



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

**Bachelor of  
Public  
Administration  
- BPA -**



## Programmes of Studies:

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

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### **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



ECBE

**PRME** Principles for Responsible  
Management Education





# **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.





## **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



**WISDOM**

**EXPERIENCE**

**LEADERSHIP**

**-IDEA-**

**-KNOWLEDGE-**

**-SKILLS-**





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

Delivering studies in often very distant countries means trust first of all. Students have to trust that they are getting the same high quality as if studying with the University herself. The University 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 prerequisite regarding applicable regulations, in the University's country of origin and additionally, in the host country of delivery.

To assure such equal quality, the E.H.E. EurAka collaborates with carefully selected partner institutes in Africa, Asia, and Europe.

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.

The E.H.E. EurAka has established internationally acknowledged academic standards according to DIN EN ISO / IEC 17024.

Prof Dr Dr habil Klaus Oestreicher  
Vice President International



# The E.H.E. EurAka Global Bachelor Programmes

Today's professional situation is very different. Ever higher levels of a globalised world demand highly skilled professionals. Continuous Professional Development and Lifelong Learning have become much more than concepts. Pace and changes in what drives public services permanently increases - today and tomorrow. 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. The E.H.E. EurAka also believes 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., these public administration studies are the result of the high international demand. It combines them with Switzerland's global excellence as second best higher education worldwide. A synergy, which 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.





# The Bachelor of Public Administration



The Bachelor of Public Administration is a focused programme of Undergraduate studies. It specifically prepares candidates for responsible and qualified roles in public services.

Sophisticated and contemporary modules qualify Graduates for working in various disciplines as 'all-rounders' - ones having highest levels of expertise and capabilities. The E.H.E. EurAka Graduates excel through superior knowledge and their capability to deliver best value to public services through cross-functional skills of relevance.

The BPA programme comprises three years as standard period of studies. It is conform with European requirements on undergraduate studies. With its comprehensiveness on superior level, the Degree awards 180 ECTS credits (European Credit Transfer and Accumulation System). The Bachelor of Public Administration strongly emphasises the concept of Employability Impact.

## Graduates are awarded with the

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

This way, Graduates are equipped with outstanding knowledge and skills in the administration of public services, but also the right officially and widely recognised documentation for their Degree on international level.

### Key Elements of the BPA programme:

- Introduction to critical thinking and analytical approaches to theories and practices of contemporary contexts of public services by analysing their internal and external environment.
- Furthering of the ability to read, understand and make sense of the specific needs for sustainable progress in which public services have to operate.
- Development of the capacity to evaluate and critically analyse, how public services effectively and efficiently interact to deliver sustainable values.
- To provide insights into how stakeholders with often conflicting interests act, lobby, and try to influence decisions of public services.
- Apply own high standards of moral and ethical behaviour contributing to that of a public service organisation.



## Emphasis of the BPA Programme of Studies



- To introduce to and use theory, case study insights and practical demonstrations to enhance candidates' intellectual calibre, professional and future leadership skills and problem-solving capacity.
- To communicate sophisticated understandings of present and future problems and challenges typically found in contemporary public service organisations and to identify scope for general and particular improvements with reference to sustainability.
- To analyse and foster appropriate professional roles contributing to the general management of public service organisations. It further informs about the wider responsibilities by using sophisticated approaches to drive organisational development and to meet the needs of demanding constituents and multiple societal contexts.
- To explore the scope and content of organisational and functional effectiveness being focused on public services, their responsibilities and progress within the permanently changing environment in a national, international and global context.



