

Thesis Seminar (1CH/1ECTS)

Final Case: Marketing (3CH/3ECTS)

Final Case: Leisure & Tourism (3CH/3ECTS)

Thesis (6CH/6ECTS)

CH – Credit Hours

ECTS – European Credit Transfer System

BA - BACHELOR OF ARTS IN INTERNATIONAL RELATIONS



BAI - BACHELOR OF ARTS IN BACHELOR OF ARTS IN INTERNATIONAL RELATIONS - SECOND YEAR - SEMESTER 3

BAI211 - Cross-Cultural Business Issues (2CH/3ECTS)

This course is designed to explore the complexities of business in culturally diverse circumstances. It will specifically address how cultural diversity can lead to competitive advantage. It will include aspects concerning the company's internal environment, joint ventures and international expansion. It will look at the diversity of gender, social class, ethnicity and language.

BAI212 - International Relations (2CH/3ECTS)

The course will introduce students to the interdisciplinary study of international relations. The course will combine a theoretical approach and practical focus on the contemporary issues of today's world. Students will get an overview of the international system with its main actors as well as issues of the global agenda.

Seminars/Industrial Visits (1CH/1ECTS)

BAI - BACHELOR OF ARTS IN INTERNATIONAL RELATIONS - SECOND YEAR - SEMESTER 4

BAI221- Political Science (2CH/3ECTS)

This course is designed to introduce the main theories and concepts of Political Science from an International Relation perspective. Students will revise the role that power has played in shaping the world order with an especial emphasis on economic relationships. A comparative analysis of the political systems of the main world powers is also included in the course.

BAI222- International Organizations (2CH/3ECTS)

The course will introduce students to international organizations both intergovernmental organizations and non-governmental organizations and their role in today's world. The course will study the great experiment of the League of Nations and the United Nations with its creation, principles, structure, issues and challenges. Students will also get an overview of other organizations and programs of the United Nations system, as well as NATO and the SCO.

BAI223 - Diplomacy & Foreign Policy (2CH/3ECTS)

This course is designed to introduce students to both the theory and practice of foreign policy and diplomacy. It is broadly divided into three methods of analysis; theoretical overview, case study analysis and simulation. Issues explored include foreign policy decision-making, the change nature of diplomacy, bilateral and multilateral diplomacy, summitry and mediation, negotiation and treaties, coercive diplomacy, prevention, crisis management and the use of force. The theoretical core is supplemented by extensive case study analysis of contemporary diplomatic history.

Seminars/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BAI - BACHELOR OF ARTS IN INTERNATIONAL RELATIONS - THIRD YEAR - SEMESTER 5

BAI311 - Global Economic Geography (2CH/3ECTS)

This course takes a look at the distribution of economic activity in the main regions of the world, with a focus on Asia, as well as the theoretical tools to study this distribution from a dynamic perspective. Emphasis is placed on practical knowledge which will be useful in future management careers. Additional topics of interest such as international migrations, international economic institutions, or maritime security are also covered.

BAI312 - Theories of International Relations (2CH/3ECTS)

This course will introduce students to the interdisciplinary study of international relations. Students will get an overview of contemporary international relations theory which helps us understand international relations. In as much as possible, the course will combine a theoretical approach and a practical focus on contemporary issues of today's world.

BAI313 - Conflict Management (2CH/3ECTS)

The main goal of this class is to provide students the tools for understanding and analyzing conflicts in international relations. In order to achieve this goal we will examine the bases, emergence, escalation, de-escalation, and endings of conflicting processes. In particular we will focus on particular cases taken from different latitudes and concerning dissimilar issues. The class will consist in a combination of lectures, lively class discussion, students' presentations, and writing essays.

Seminars/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BA - BACHELOR OF ARTS IN INTERNATIONAL RELATIONS



BAI - BACHELOR OF ARTS IN INTERNATIONAL RELATIONS - THIRD YEAR - SEMESTER 6

BAI321 Cases in International Relations (2CH/3ECTS)

In this course students are presented a number of cases of major importance in contemporary international relations, engaging in thoughtful discussion partly based on independent reading, and they have the chance to engage in supervised individual research, writing an essay in a topic of their choice. The course is meant to complement other, more theoretically-oriented IR courses, and to help students develop their research and writing skills. The knowledge gained is applicable both to the study of the international system and to future global management careers, since managers must be aware of the geopolitical environment they are operating in.

