

Bachelor in International Business



**E.H.E. EurAka
Switzerland**

Programmes of Studies:

- ⇒ **Doctoral Studies**
- ⇒ **Postdoctoral Studies**
- ⇒ **Professional Doctoral Studies**
- ⇒ **MBA & Master's Studies**
- ⇒ **BBA & Bachelor Studies**

E.H.E. Europa Hochschule EurAka CH Educational Quality & Institutional Memberships:



The Europa Hochschule EurAka CH is the official cooperation partner of the

- Accreditation-Certification-Conference (ACC) HQMS (Holistic Quality Management in Science and Education)
- QS Zurich AG (Swiss Accreditation Service SAS approved)
- DeuZert (Deutsche Akkreditierungsstelle DAkkS approved), founding member of the IFCES, ISO 29990 in Education



PRME Principles for Responsible
Management Education





Welcome to EurAka Welcome to Swiss Higher Education

The E.H.E. Europa Hochschule EurAka CH or by international translation, the E.H.E. Private European University EurAka Switzerland, is a future-oriented University with her headquarter in Switzerland's Canton Basel-Landschaft (Basel County). Our University owns Campuses in Switzerland and Germany to which add several specialist knowledge and research centres in Germany as well.



That Switzerland's Universities and Higher Education both belong to the world's best is for our University a specific challenge to which we actively contribute not only by first-tier education, but equally internationally acknowledged research.

Thus, we offer innovative and contemporary academic programmes of outstanding excellence.

We equip our students with skills and knowledge supporting their successful careers. We are very proud of our internationally acknowledged high academic quality standards, where intercultural understanding and mutual respect is at the core of the delivery of our studies. At our University you will find many academic challenges, global awareness, and strong emphasis on social responsibility and sustainability to which we encourage our students and which is equally demonstrated by all faculty members.

I look forward to welcoming you at the E.H.E. Private European University EurAka Switzerland.

Prof Dr h.c. Paul Diener
President

The Europa Hochschule EurAka CH **(E.H.E. European University EurAka Switzerland)**



The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic and the Canton Basel-Landschaft as private University. The status of the private EurAka University is officially confirmed as 'non-contributory private institution' according to the Swiss Higher Education Act (HFKG). The E.H.E. EurAka is officially approved to award Swiss Bachelor, Master's, and doctoral degrees.

The E.H.E. EurAka was constituted in 1985. The University provides national and international research and programmes of studies in the fields of Integral Medicine, Technological Sciences, and Business Sciences. The E.H.E. EurAka research, especially in technology and engineering, owns the highest international reputation and attracts significant research funding from global

corporations and European Governments.

Upon recommendation by the State-Council of the Swiss Republic and the Canton Ticino, the E.H.E. EurAka has received official Degree Awarding Powers in the year 2000. The status of Degree and Research Degree Awarding Powers was reapproved by the country's various regulatory authorities in 2006, such as the Dipartimento della cultura e dell' educazione dello Sport, Ticino, and by the Canton Basel-Landschaft in 2016. They concluded that the E.H.E. Europa Hochschule EurAka CH is fully aligned with the laws of Switzerland and thus officially approved as Swiss "Hochschule on the level of University".

Switzerland itself is aligned with the so-called Bologna Process of the European Union making Degrees of the University cognate across Europe and beyond. Hence, the University awards Degrees with ECTS credits.

Delivering studies in often very distant countries means trust first of all. The E.H.E. EurAka has established internationally acknowledged academic standards according to DIN EN ISO / IEC 17024. We must have the confidence that national centres of studies are exactly delivering this same quality.

This is not just a question of equality regarding graduates' skills and knowledge, it also is a prerequisite regarding applicable regulations in our country of origin and additionally, in the host country of the delivery of our studies.

To assure such equal quality, the E.H.E. EurAka collaborates with carefully selected partner institutes in Africa, Asia, and Europe. Students can trust that they are getting the same high quality as if studying with the E.H.E. EurAka herself.

The same quality of studies is of utmost importance, because all students are awarded with the same Swiss degree. The E.H.E. EurAka takes its responsibility very seriously. Therefore, students' welfare and progress are permanently monitored. Furthermore, all our regional partner centres being entrusted with the delivery of our programmes of studies are receiving direct support for that students can study with confidence in the quality of their studies.

