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european university

CENTER FOR MANAGEMENT STUDIES



GRADUATE PROGRAMS
Course Descriptions

www.euruni.edu





FACTS



- Innovator in graduate business education since 1973
- Dual accreditation with ACBSP and IACBE
- Small, student-oriented classes
- All courses taught in English
- 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 MBA - Master of Business Administration

Term 1	4
Term 2	5

ELECTIVE MAJORS

International Business	
Term 3	6
Communication & Public Relations	
Term 3	7
International Marketing	
Term 3	8
Global Banking & Finance	
Term 3	9
Leisure & Tourism Management	
Term 3	10
Entrepreneurship	
Term 3	11
Leadership	
Term 3	12
E-Business	
Term 3	13
Sports Management	
Term 3	14
Human Resources Management	
Term 3	15



CH – Credit Hours

ECTS – European Credit Transfer System

MBA - Master of Business Administration CORE COURSES



CORE COURSES - TERM 1

MCO 101 - Management Skills (3CH/4ECTS)

This course will provide an introduction to the concepts of effective management in organizational settings. It will cover a broad range of topics including the organizational processes associated with the function of management - planning, organizing, leading and controlling. However, it will also go further to consider the relationship between an individual and an organization and between the organization and the society in which it operates. It will highlight the need for these relationships to be beneficial to all.

MCO 102 - Organizational Behavior (3CH/4ECTS)

This course emphasizes the study of individual and group behavior within the context of the organization. It provides theoretical and practical knowledge for understanding topics such as motivation, job design, leadership, managerial decision-making, group processes, and conflict resolution. Understanding and managing individual and group behavior in organizations allows managers to help the organization achieve its goals more effectively.

MCO 103 - Managerial Accounting (3CH/4ECTS)

This course is an intensive introduction to the preparation and interpretation of financial information for investors (external users) and managers (internal users) and to the use of financial instruments to support system and project creation. The course adopts a decision-maker perspective on accounting and finance with the goal of helping students develop a framework for understanding financial, managerial, and tax reports. Also, we will see how cost-volume-profit relationships and incremental analysis provide managers the information to support their decision-making. Issues such as accounting for responsibility centers and transfer pricing will also be introduced.

MCO 104 - Marketing (3CH/4ECTS)

Once the students are familiar with all the components of the marketing mix, they learn how to develop marketing strategies and prepare complete marketing plans for companies in different sectors, environments and situations, in accordance with their global policies and strategies.

MCO 105 - Quantitative Business Methods (3CH/4ECTS)

This course looks at the concepts and development of analytical model building as used in administrative decision making. Topics include: statistics, regression analysis, linear programming and financial mathematics.

MCO 106 - Negotiation (seminar) (1CH/1ECTS)

An objective for this course is to give students self-confidence in their negotiation skills and to become better decision makers. The course helps students develop an analytical understanding of the decision making process and the management of conflicts so they can become more effective problem solvers and feel under control when negotiating. They will discover why neediness leads inexorably to unnecessary compromise and why compromise and fear-based negotiations play with people's fear of losing the deal. So they will be taught how to protect them by releasing the emotional pressure in a negotiation. Decisions are the basis for negotiation; negotiation must be designed to make a decision. The need for negotiation skills arises wherever joint decision-making is necessary. The aim of effective negotiation is to move your mission forward.

MCO 107 - Business Law (seminar) (1CH/1ECTS)

This seminar focuses on a number of selected international legal topics, such as contracts, intellectual property, or maritime law. The focus is on practical knowledge applicable to the real world.

Industrial Visits and Invited Managers' Lectures (1CH/1ECTS)

Regular visits to small businesses and international companies, as well as invited managers' lectures will familiarize students with real business life. The students will be required to present oral and written reports.

MBA - Master of Business Administration CORE COURSES



CORE COURSES - TERM 2

MCO 201 - Finance (3CH/4ECTS)

This course provides students with a sound knowledge of the theoretical tools needed to carry out the financial analysis that acts as a basic backup in the decision-making process. The course provides as well an analysis of alternative investment projects and the preparation of corresponding budgets. It is a managerial approach to financial analysis, planning and control and the management of working capital, long-term assets and long-term financing.