BAI322 - Social, Company and State Protocol (2CH/3ECTS)

Protocol is of vital importance in today's business and social life, two areas not always easily kept apart. This course aims at presenting the main rules governing all sorts of events, from a business meeting to a diplomatic reception. Attention is paid not only to face-to-face encounters, but also to telephone and e-mail protocol. Charitable events are also covered. In order to prepare students for a global management career, an effort is made to compare some of the rules which differ from country to country, as well as their relationship to the underlying business culture.

BAI323 - Development Studies (2CH/3ECTS)

This course addresses some of the major topics on economic development in low and middle income countries. We will study the most influential economic growth theories which are linked to structural change. Particular attention will be put on the role of institutions and geography in economic development. At the same time we will focus on the development experiences that some Asian countries have gone through during the last four decades. This course is oriented to providing a critical understanding of the economic development process.

BAI324 - International Law (2CH/3ECTS)

This course revolves around a Public International Law core, to which an introduction to Conflict of Laws and Comparative Law are added in order to make it more practical and relevant. Starting with the principles of International Law, we follow with topics such as International Economic Institutions and the Law of the Sea. In the latter part of the course we turn our attention to some of the major legal systems of the world and their interaction in cases involving more than one jurisdiction or applicable law. The course is designed for students with no prior legal knowledge and is meant to help them in their future global management careers.

BAI325 - International Peace & Security (2CH/3ECTS)

This course examines the concept of security from a broad perspective, including both conventional and asymmetric threats and areas such as environmental or alimentary security. The narrower concept of defence, and within it military power, is also examined. Security is discussed from a conceptual, as well as historical perspective, and although theoretical approaches are introduced, emphasis is on practical cases. The ethical basis of security and defence policies is an integral part of the course. The subject is meant to complement other IR courses by examining an important aspect of the international system, and is also useful for students interested in a career in the security and defence sector.

Thesis Seminar (1CH/1ECTS)

Final Case: Marketing (3CH/3ECTS)

Final Case: International Relations (3CH/3ECTS)

Thesis (6CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

BA - BACHELOR OF ARTS IN SPORTS MANAGEMENT



BA - BACHELOR OF ARTS IN SPORTS MANAGEMENT - SECOND YEAR - SEMESTER 3

BAS211 - Sports Sociology (2CH/3ECTS)

From the shanty-towns of the poorest developing nations to the big money professional leagues, our societies are inextricably intertwined with sport. The relationship is so deep that sport is a microcosm of our societies. We can learn about economics, politics, prejudice, our need for competition and fitness and many other aspects of our make-up that have been with us since time immemorial. This course is designed to open your eyes to what society can learn from sport and how sport serves society.

BAS212 - Public & Media Relations in Sport (2CH/3ECTS)

This course is designed to provide students with a broad overview and understanding of the basic practices and real-life applications of Public & Media Relations, as well as the tasks, role and responsibilities of the PR professional (focusing on the sports field).

Seminars/Industrial Visits (1CH/1ECTS)

BA - BACHELOR OF ARTS IN SPORTS MANAGEMENT - SECOND YEAR - SEMESTER 4

BAS221 - Sports Psychology (2CH/3ECTS)

This course incorporates basic theory, discussion and 'hands-on' practice to facilitate all-round understanding of the concept of performance enhancement in sport and in life. Drawing on sample cases and personal experiences, students will explore their own mental habits as a means to develop insight into behaviours that influence performance.

BAS222 - Event Management (2CH/3ECTS)

This course provides students with an understanding of the complexity involved in event operations and management. Emphasis is placed on the complex role the various stakeholders play within an event and how to integrate the services provided to them. The course is delivered through a mix of theory, case analysis, written assignments, readings and group and class discussion.

BAS223 - Sports Broadcasting (2CH/3ECTS)

This course is designed to provide students with a broad overview and understanding of the basic practices and real-life applications of sports reporters, as well as the routines and techniques used by sportscasters. On completing this course, participants should be able to understand how to prepare and produce various sports news genres –such as interviews, reports, chronicles, etc.–in all kind of media –print, radio, TV and online. Students will also learn the fundamentals of broadcast journalism.