Regional E.H.E. EurAka Centres Around the Globe



The E.H.E. EurAka

Global Bachelor Programmes

Today's professional situation is very different. Ever higher levels of the globalised economy demand highly skilled professionals. Continuous Professional Development and Lifelong Learning have become much more than concepts. Pace and critical changes in what drives businesses and organisations, today and tomorrow permanently increase. Investing in higher education is for school leavers, but also professionals the very effective way to develop in line with these changes.

The Europa Hochschule EurAka CH has developed programmes of studies with employability as key focus through skills organisations look for. In her studies, the private University offers latest knowledge being delivered interactively and creating values to both graduates and employers. For the E.H.E. EurAka Employability Impact is not just a buzz word, it is a core strategic objective for successful Higher Education. While permanently screening the organisational world, private and public, its expectations and demands, the E.H.E. EurAka cares for and helps to find what is needed to match graduates and employers.



Academic developments are further driven by the vision that generally everybody should have access to European studies. In which country prospective students are located, cannot be an obstacle. Therefore, these studies are delivered globally making them more accessible and affordable. To this adds that the E.H.E. EurAka does not only welcome those with formal qualifications for admission to higher education, but professionals with significant work experience equally. We also believe in a wider holistic higher education approach. This belief we embed in most contemporary ways:

- **Cross-disciplinary studies:** Many of our Bachelor programmes cover more than one field of knowledge, despite profound focus on a specific pathway. But all deliver cross-functional knowledge and understanding.
- **At the heart of demand:** E.g., the E.H.E. EurAka offers these studies in response to the high demand and combines them with Switzerland's global excellence as second best higher education worldwide. This synergy opens ways to work globally.

Rich knowledge and highest levels of skills and capabilities are in the centre of the E.H.E. EurAka's undergraduate programmes. We measure our success by the success, which our graduates have in their employment.



'Tact and diplomacy are fine in international relations, in politics, perhaps even in business; in science only one thing matters, and that is the facts.'

Hans Eysenck

International Business in the 21st Century

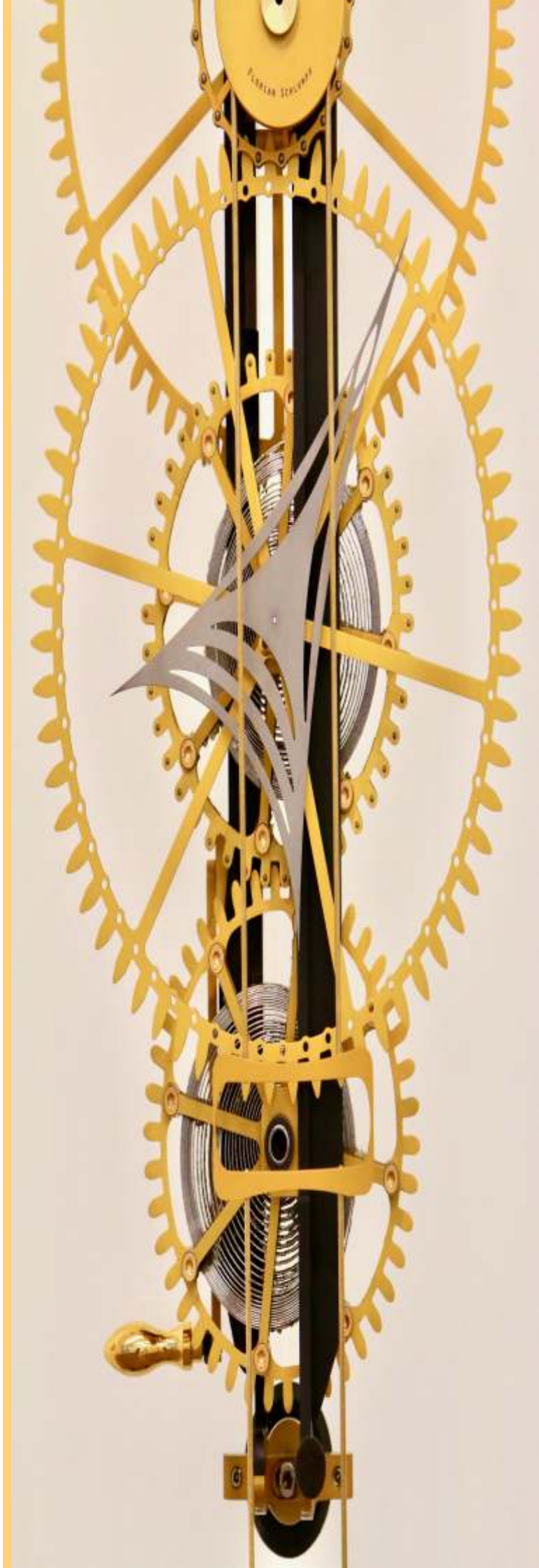
"We can't speak day after day about globalization without at the same time having in mind that ... we need multilateral solutions" (Dominique Strauss-Kahn)." Some favour globalisation, some oppose it. Whatever the opinion is, it exists and will not disappear. Therefore, multilateral solutions for global goods and services are needed.