MCO 202 - Human Resources Management (3CH/4ECTS)

The course analyzes the Human Resources function and its strategic importance for the company to attract, develop, motivate and retain employees. Main policies and techniques in the field of human resources are reviewed in detail, as well as their translation into corporate policies, urban, cultural and legal realities.

MCO 203 - Global Economics (3CH/4ECTS)

Global Economics aims to teach MBA students the basic principles in Economics, both macroeconomics and microeconomics, to be used in managerial situations. The objective is that students can apply this knowledge when making economic decisions in a global business context. The course assumes that students know some basic economic terminology.

MCO 204 - Strategic Management (3CH/4ECTS)

This course is designed to introduce students to the principles of Strategic Management within a participative environment. The course assumes no prior formal knowledge of Strategy but aims at using students' own experiences and observations to enrich their understanding of the how organizations allocate their resources to match the opportunities or the external environment with the competitive advantage gained by their unique use of their internal structure. Students are introduced to various aspects of Strategic Management and are encouraged to understand them in their application to organizational decisions – through their own experience in managerial positions and their perception of the demands and challenges of a globalised world.

MCO 205 - Management Information Systems (3CH/4ECTS)

This course focuses on the role of Management Information Systems in today's companies. At a time when the percentage of companies' budgets dedicated to IT is increasing, students will learn why technology has gained such an important position in today's business. It is not a "technical" course, but it will provide a simple overview of technology in today's companies and explain how companies try and make the most of their investment.

MCO 206 - Communication Skills (seminar) (1CH/1ECTS)

This course will focus on the study of the human communication process from an intercultural perspective; focusing on interactions with oneself, with one person, with a small group and within public speaking situations. This course focuses on the understanding of communication processes needed for effective oral and written communication in a business setting. Emphasis is on application of basic principles and development of skills and attitudes appropriate to business communication.

MCO 207 - Job Career Planning (seminar) (1CH/1ECTS)

This course will help you to better understand and analyze and identify future career paths. It also offers practical support in your future job research after graduating from your MBA.

Industrial Visits and Invited Managers' Lectures (1CH/1ECTS)

Regular visits to small businesses and international companies, as well as invited managers' lectures will familiarize students with real business life. The students will be required to present oral and written reports.



CH – Credit Hours

ECTS – European Credit Transfer System

MBA - Master of Business Administration MAJOR IN INTERNATIONAL BUSINESS



INTERNATIONAL BUSINESS - TERM 3

MBA 301 - Business Policy and Strategy (3CH/4ECTS)

The course is designed to introduce students to the practice of Business Policy within a participative environment. While building on the principles of Strategic Management, the course assumes no prior formal knowledge of Business Policy. It aims at developing students' self-confidence in the use of policies that, when effectively employed, contribute to creating the organization's competitive advantage. Students are introduced to various tools of Business Policy and are encouraged to put them into practice to resolve situations that they are likely to face in future management positions. It considers a company's competitive advantage to be based on satisfying the needs of all its stakeholders and shows how Business Policy can be adapted to ensuring this.

MBA 302 - International Marketing (3CH/4ECTS)

This course is designed to help students to better understand complex issues that are critical to the success of any international marketing initiative in today's highly competitive and dynamic environments, with a special focus on the changes and opportunities that the Internet and the new technologies represent to create international marketing strategies.

MBA 303 - International Finance (3CH/4ECTS)

This course explores those aspects of the increasingly global financial environment in which financial managers of internationally active businesses must operate. Topics include foreign exchange transactions, exchange rate behavior; cross-border currency flows, managing foreign exchange exposure, global capital markets and international investment decisions.

MBA 304 - Sales Management (3CH/4ECTS)

This course helps students to understand the complex world of international sales management, and to convince them of the importance of management of inter-cultural issues by showing that agents, distributors and local partners are human beings with their own cultural background; it underlines that it is extremely important to understand and respect this to succeed in international business. It also teaches the practical tools of "real life" sales management.

MBA 305 - Change Management (3CH/4ECTS)

This course aims to develop the students' concept of change management in individuals, teams, organizations and societies. Stated simply, change management is a process for managing the people-side of change.