Seminars/Industrial Visits/Thesis Seminar (1CH/1ECTS)

CH – Credit Hours

ECTS – European Credit Transfer System

BA - BACHELOR OF ARTS IN SPORTS MANAGEMENT



BA - BACHELOR OF ARTS IN SPORTS MANAGEMENT - THIRD YEAR - SEMESTER 5

BAS311 - Sports Nutrition & Health (2CH/3ECTS)

The principal objective of this course is to teach the student to think critically. In addition, the student will learn small group and large group interaction plus gain experience in making comprehensive presentations and evaluation techniques. The scientific basis for sports nutrition emphasizing basic nutritional concepts, energy expenditure during resistance and endurance exercise, the diet during training, the timing and composition of the pre- and post-competition meals, the use of nutrients supplements and ergogenic/ergolytic, and the special needs of various athletic groups is used as a vehicle for teaching critical thinking. The course provides practical information for the competitive athlete and people of all ages wishing to incorporate nutrition into an active, healthy lifestyle.

BAS312 - Sports Marketing (2CH/3ECTS)

This course will provide a current overview of several facets of the sports marketing industry, including: athlete representation/management, marketing of clients and events, industry structure, technology, strategy and broadcasting. It will incorporate and reinforce the skills/concepts that you have learned throughout the year, while increasing your knowledge and perspective on the world of sports marketing.

BAS313 - Legal & Ethical Issues in Sport (2CH/3ECTS)

This course will look at the study of legal and ethical aspects of physical education, sports and recreation and the implications this knowledge has for effective teaching, coaching and athletic training.

Seminars/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BA - BACHELOR OF ARTS IN SPORTS MANAGEMENT - THIRD YEAR - SEMESTER 6

BAS321 - Cases in Sports Management (2CH/3ECTS)

This course focuses on marketing research methods with an emphasis in the business of sport and also on the importance of marketing research as a critical tool for managerial decision-making. It focuses on the practical use of sport marketing research methods in the industry.

BAS322 - Sponsoring & Sports Communications (2CH/3ECTS)

This course is designed to introduce the principles of Sports Sponsorship within a participative and international environment. Students will discover this specific issue of Sponsorship in a practical manner and critically examine the various Sports Sponsorship management issues, including planning, process, sales strategy, activation and evaluation.

BAS323 - International Sports Management (2CH/3ECTS)

This course combines theory, case studies, internet investigation and exercises to provide students with a clear view on the sports hospitality and sports events market on a global scale, with a very practical and interactive approach whereby different sports event organizers and sports hospitality providers are visited to bring the student as close as possible to the sports world.

BAS324 - Sports Career Development (2CH/3ECTS)

This course explores the concepts of professional preparation, professional attitude and professional development as the three important elements for success.

BAS325 - Sports Facility Planning & Management (2CH/3ECTS)

As well as being glamorous with significant economic impact, the sports industry offers interesting career opportunities in management for people with a good, solid academic background in the subject. Organized sports, wherever they take place, need infrastructure, with in turn needs investment from both the public and private sectors. Policy-makers and other interested parties base their decisions on many factors that affect the people they represent. The businesses behind this infrastructure must be well planned and profitable as well as meeting a need in the community. This course is designed to prepare you to be part of this growing and fascinating industry.

Thesis Seminar (1CH/1ECTS)

Final Case: Marketing (3CH/3ECTS)

Final Case: Sports (3CH/3ECTS)

Thesis (6CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

BS - BACHELOR OF SCIENCE IN BUSINESS FINANCE



BS - BACHELOR OF SCIENCE IN BUSINESS FINANCE - SECOND YEAR - SEMESTER 3

BSF211 - Ethics in the Financial World (2CH/3ECTS)

This course introduces students to the important aspects of Ethics in the Financial Corporate world. Students will focus on the significance and importance of ethics to stakeholders. The course examines ethics through the lens of various business disciplines, and considers the impact of organizational culture on ethical practices. The course also explores ethics as a social responsibility, the evolution of ethics as business becomes more international, and how free market and organizational ethics can co-exist.

BSF212 - Real Estate Investment (2CH/3ECTS)

The course is an introduction for investing in Real Estate. It focuses on the goals of property managers and investors. The student is required to learn the different types of real estate investments, and the specific characteristics of that market.