These solutions are based on analysis, knowledge, skills, and experiences. Basic economic or international knowledge is insufficient. Just speaking a foreign language is nothing more than to understand what another party says, but very different to what it may really mean.

This is where the knowledgeable specialist is needed. This is where the advantages of the studies in international business add their advantages: understanding multicultural differences; knowing about different regulations, trade terms and practices; being able to analyse on international ground; and so much more.

The Bachelor in International Business of the E.H.E. EurAka was designed by specialists, who do not only have an academic reputation. They have many years of high-level managerial experiences at the same time. I.e., they perfectly know, what is important and where the emphasis is.

Studying this bachelor programme offers graduates of the E.H.E. EurAka both academic knowledge and practical skills, which seriously count in the global business, in trading, in HR management, in marketing. In addition, these studies offer a voluntary, but recommended opportunity to embark on an internship, best on international ground. Real specialists in international business, but having a broad spectrum is what organisations value. Bachelor graduates typically start with preparing decision-making and prepare for future managerial roles.



The Bachelor in International Business



Key Elements of the Programme:

The Bachelor in International Business is preparing candidates for responsible and qualified roles in internationally-oriented organisations, e.g., import/export, or for self-employment, e.g., as consultant.

Contemporary modules qualify graduates to work in various functions. Through wide perspectives, they have highest levels of expertise and value-oriented skills. E.H.E. EurAka graduates excel through cross-functional and interdisciplinary knowledge, which can be directly applied in the globalised world of organisations.

The BIB programme comprises three years as standard period of studies. It is conform with European requirements. As standard, the Degree awards 180 ECTS credits (European Credit Transfer and Accumulation System). The Bachelor in International Business strongly emphasises the concept of Employability Impact.

- Introduction to critical thinking and analytical approaches to theories and practices of globalised organisational contexts by analysing the internal and external environment.
- Furthering the ability to read, understand and make sense of the specific organisational needs for sustainable international progress in a variety of businesses and contexts.
- Development of the capacity to evaluate and critically analyse, how organisational functions effectively and efficiently interact in global contexts.
- To provide insights into economies, markets, and global drivers, which are influencing organisations and how these may develop strategies for sustainable international progress.
- Apply own high standards of moral and ethical behaviour.

Graduates are awarded with the

- **Certificate of the Bachelor in International Business** being officially approved and part of the Process of Harmonisation of Higher Education in Europe (Bologna Process)
- **Transcript in form of the official Diploma Supplement 'Europass'** of the European Union facilitating continuation to Master's studies internationally

Key Objectives

The programme introduces students to theory, one being applicable in practice. Case study insights and practical demonstrations are part of the programme to develop useful professional and future leadership skills. They are important for the discovery of the own problem-solving capacity in international business.

The BIB programme covers profound understanding of present and future problems and challenges, which contemporary organisations are facing. But most essentially, it is about identifying those opportunities, which today's globalised economy offers.

All that starts with analysis: researching the drivers of organisational development to meet the needs of demanding multi-national markets. Then it is also about the many multicultural organisational stakeholder contexts. International business is professional roles, which are effectively contributing to the management of the international organisation. This means wider corporate responsibilities in the global economy as well.

