



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



MBA in Banking & Finance

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-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





World-class Higher Education - Swiss made



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 2016, such as the Dipartimento della cultura e dell' educazione dello Sport, Ticino, and the Canton Basel Landschaft. 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 approved across Europe and beyond. Hence, the E.H.E. EurAka 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 private 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 private 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 inter-cultural understanding and mutual respect is at the core of the delivery of our studies. At our E.H.E. EurAka 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.
Europa Hochschule EurAka CH.

Prof Dr h.c. Paul Diener
President





**'Regulation is necessary,
particularly in a sector,
like the banking sector,
which exposes countries and people
to a risk.'**

Christine Lagarde

The E.H.E. EurAka MBA Studies

Whether Master of Business Administration or one of the E.H.E. EurAka's other Master's or Postgraduate programmes of studies, all are preparing candidates for senior management roles in organisations. A full variety of specialisation pathways allows either to have the wider managerial picture as content or offers specific pathways to become a specialist with corporations, as entrepreneur or for public services.

The typical Master's programme comprises eight modules to which adds the Master's thesis. E.H.E. EurAka Master's programmes are fully conform with European requirements on Postgraduate studies. I.e., they award a minimum of 90 ECTS credits (European Credit Transfer and Accumulation System). Some programmes, which the University considers as elite programmes, go significantly beyond 90 credits. These particular programmes demonstrate employers the outstanding excellence our Graduates have even more.

Students should be especially aware of two major advantages offering essential differentiation:

- ⇒ The E.H.E. EurAka does not award just Business School Degrees, but those of a private University.
- ⇒ Degrees of the Swiss Europa Hochschule EurAka CH are officially approved academic Degrees. To this consequentially adds widest international equivalence in Europe and beyond.

The courses' wider strategic objectives are to educate the responsible manager, who understands the general picture and wider implications by which organisations of different kind and industries are driven and have to be managed. Internalising these criteria into the curriculae enhances Graduates' employability and career opportunities significantly. All E.H.E. EurAka Master's programmes provide graduates with extended and superior knowledge being fully concentrated on latest research and future developments, but focus on modern organisational challenges, forces, and values driving these. The courses combine knowledge on organisations with key management practice skills for real use and application. Cross-functional and inter-disciplinary approaches by integrating wider managerial perspectives support graduates and their organisations equally.



The MBA in Banking & Finance

The MBA in Banking and Finance's strategic objective is to equip students with relevant and practice-oriented knowledge and skills recommending Graduates for senior positions in the banking industry or other public and/or private financial organisations. The programme of studies is particularly focused on organisational needs of financial organisations. Modules on the programme of studies are consistently designed and consequentially structured. It is not only about cross-functional insights to be learned, but also ones, which have sustainability, and managerial and corporate responsibility in mind.

The individual modules are delivered interactively. They are based on students' contribution to lectures, seminars, workshops, and other forms of delivery. Latest standards of knowledge and research in this pathway of specialisation drive the content of each individual module being permanently reviewed for reasons of actualisation. This means that a major objective of these programmes of studies is to introduce students to relevant and latest knowledge with a specific view on contemporary banking and financial management being practised and required in this industry.

For organisations interested in offering the MBA in Banking & Finance as part of its staff development, it is particularly emphasised that modules, subject areas, and content within individual modules can be customised. A wide area of essential fields is offered, which can be tailored. Each organisation can select those modules being in the core of its individual interest. The consequential result then is the right balance of delivering managerial capabilities and academic knowledge for students on the programme in respective functions of the banking and finance industry improving informed and responsible individual organisational management. This way, Graduates will contribute to organisational progress and performance through superior and informed decision-making: They add essential value to their organisation.

The overall outcome of this course supports graduates in their career development and does not only improve staff development, but also staff retention. Emphasis of the course is Employability Impact. Summarising the MBA in Banking & Finance means that through relevant, rich, and academically valid delivery of superior standards of higher education, beneficiaries of these studies and their respective organisations are profiting equally.





Structure of the MBA in Banking & Finance

The structure of the MBA in Banking & Finance is modular. It covers and delivers essential knowledge in the subject area of the financial service industry.

The modular structure allows to customise the programme of studies without that programme quality and/or its academic prerequisites for awarding the Degree of the Master of Business Administration (MBA) in Banking & Finance are compromised.