Research Report (6CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

MBA - Master of Business Administration MAJOR IN COMMUNICATION & PUBLIC RELATIONS



COMMUNICATION & PUBLIC RELATIONS - TERM 3

MCP 301 - Public Speaking & Public Communication (3CH/4ECTS)

An oral communication skill course that emphasizes organizing thoughts, adapting messages to specific audiences and using language effectively. Students look at communication styles and learn to deliver messages verbally and non-verbally with confidence as well as developing active listening and evaluation skills.

MCP 302 - Public Relations (3CH/4ECTS)

The course explores the meaning, origins, and scope of this management and communication function. We master the concept of public relations analyzing specific tasks and responsibilities, and its applications to corporate, governmental and non-profit fields.

MCP 303 - Organizational Communication (3CH/4ECTS)

Candidates study organizational environments where effective communications take place to achieve company objectives. Emphasis is placed on employer-employee relationships, audience analysis, message construction, and persuading audiences to buy into concepts.

MCP 304 - Mass Media Strategy, Planning & Media Law (3CH/4ECTS)

The objective of the first part of the course is that the students will be able to define the most suitable advertising strategy, media and plan strategy for each different business case and competitive situation, developing a deep understanding about how to build brands effectively. This course also provides the student with a clear and concise overview of the law for mass communication. If a legal problem develops with a news story, or if guidance is needed in the handling of a story, the student should be able to find a solution to same. As in the case in other fields of the law, the law of mass communication is not static. There have been dramatic changes in the past years and the new interpretations go on even as the classes will take place.

MCP 305 - Practical Applications in Public Relations (3CH/4ECTS)

This course looks at public relations as a systematized function that identifies problems and opportunities, selects priorities, develops strategies and executes programs, offering a step-by-step approach. By teaching a clear set of guiding principles, students will learn how to create a public relations program, and during the process, lessons will be accompanied by the study of cases that generally illustrate those principles.

Research Report (6CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

MBA - Master of Business Administration MAJOR IN INTERNATIONAL MARKETING



INTERNATIONAL MARKETING - TERM 3

MIK 301 - International Marketing (3CH/4ECTS)

This 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.

MIK 302 - Sales Management (3CH/4ECTS)

This course helps students to understand the complex world of international sales management, and to convince them of the importance of management of inter-cultural issues by showing that agents, distributors and local partners are human beings with their own cultural background; it underlines that it is extremely important to understand and respect this to succeed in international business. It also teaches the practical tools of "real life" sales management.

MIK 303 - Marketing Research (3CH/4ECTS)

This course provides the students with the necessary knowledge and insight into the key marketing research concepts. The objective of the course is that the students will be able understand how market research is performed, how different questionnaires are elaborated and how to communicate the findings to managers.

MIK 304 - E-Marketing (3CH/4ECTS)

This combination lecture and hands-on lab focuses on marketing and branding essentials, banner optimization, search engine placement secrets, domain name awareness, successful email campaigns, usability, analytics and affiliate programs.

MIK 305 - Advertising & Media (3CH/4ECTS)

This course gives a broad overview of how Advertising and Media Planning work today. We will have a look into the basic concepts, strategies and real-life applications of the disciplines, as well as the tasks, roles and skills of their professionals.

The objective of the course is that the students will be able to understand the advertisers' needs in terms of creativity and media investment, and decide which is the best approach to meet these needs.

Research Report (6CH/6ECTS)

MBA - Master of Business Administration MAJOR IN GLOBAL BANKING AND FINANCE



GLOBAL BANKING AND FINANCE - TERM 3

MBF 301 - Financial Investments (3CH/4ECTS)

This course will cover Security Analysis and Portfolio Management and aims at giving students a basic understanding of the investment process by considering two key aspects: Security Analysis for both Equity and Fixed Income Investments and Portfolio Management: design and performance evaluation. Students will have to conduct two real projects. The objective is that students can apply this knowledge when making investment decisions in a global business context. The course will aim at analyzing a particular security in detail and also at creating a portfolio and evaluate its performance in terms of its return-risk. It is also important that students are able to interpret data, newspapers, technical reports and articles in investments. The objective is that students can use this knowledge to do the appropriate financial decision in each situation. The course assumes that students have previously done some general financial course. The course gives students the opportunity to apply this knowledge to real business cases.

MBF 302 - Financial Planning (3CH/4ECTS)

This course will provide students with detailed expertise on examination and evaluation of the financial statements and the fundamental concepts and procedures of financial statement analysis including advanced concepts in financial accounting. At the same time they will learn how to prepare a budget, to understand the different types of budgets and how they are linked together. It also provides an overview about the different techniques and approaches needed to develop a budget and monitor its execution.