Seminars/Industrial Visits (1CH/1ECTS)

BS - BACHELOR OF SCIENCE IN BUSINESS FINANCE - SECOND YEAR - SEMESTER 4

BSF221 - Marketing for the Financial Services (2CH/3ECTS)

The course is designed to introduce students to the principles and practices of marketing theories addressed to the financial world. The course aims to provide tools for understanding the implications of Marketing concepts addressed to the finance world: instruments & corporations.

BSF222 - Bank & Treasury Management (2CH/3ECTS)

This course is designed to introduce students to the principles of Bank Management and provide them with a general overview of the banking system, instruments and institutions as well as the role of banks in the economy in a participative environment. The course assumes some basic financial and accounting knowledge. Students are introduced to asset and liabilities operations, FSA as well as risk management and other important issues will be treated such as electronic payment products, bank crisis, mergers and acquisitions in the banking sector.

BSF223 - Cash & Credit Management (2CH/3ECTS)

This course distinguishes between Cash Management and Credit Management. With Cash Management students will be able to use the techniques to accelerate the collection of receivables, to control payments and execute an efficient management of cash. With Credit Management, students will learn how to increase sales revenue by extending credit to customers who are deemed a good credit risk, and to minimize the risk of loss from bad debts by restricting or denying credit to customers who are not a good credit risk.

Seminars/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BS - BACHELOR OF SCIENCE IN BUSINESS FINANCE



BS - BACHELOR OF SCIENCE IN BUSINESS FINANCE - THIRD YEAR - SEMESTER 5

BSF311 - Managerial Accounting (2CH/3ECTS)

The course is an introduction into the corporate world and its internal accounting practices. The students will learn the language and concepts used to convey financial information about a business enterprise, from the point of view of the business manager. The course is designed to provide the major accounting concepts and procedures needed for managerial decision making in the business world.

BSF312 - Insurance & Pension Commitments (2CH/3ECTS)

This course provides you with the knowledge of strategic planning in order to maximize the net worth of the investor at the retirement age and create the transition they want on their own terms. The importance of it can be synthesized with the sentence “Everyone retires”. How can you prepare for retirement? The cost of retirement depends on a number of factors: anticipating cost of living, current retirement assets, current retirement savings and investment strategies or expected rates of inflation.

BSF313 - Security Analysis (2CH/3ECTS)

This course provides methods of evaluating a security by attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors. This analysis can affect the security's value, including macroeconomic factors or individually specific factors. The end goal of performing fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security.

Seminars/Industrial Visits/Thesis Seminar (1CH/1ECTS)

BS - BACHELOR OF SCIENCE IN BUSINESS FINANCE - THIRD YEAR - SEMESTER 6

BSF321 - Cases in Finance (2CH/3ECTS)

The course addresses the examination of case studies to give practical illustrations of financial problems relating to corporate finance and wealth management.

BSF322 - Financial Derivatives (2CH/3ECTS)

This course will provide students with concepts, principles and basic understanding of derivative-related financial instruments (Forwards, Futures, Swaps and Options) and their use in investment and Corporate Financial Management.

BSF323 - International Financial Management (2CH/3ECTS)

This course gives the student the required skills to analyze the international environment, not only learning different techniques of how to hedge the currency risks, but also how to take profit on them.

BSF324 - Tax Management (2CH/3ECTS)

The course is an introduction to the basic concepts of taxation starting with the definition of tax terminology needed to interpret and understand the most important tax regulations. The student will be acquainted with three of the most significant types of taxes: Income, Corporate and Value Added Tax. Trusts, Holding Companies and Investment Funds and their taxation will be studied as well as relevant issues such as Transfer Pricing and Tax Treaties. Students are expected to participate interactively in the discussions.

BSF325 - Portfolio Management (2CH/3ECTS)

This course provides a clear framework for understanding, creating and evaluating a portfolio, measuring its performance in the environment of the financial markets. The students will be able to evaluate investment portfolios with different methods and to compare them after obtaining the optimal portfolio, which has maximum return with minimum risk.