The international business manager explores organisational effectiveness and functional efficiencies for high-level performance and viability.



Year of Studies 1

Business Economics

Managing People,
the International
HR Management

Foundations of
International Marketing

Operations Management

Global Marketing
Communications

Foundations of International
Management

Year of Studies 2

Business Accounting

Business Ethics

International Strategy

Business Research Methods

International Trade and Law

International Business
Planning

Modules of the BIB Programme





Year of Studies 3

International Supply Chain Management

Leadership and Entrepreneurship

Intercultural Dimensions and Relationships

Bachelor Dissertation



Internship ➡ More Employability Impact

For increased Employability Impact students can opt for an internship with an organisation of their choice. This offers experiences in practice in which knowledge gained on the BIB programme is extended. Such internship further increases graduates' attractiveness, when they apply for a job.

The optional internship of one year duration can be integrated either after year 1 or year 2 of the BIB studies. During their internship students remain enrolled and still are students of the E.H.E. EurAka.

Naturally then, an internship adds further 60 ECTS credits to those 180 ECTS credits of the taught modules of the Bachelor in International Business programme. Transcript and Certificate then bear 240 ECTS credits in total.

In countries of delivery, where regulatory requirements request four years of studies for a Bachelor degree, the internship can be part of the overall structure of the BIB programme of studies.

Especially for studies in international business, gaining experiences through an internship is highly recommended. It is an experience, which goes far beyond the training of professional skills.

Admission by Education

The programme of studies addresses candidates, who have finished Further Education with a good College Degree, Baccalaureate or equivalent other national qualification. First professional experience is of advantage, but no prerequisite.



Admission by Work Experience

Applications from professionals without a College Degree or Baccalaureate or equivalent on national level, but can submit evidence of a credible professional education with their application instead, such as an apprenticeship or national equivalent, are equally encouraged to apply.

Those candidates having sufficient work experience (e.g. gained in an apprenticeship or in employment) may be admitted by providing written evidence of their professional experience. These candidates are invited seeking advice with the E.H.E. EurAka's Registry or their national centre of studies for further details and information through an individual assessment regarding the recognition of their existing qualification.

Global Student Benefits

- **Degree from a private Swiss University**
 - **International Degree officially approved in Europe**
 - **Further official approval beyond Europe**
 - **Campuses in Switzerland and Germany**
 - **Latest academic knowledge with practice-orientation for Employability Impact**
 - **Individual ISO 17024 Certification**
 - **Delivery by carefully selected national Partner Institutes making studies more affordable and accessible**
 - **Certificate, Transcript, and the official EU Diploma Supplement of the Europass**
 - **Part of a truly global student community**
 - **Progression up to doctoral studies with the E.H.E. EurAka herself or other universities**
 - **International Graduation Ceremonies**
 - **Global Alumni Network**
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- The background of the slide is a dark, textured surface with a complex pattern of white, glowing lines. These lines form a series of concentric, overlapping circles and arcs, creating a sense of depth and movement. In the center-right of the image, there is a large, glowing red sphere. This sphere is composed of a dense network of white lines and points, giving it a digital or molecular appearance. The overall effect is one of high-tech, global connectivity, and dynamic energy.

The Festive Conclusion: The E.H.E. EurAka Graduation Ceremony



The Graduation Ceremony of the E.H.E. Europa Hochschule EurAka CH is a festive moment to celebrate an outstanding achievement. As rewarding especially this day is and as rewarding the moment is to receive the deserved academic Degree, it should never be the end, but the start for more. Of course, close relatives and friends are equally welcome to the Ceremony, since very often, they have contributed much for that such challenging degree could be achieved.

The Graduation Ceremony of the E.H.E. EurAka usually takes place in Switzerland. The moment to throw the caps will be in all Graduates' mind for years to come. Meeting peers from many countries and different continents demonstrates that a global community of EurAka Graduates grows each year.

This moment also is the E.H.E. EurAka's warm invitation to become a valuable member of its Alumni community, for all those not already being part of it. Global networking for mutual benefits and equally the opportunity of coaching others both symbolise the high academic culture the private University owns.



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Seal of Research 2018/2019 for excellent research
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(Federal Ministry of Education and Research)

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