MBF 303 - Short-Term Financial Management (3CH/4ECTS)

The major objective of this course is to acquaint students with the modern techniques and practices of short-term corporate finance. The course will cover in detail the key components of a firm's current assets and current liabilities, liquidity and default risk, and short-term financing and investing decisions.

MBF 304 - Long-Term Financial Planning (3CH/4ECTS)

This course will provide students with detailed expertise on examination of the corporate optimal capital structure and the best dividend policy aiming continuous increase shareholders value. This course will provide students with concepts, principles and basic understanding of the steps required to evaluate the prospects, to start and to operate a Small Business. Based on examples & cases, instruction and research into current business information, students will review what it will require to start and operate a small business. The final outcome will be the preparation of a comprehensive small business plan.

MBF 305 - Advanced Finance (3CH/4ECTS)

This course will provide students with an understanding of how companies can grow & consolidate their financial position. Students will look at mergers and acquisitions (M&A) which refers to the consolidation of companies. Most firms grow their business in four ways: organically, via bolt-on acquisitions, by way of alliances, or through strategic acquisitions. Organic growth includes investing in technology, creating new products, and hiring new people—all of which are outside the M&A division's province. Alliances, joint ventures, strategic acquisitions, and mergers are the turf of the M&A division of an investment bank. The second part of the 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.

Research Report (6CH/6ECTS)

MBA - Master of Business Administration MAJOR IN LEISURE & TOURISM MANAGEMENT



LEISURE & TOURISM MANAGEMENT - TERM 3

MLT - 301 International Tourism Management (3CH/4ECTS)

This course is designed to introduce students to the key issues in International Tourism Management within a participative environment. The principals and practices of the industry 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.

MLT - 302 Strategic Tourism Marketing (3CH/4ECTS)

This course is designed to provide the student with an overview of the role of strategic marketing in the travel and tourism industry and a clear strategic vision. The major processes within marketing will be studied and their inter relations assessed through case study, academic lectures, class presentations, discussions, research projects and team work. Assessment will be through individual projects based on industry analysis and a final assignment. The course provides comprehensive coverage of marketing from both long and short term perspectives. Success in the hospitality industry demands the development of the cutting-edge decision-making skills necessary for effective strategic market management.

MLT 303 - Environments of Tourism (3CH/4ECTS)

A comprehensive introduction to tourism planning and development; investigating impacts of tourism on economic, socio-cultural, and physical environments; exploring issues concerning host-visitor relationship, environmental analysis and audit, sustainable tourism.

MLT 304 - Culture & Cross Cultural Management in Tourism (3CH/4ECTS)

Among individuals from different cultures verbal and non-verbal communication may lose effectiveness due to lack of common beliefs, signs or language. In the context of business, surpassing these cultural barriers is essential to achieve goals and perform efficiently. As a global business, tourism is deeply multi-cultural and it is therefore called to bring knowledge, solutions and proposals in this area. This course shows how culture influences the organization of international firms, how managers devise international business plans and strategy, and how it affects specific responses in the work place such as how blue and white collar workers respond differently to monetary and non-monetary incentives.

MLT 305 - E-Business in Tourism (3CH/4ECTS)

This course aims to give students a broad understanding of the processes and structures involved in E-Business in Tourism. Topics covered in the course are looked at from the aspect of both the consumer and service provider.

Research Report (6CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

MBA - Master of Business Administration MAJOR IN ENTREPRENEURSHIP



ENTREPRENEURSHIP - TERM 3

MET 301 - New Product Development (3CH/4ECTS)

This course will provide you with the frameworks, tools, techniques, and perspectives that will help you to more effectively develop and market new products. The course provides a comprehensive coverage of major topics in developing and implementing a market-driven approach to innovation. Incorporating cutting-edge thinking and best practices in new product development, this course will help you to both develop and modify your organization's new product development process to better position your firm to gain a strategic competitive advantage.