# **Modules of the BPA Programme of Studies**



## **Year of Studies 1**

Principles of Management

Managing People -  
Principles of Public  
HR Management

Principles of Marketing

Public Service Operations

Communication of  
Public Services

Public Service  
Economics

## **Year of Studies 2**

Finance and Accounting

Public Service Ethics

Public Service Strategy

Research Methods

Public Risk Management

Public Service Planning





## Year of Studies 3

Public Service Innovation

Leadership and  
Intrapreneurship

Service Continuation  
Management

Bachelor Dissertation





## **Internship ⇒ More Employability Impact**

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

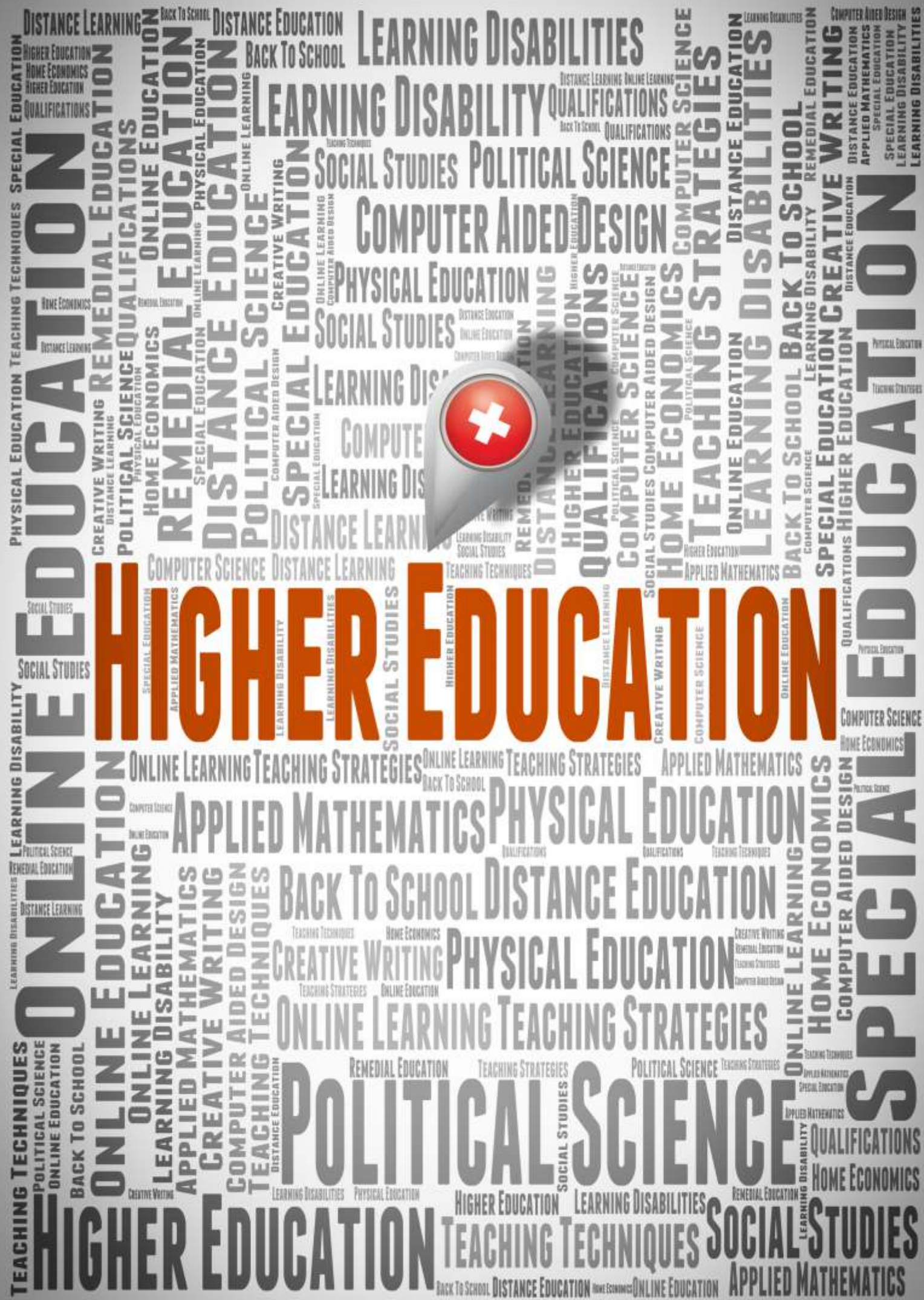
The optional internship of one year duration can be integrated either after year 1 or year 2 of the BPA studies. During their internship students remain enrolled and still are students of the E.H.E. EurAka.

Naturally then, an internship adds further 60 ECTS credits to those 180 ECTS credits of the taught modules of the BPA programme. Transcript and Certificate 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 BPA programme of studies.









## General Entry Requirements

### 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 University'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 University itself or other universities**
- **International Graduation Ceremonies**
- **Global Alumni Network**





## 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 University'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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