Thesis Seminar (1CH/1ECTS)

Final Case: Marketing (3CH/3ECTS)

Final Case: Finance (3CH/3ECTS)

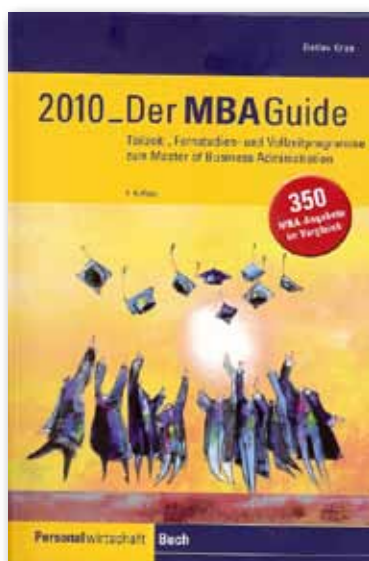
Thesis (6CH/6ECTS)

SOME OF THE COMPANIES THAT EMPLOY OUR STUDENTS



ABB, ACCENTURE, A.T. KEARNEY, ABN AMRO BANK, ADIDAS, AG, ALCATEL-BELL, AMAS BANK, AMERICAN EXPRESS, ANTENA 3, APPLE, AVENTIS PHARMA, BANCO MORA, BANCO SABADELL, BANCO SANTANDER, BANESTO, BANK BRUSSELS LAMBERTBANQUE PRIVEE EDMOND DE ROTHSCHILD, BARCLAYS MERCANTILE LONDON, BAYER, BBVA, BMW GROUP, BNP PARIBAS, BRITISH TELECOMMUNICATIONS, BEIERSDORF SA, CABLECOM, CATERPILLAR, CHASE MANHATTAN BANK, CHUPA CHUPS, CIBA, CITIBANK, CITIGROUP, COCA-COLA, COCHLEAR AG, COMPAQ, CONEXUS GLOBAL INFORMATION, COOP, CREDIT ANDORRA, CREDIT LYONNAIS, CREDIT SUISSE, DAIMLER CHRYSLER, DELL INC., DELOITTE & TOUCHE, DEUTSCHE BANK, DEUTSCH HONDURANISCHE INDUSTRIE, DHL, DISNEYLAND PARIS, DUN & BRADSTREET, EBAY UK, EL CORTE INGLES, ELECTROLUX, ESTEE LAUDER INC., EUROCARD, FEDEX, FICHET, FINCOR, FORD, GENERAL ELECTRICS, GENERAL MOTORS, GOLF CLUB URLOFFEN, GOOGLE, HAAGEN DAZS, HENNESSY, HERALD TRIBUNE, HEWLETT, HEWLETT PACKARD, HINDUJA GROUP, HILTON INTERNATIONAL, HOFFMANN-LA ROCHE, IBM, ILO, IMD, INDITEX, IKEA, JETAIR, JETAVIATION, JOHNSON & JOHNSON, KENWOOD, KNORR CPC BENELUX BV, KOREAN AIRLINES, KPMG, LA CAIXA, LABORATORIOS ESTEVE, LOGITECH, L'OREAL, MARRIOTT HOTELS, McDONALD'S, MCKINSEY & CO, MERRYL LYNCH, MIELE, MORGAN STANLEY, MOTOROLA, MOTUL, NESTLE, NIKE, NN HOTELS, NOKIA, NOVARTIS, NOVARTIS INTERNATIONAL, PACKARD, PANALPINA MANAGEMENT, PEROT SYSTEMS, PEPSY, PEUGEOT, PRICEWATERHOUSECOOPERS, PROCTER & GAMBLE, RENAULT, SANDOZ NUTRITION, SEAT, SECOND HOUSE, SHELL, SIEMENS, SIEMENS BUSINESS SERVICES, SONY ERICSSON, SONY MUSIC, SPA CHAKRA, SPECIALTY CHEMICAL, SWISS INTERNATIONAL AIR LINES, TELEFONICA, THE BOSTON CONSULTING GROUP, THE WORLD BANK GROUP, THOMAS COOK GROUP LTD, UBS S.A., UNILEVER, UNITED BISCUITS, UNITED NATIONS, VERITAS, VODAFONE, VIRGIN, XEROX, WTO.

European University is referenced in the following MBA Guides:



ACCREDITATION



Recognized for Excellence

European University is accredited for the quality of its programs by **ACBSP** (Association of Collegiate Business Schools and Programs), a CHEA (Council for Higher Education Accreditation) recognized accrediting body. The Geneva and Montreux campuses are also accredited by **IACBE** (International Assembly for Collegiate Business Education).