MET 302 - Entrepreneurship and New Venture Creation (3CH/4ECTS)

This course helps students gain an understanding of the business/marketing principles necessary to start and operate a business. They will develop an awareness of the opportunities for small business ownership and develop the planning skills needed to open a small business. Students will explore the traits and characteristics of successful entrepreneurs. Students will gain an awareness of knowledge needed in research, planning, operations, and regulations affecting small business. They will learn strategies of business management and marketing and the economic role of the entrepreneur in the market system.

MET 303 - Innovation and Leadership (3CH/4ECTS)

This course examines leadership and management in relation to innovation. Leadership as the set of skills required to lead an organization to change and to embrace innovation, setting the right policies, compensation and developing a culture, which can help the company grow. Emphasis will be placed on the understanding of different innovation models, start up vs. corporation, open innovation, as well as innovation in a globalized world.

MET 304 - Change Management (3CH/4ECTS)

Today 60% of work in a modern business is based around projects. Most of these projects are, by definition, trying to change the way the organization functions. This is clearly a response to rapid changes in the external environment which, in turn, means that the organization has to demand a constant capacity for change from its employees. This process can be highly stressful and unproductive leading many projects to fail or to leave their stakeholders dissatisfied with the results. The course seeks to find a way to make better use of the organization's resources in order to achieve a successful transition from the present situation to the goals and objectives set out in the change project.

MET 305 - Family Business Management (3CH/4ECTS)

At this time over 80% of the world's businesses are classified as "family businesses". Family businesses are characterized by distinct core competencies that can result in unique competitive advantages and challenges that threaten their continuity. The challenges are primarily the result of issues presented by the interaction of family, management and ownership – particularly where the family wishes to perpetuate its influence and/or control from generation to generation.

Research Report (6CH/6ECTS)

MBA - Master of Business Administration MAJOR IN LEADERSHIP



LEADERSHIP - TERM 3

MLS 301 - Business Ethics (3CH/4ECTS)

In pursuing the ethical basis for business policy and practice, we will encounter the philosophical issues at the foundation of business culture, economic theory, and management science. Participants will deal with such issues as: What is success in business? What good does business do and how does it do it? In addition to that the course will cover the current industry trends on Corporate social responsibility and sustainability.

MLS 302 - Innovation & Team Building (3CH/4ECTS)

This course examines leadership and management in relation to innovation. Leadership as the set of skills required to lead an organization to change and to embrace innovation, setting the right policies, compensation and developing a culture, which can help the company grow. Emphasis will be placed on the understanding of different innovation models, start up vs. corporation, open innovation, as well as innovation in a globalized world.

MLS 303 - Strategic Supply Chain Management (3CH/4ECTS)

Supply chain management entails managing the flow of goods and information through a production or distribution network to ensure that the right goods are delivered to the right place in the right quantity at the right time. (Two primary objectives are to gain competitive advantage via superior customer service and reduced costs through efficient procurement, production and delivery systems). Strategic Supply Chain Management analyzes the supply chain to identify where value can be added within it, identifying where and how strategic competitive advantage can be achieved. Strategic Supply Chain and Strategic Procurement offer a range of innovative proposals which allow operational stakeholders to effectively interact and contribute towards developing and exploiting opportunities to grow and expand the business, through new product and service development, innovation, diversification and differentiation strategies. The course introduces various aspects of Strategic Supply Chain Management in order to help students to apply them to organizational decisions and to proactively fulfill the demands and challenges of a globalized world.

MLS 304 - Business Policy & Strategy (3CH/4ECTS)

The course draws together the purposes and methodologies of the functional areas of business policy and strategy, and show how they contribute to the overall purposes and aims of the organization. This course studies the environment in which the organization exists with reference to a timescale projected into the future. This course will enable students to analyze complex organizations and their environments as well as the relationships between the two and evaluate models and methodologies against observations of the practices of real organizations.

MLS 305 - Coaching & Mentoring (3CH/4ECTS)

All organizations need talented people who are motivated to achieve. Coaching and mentoring has an important role to take here, because they are an excellent way of developing both skills and particularly a positive attitude towards work. Successful coaches and mentors recognize their role requires high levels of skill to be able to work both quickly and well. This course will equip you with these skills.

Research Report (6CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

MBA - Master of Business Administration MAJOR IN E-BUSINESS



E-BUSINESS - TERM 3

MEB 301 - E-Marketing Strategies (3CH/4ECTS)

This combination lecture and hands-on lab focuses on marketing and branding essentials, banner optimization, search engine placement secrets, domain name awareness, successful email campaigns, usability, analytics and affiliate programs.