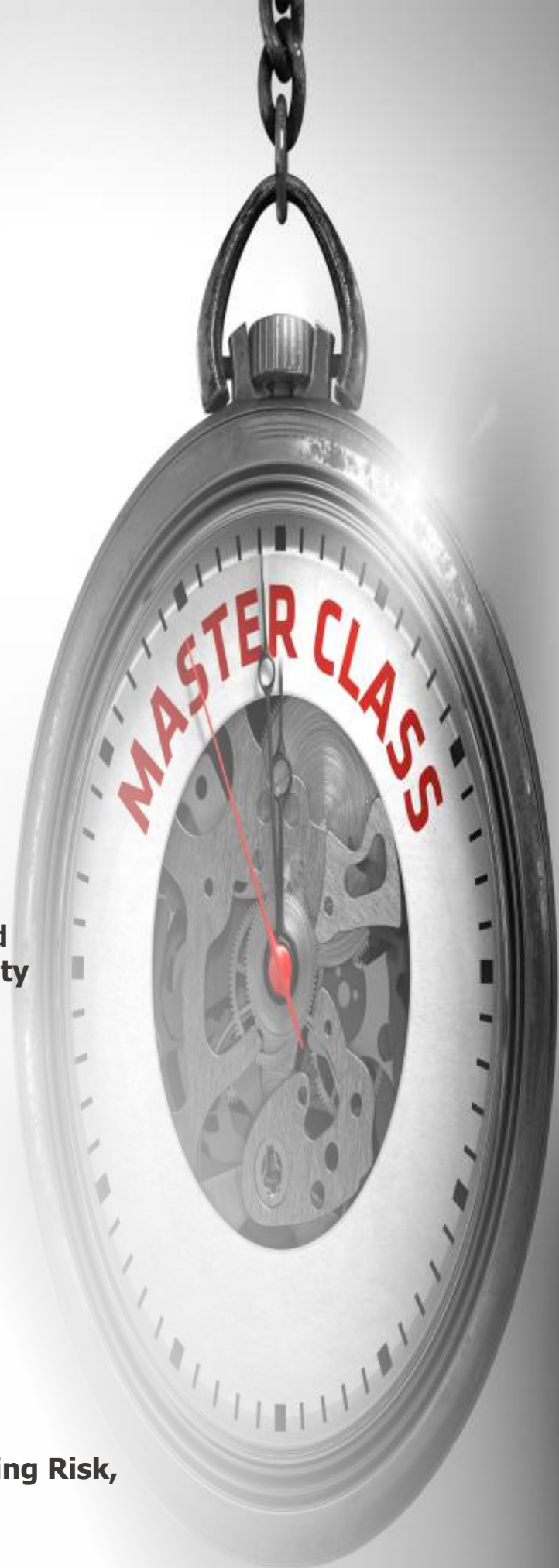
For the Award of the MBA Degree it is prerequisite that eight modules and the thesis are covering the equivalent of a total of 90 ECTS credits (European Credit and Accumulation Transfer System). Only few modules are compulsory to which adds the Master's Thesis. Except these modules a wide range of elective modules allows to select those elements being important to develop and qualify staff according to students' individual or organisational needs.

Qualified and carefully selected Accredited Partner Institutes providing the local delivery are assisting organisations and develop together with these the right selection, hence effective modules, delivering exactly the particular emphasis students and/or the financial organisation for which the MBA in Banking and Finance will be delivered have in mind.

The practice-oriented structure of these academic studies qualifies staff of financial organisations by offering high levels of flexibility. They meet the centre of organisational interest and fulfil academic requirements for awarding an internationally approved MBA Degree at the same time.

Examples of Modules to Be Chosen from:

- **Foundations of Banking***
- **Principles of Economics* (macro and micro)**
- **Accounting and Finance***
- **Banking Operations**
- **Monetary Economics**
- **Risk Management**
- **Organisational Behaviour and Corporate Social Responsibility**
- **International Banking**
- **Retail Banking**
- **Financial Theory and Corporate Policy**
- **Investment Banking**
- **Monetary Economics**
- **International Banking**
- **Corporate Governance, Banking Risk, and Regulatory Frameworks**
- **Business Research Methods***
- **Master's Thesis***



* Compulsory modules for the Degree Award,



'At its core, banking is not simply about profit, but about personal relationships.'