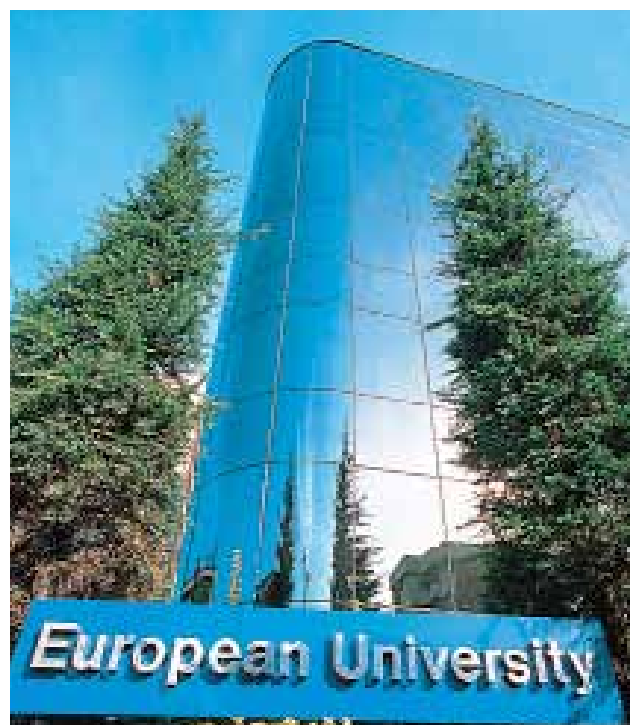
ACBSP and IACBE are American associations accrediting programs specializing in management. Their mission is to develop, promote and recognize best practices that contribute to continuous improvement of business education.

They are global leaders enhancing the quality of business schools and programs focusing on teaching excellence.

Visit the ACBSP website: www.acbsp.org

Visit the IACBE website: www.iacbe.org

Visit the CHEA website: www.chea.org



MEMBERSHIPS

EU is a member of the following organizations, who are also committed to excellence in business education:

- Association to Advance Collegiate Schools of Business (AACSB)
- Association of Collegiate Business Schools and Programs (ACBSP)
- Central and East European Management Development Association (CEEMAN)
- International Assembly for Collegiate Business Education (IACBE)
- European Council for Business Education (ECBE)
- European Council of International Schools (ECIS)
- Hispanic Association of Colleges and Universities (HACU)
- Mediterranean Association of International Schools (MAIS)
- Fédération Suisse des Ecoles Privées (FSEP)
- Service Scolaire Suisse (SSS)
- Association Vaudoise des Ecoles Privées (AVDEP)
- Association Genevoise des Ecoles Privées (AGEP)
- Global Education in Switzerland (GES)





european university
CENTER FOR MANAGEMENT STUDIES
www.euruni.edu

European University Barcelona

Ganduxer 70
08021 Barcelona, Spain
Tel: +34 93 201 81 71
Fax: +34 93 201 79 35
info.bcn@euruni.edu

European University Geneva

Quai du Seujet 18
1201 Geneva, Switzerland
Tel: +41 22 779 26 71
Fax: +41 22 779 26 73
info.gva@euruni.edu

European University Montreux

Le Forum-Grand-Rue 3
1820 Montreux 2, Switzerland
Tel: +41 21 964 84 64
Fax: +41 21 964 84 68
info.mtx@euruni.edu

EU Executive Center

Château Maison Blanche
1853 Yverne, Switzerland
Tel: +41 24 466 68 69
Fax: +41 24 466 68 71
info@chateau-yverne.ch

EBCM Munich

Branch of European University

Gmunder Strasse 53
81379 Munich, Germany
Tel: +49 89 5502 9595
Fax: +49 89 5502 9504
info.muc@euruni.edu



Other EU Campuses in:

London (UK) | **Freiburg** (Germany) | **Vienna** (Austria) | **Aktobe & Uralsk** (Kazakhstan) | **Damascus** (Syria)
Taipei (Taiwan) | **Hong Kong, Shenzhen & Beijing** (China) | **Kota Kinabalu** (Malaysia) | **Singapore**

EUROPEAN UNIVERSITY - EU BUSINESS SCHOOL