MEB 302 - Crafting the E-Business Model (3CH/4ECTS)

The term “business model” refers to how a Web site generates its revenue. This course addresses important questions such as: Which models will prove most effective for which kinds of businesses? How can each be pursued most effectively? What combinations of the pure models tend to be particularly effective and which tend to be in conflict?

MEB 303 - E-Business Architecture (3CH/4ECTS)

E-Business is fast becoming one of the core tools in the main global business players. This course teaches you how to effectively build and maintain your corporate E-Business, from the small business perspective to the multinational corporation. We cover the IT fundamentals, the architecture and the key tools and strategies to keep it safe. Real world case studies and examples will be followed as foundation stones to a practical approach.

MEB 304 - E-Commerce Business Design (3CH/4ECTS)

The technology that enables e-commerce consists of a unique set of components. A thorough understanding of these components and the various architectures that configure them is essential to deliver appropriate solutions for internet, intranet and extranets.

MEB 305 - The E-Consumer (3CH/4ECTS)

This course begins with an introduction to e-commerce as a type of e-business. The student is guided through e-business solutions and enterprise application integration. This course also covers e-business technologies, XML, and object technology.

Research Report (6CH/6ECTS)



CH – Credit Hours

ECTS – European Credit Transfer System

MBA - Master of Business Administration MAJOR IN SPORTS MANAGEMENT



SPORTS MANAGEMENT - TERM 3

MSP 301 - Sport Marketing Management (3CH/4ECTS)

The course presents a comprehensive examination of basic marketing functions and concepts as applied to sport-related enterprises. The course helps to analyze and make recommendations about sport business problems that involve the business development of product and services within the sports world. It emphasizes the resolution of sport marketing problems ranging from product development, branding concepts, pricing strategies, promotions and distribution policies.

MSP 302 - Financial Management Applications to Sport (3CH/4ECTS)

The course will provide the student with a practical background regarding the principles of Financial Management and Financial Statement for the purposes of planning, administering, reporting and evaluating the financial performance of sport-related entities.

MSP 303 - Sports Sponsorship (3CH/4ECTS)

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.

MSP 304 - Sports Management Issues (3CH/4ECTS)

This course places emphasis on the major management principles a sport manager needs to possess to run a sport business. Legal issues, types of sport organizations and an overview of career possibilities in the field are examined.

MSP 305 - Crafting Major Sports Events (3CH/4ECTS)

This course provides students with an understanding of the complexity involved in bidding for and staging major sports events, achieving lasting benefits for the organizers, hosts community and event owners. A large number of processes have to be integrated effectively across all stages to create successful bids events. The life cycle of major events includes a variety of stages such as defining a vision and goals, preparing the technical bid, bid operations, the planning and implementation of the event and legacy operations. The content builds on current state-of-the art planning and management frameworks used by bid committees and organizing committees.

Research Report (6CH/6ECTS)

MBA - Master of Business Administration MAJOR IN HUMAN RESOURCES MANAGEMENT



HUMAN RESOURCES MANAGEMENT - TERM 3

MHR 301 - International Human Resources Management (3CH/4ECTS)

This subject provides a comprehensive, international perspective of the consequences of internationalization for the management of people across borders. The internationalization of business is addressed as a foundation for the review and evaluation of human resource practices that support the movement of business and managers into cultures that are both similar to and foreign from the home culture. It offers students an up-to-date and thorough understanding of the essential elements of international human resource management and the role of HRM in internationalization, the link between strategy, structure and HRM in multinational corporations.

MHR 302 - HR Development & Training (3CH/4ECTS)

The course focuses on the primary functions of human resource development and training and career development. Organizational development activities and processes to assist an organization in becoming a Learning Organization are addressed. You will become familiar with various types of current training and development programs and techniques and receive tools and information that will help to identify the types of learners and methods to successfully address different learning styles. The course will cover the full training cycle and assist in providing the tools to execute this.

MHR 303 - Communication & Negotiation in Employee Relations (3CH/4ECTS)

The course provides the students with the necessary skills to do successful negotiations and communications with employees and employers, business negotiations (salary, budget, labor etc.). Labor relations and practical issues are discussed.