Felix Rohatyn'



Programme Objectives

The postgraduate studies of the MBA in Banking and Finance of the E.H.E. Europa Hochschule EurAka CH develop profound and sophisticated knowledge in this particular discipline. They are specifically designed to meet the concept of Graduates' Employability Impact. Therefore, content of the individual modules addresses latest knowledge and has practice-orientation at the same time.

The specific Intended Learning Outcomes of all modules are:

- **Develop critical thinking and analytical approaches to theories and practices of banking and finance by in-depth analysis of the internal and external environment of the financial sector and its particular organisational contexts.**
- **Enhance the ability to read, understand, and make sense of specific organisational needs for sustainable progress through effective and efficient use of capabilities and other resources.**
- **Extend the capacity to evaluate and critically select between strategies, tactics, and operational models in the financial sector.**
- **Provide organisations with necessary insights and robust structures for respecting corporate social responsibilities, which financial institutes and institutions may inflict on third parties.**
- **Apply high standards of moral and ethical behaviour to the own work and to that of an organisation.**

Short-term Studies ~ Gradual Progress Inside ~

The MBA in Banking & Finance has implemented short-term options supporting interested candidates to improve their qualifications and career opportunities, especially when time they can invest is critical.

The Postgraduate Diploma (PGDip) of eight modules gaining 60 ECTS credits and the Postgraduate Certificate (PGCert) of four modules achieving 30 ECTS credits are optional possibilities. Studies are not less demanding and at exactly the same level as the full Master's Degrees, but time needed is much shorter.

An additional advantage is that both PGCert and PGDip can be used later as contributing studies for a full Master's Degree. I.e., universities are widely prepared to accept these official Certificates as part-fulfilment of a Master's Degree.

Hence, this allows to progress to the full MBA Degree gradually within the period of validity of ECTS credits being typically 10 years.

Such integrated flexibility can be very attractive for all those being time constrained and/or not needing the full MBA Degree for individual reasons. However, they can always return and extend or complete their Master's Degree within the time, their credits gained in these short academic programmes remain valid.



Entry Requirements

Admission by Education

Master's studies of the E.H.E. EurAka are focused programmes of postgraduate academic studies. They are aimed at candidates, who have obtained a prior Undergraduate Degree in form of a Bachelor Degree or other national equivalent. The E.H.E. EurAka widely accepts higher education degrees not regarding their country of origin or foreign higher education system. Essential prerequisite is that the undergraduate degree is officially recognised in its country of origin. Previous studies with professional bodies may be accepted equally, if the professional body is officially acknowledged.

Admission by Professional Experience

Equally welcome are applicants, who have instead of a first (undergraduate) degree significant professional expertise and practice in an organisation, ideally, but not compulsorily in the chosen pathway of specialisation. These candidates are admitted by the so-called work-based entry route. The expectation for such professional practice is a minimum of five (5) years on managerial or supervisory level, unless indicated differently. The Registry of the E.H.E. EurAka requires written evidence to be submitted with the Application Form.





**'Banking's a sexy industry!
Creative - it's dynamic,
it's global, it's fast-moving,
you bring a lot of talented
people together!'**

James P. Gorman

ISO Certification 17024 for Banking & Finance

Beyond academic Degrees, the E.H.E. EurAka offers to students as one of the first universities the exceptional integrated option to gain the international ISO 17024 Certification. ISO Certifications are famous and especially recognised all over the world. Organisations seek for ISO Certifications as clear demonstration of their quality. Here now is the very unique option and opportunity for E.H.E. EurAka students to do the same and that within their regular programme of studies. This ISO 17024 Certification does not accredit organisations, but the individual - the E.H.E. EurAka student - according to official accreditation standards of the International Organization for Standardization.

To make this ISO 17024 Certification possible, the globally oriented private University E.H.E. EurAka closely collaborates with those official bodies and organisations, which are authorised to issue and award the respective ISO 17024 Certification. ISO Certifications are globally recognised and valid. They additionally enhance career perspectives.

Which now are the benefits? Beyond their academic Master's Degree, the additional and integrated option is to demonstrate to employers that a Graduate has met the official requirements for being a Certified Expert according to globally recognised ISO 17024 standards on professional level of expertise. This academic - professional expertise clearly goes beyond present standards employers expect. These combined qualifications, the E.H.E. EurAka is proud to offer, clearly differentiate the E.H.E. EurAka's Graduates on highly competitive job markets and is a culmination of what they offer to employing organisations. That is, what superior value education stands for.





Finance





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**

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 E.H.E. 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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