MHR 304 - People Management (3CH/4ECTS)

People are at the heart of organizations and are often one of the most important resources available to management. To understand the management of human resources and the factors that shape this process this course examines Human Resource Management (HRM) and the context of HRM from a comparative perspective using a number of examples.

MHR 305 - HR Workshops (3CH/4ECTS)

The HR workshop series will focus on a number of issues that are pertinent to today's HR Professionals. It will cover areas such as Coaching, NLP amongst others. The coaching workshop is designed to introduce students to the principals and practices of Coaching within a participative environment. The course assumes no prior formal business education but aims at using students own experiences and observations to enrich their understanding of the knowledge and skills needed to be a coacher. Students are introduced to the art of coaching and are encouraged to practice with real cases. They also receive insight into areas of management skills, so they can use them in personal and professional life. In the NLP workshop the students will be given an insight into NLP (Neuro Linguistic Programming). This is a subject that makes us understand how we communicate with each other using our senses and how our brain creates the different structures in order to make this communication efficient. As the more efficient we are, the more self-esteem we have.

Research Report (6CH/6ECTS)

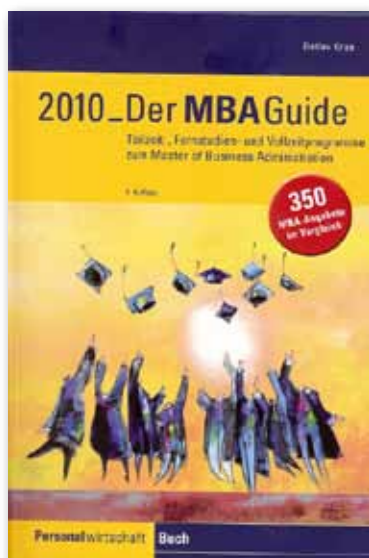
SOME OF THE COMPANIES THAT EMPLOY OUR STUDENTS



Some of the companies that employ our graduates

ADIDAS, ALCATEL-BELL, AMAS BANK, AMERICAN EXPRESS, ANTENA 3, APPLE, AVENTIS PHARMA, BANCO MORA, BANCO SABADELL, BANCO SANTANDER, BANESTO, BANQUE PRIVÉE EDMOND DE ROTHSCHILD, BARCLAYS MERCANTILE LONDON, BAYER, BBVA, BMW GROUP, BRITISH TELECOMMUNICATIONS, CABLECOM, CATERPILLAR, CHASE MANHATTAN BANK, CHUPA CHUPS, CITIBANK, CITIGROUP, COCA-COLA, COMPAQ, CREDIT ANDORRA, CREDIT LYONNAIS, CREDIT SUISSE, DAIMLER CHRYSLER, DELL, DELOITTE & TOUCHE, DEUTSCHE BANK, DEUTSCH HONDURANISCHE INDUSTRIE, DHL, DISNEYLAND PARIS, EBAY UK, EL CORTE INGLES, ELECTROLUX, EUROCARD, FEDEX, FORD, GENERAL ELECTRICS, GENERAL MOTORS, GOOGLE, HAAGEN DAZS, HERALD TRIBUNE, HEWLETT PACKARD, HILTON INTERNATIONAL, IBM, IKEA, JETAIR, JETAVIATION, JOHNSON & JOHNSON, KENWOOD, KOREAN AIRLINES, LA CAIXA, LOGITECH, L'OREAL, MARRIOTT HOTELS, McDONALD'S, MCKINSEY & CO, MOTOROLA, NESTLÉ, NIKE, NOKIA, NOVARTIS INTERNATIONAL, PEROT SYSTEMS, PEPSI, PEUGEOT, PROCTER & GAMBLE, RENAULT, SEAT, SECOND HOUSE, SHELL, SIEMENS BUSINESS SERVICES, SONY ERICSSON, SONY MUSIC, SPECIALTY CHEMICAL, SWISS INTERNATIONAL AIR LINES, TELEFONICA, THE BOSTON CONSULTING GROUP, THE WORLD BANK GROUP, THOMAS COOK GROUP, UBS, UNILEVER, UNITED BISCUITS, UNITED NATIONS, VERITAS, VODAFONE, VIRGIN, XEROX, WTO

European University is referenced in the following MBA Guides:



ACCREDITATION

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