



E.H.E. EurAka
Switzerland



Master of Business Administration

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



ECBE

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.

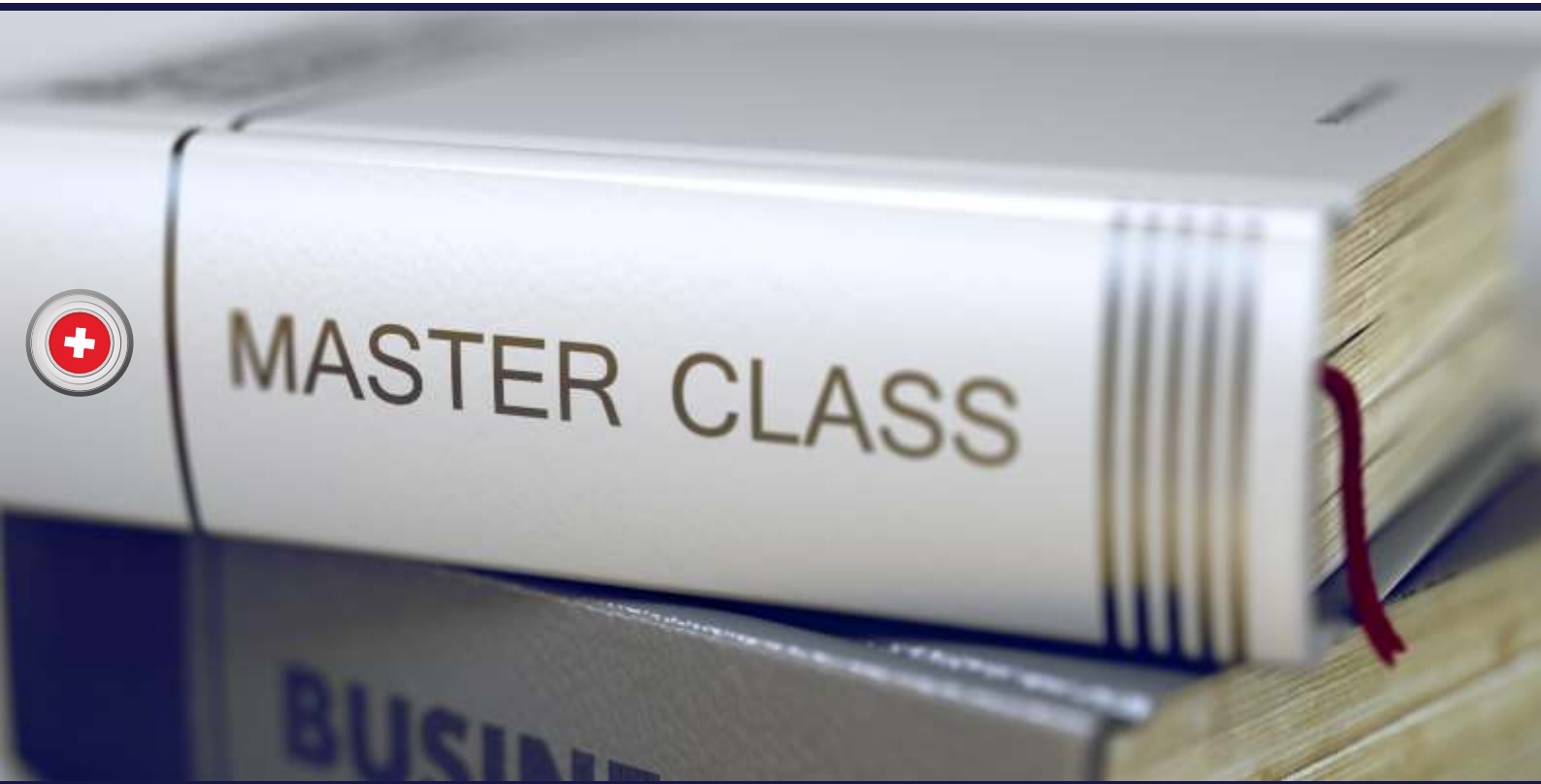
We equip our students with skills and knowledge supporting their successful careers. We are very proud of our internationally acknowledged high academic quality standards, where intercultural understanding and mutual respect is at the core of the delivery of our studies. At our University you will find 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.

Global Studies for the Global Economy

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 her 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 inter-nationally acknowledged academic standards according to DIN EN ISO / IEC 17024.

Prof Dr Dr habil Klaus Oestreicher
Vice President International

Global Economy



The E.H.E. EurAka Master's Studies:



Whether Master of Business Administration or one of the E.H.E. EurAka's other Master's or postgraduate programmes of studies, it is the right move. They prepare 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 MBA/Master's programme comprises eight modules to which adds the Master's thesis. The E.H.E. EurAka MBA/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 E.H.E. EurAka considers as elite programmes, go significantly beyond 90 credits. These particular programmes demonstrate employers the outstanding excellence our graduates have gained even more.

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

⇒ The E.H.E. EurAka does not award Business School Degrees, but fully-fledged degrees of a private Swiss University.

⇒ Degrees of the E.H.E. EurAka 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 MBA/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 interdisciplinary approaches by integrating wider managerial perspectives support graduates and their organisations equally.

MBA



The purpose of an MBA-programme is to offer a sophisticated postgraduate programme of studies, which concentrates on the variety of cross-functional interrelationships within an organisation. The task is to deliver a focused orientation, but one offering the "big picture" at the same time.

This reads simplistic but is much less so in reality. For the E.H.E. EurAka it is very important not to deliver the far too often taught knowledge of the last century. Knowledge still delivered, well-known, but highly ineffective as latest research has proven.

Therefore, the good MBA provides students with latest knowledge in business and management. One, which organisations operating in the 21st century can really use to progress and perform. The module names of the E.H.E. EurAka may read

familiar, their content is state of the art actual, because the E.H.E. EurAka is a research-intensive private University.

The E.H.E. EurAka MBA shapes the difference: value-oriented theory for direct practical application in organisations. This is part of Higher Education - Swiss made. This also is contributing to achieve Employability Impact.

This way, the course meets highest academic and professional standards for the globalised and value-oriented economy.

This effect can be further increased by the optional ISO 17024 Certification, which adds the professional certificate to the academic degree. The ISO 17024 Certification is globally valid and recognised. And it increases graduates' differentiating recognition on demanding national and international job markets.

Programme Objectives



Shared aims unite all modules of the Master of Business Administration programme of studies. These objectives are:

- To use theory, case study insights, and practice-oriented seminars to enhance candidates' intellectual calibre, professional and leadership skills, and problem-solving capacity in the context of the administrative management of the various functions of organisations.
- To contribute sophisticated understandings of present and future opportunities and challenges typically found in the contemporary organisation and to identify informed scope for general and specific improvements in the value-oriented and globalised economy and to meet societal and environmental responsibilities at the same time.
- To analyse and foster appropriate leadership roles embedded in management and responsibilities by innovative approaches to drive organisational development and to meet the needs of demanding constituents and multiple organisational contexts.
- To develop data-based organisational and functional strategies being focused on an ever-changing economic environment, organisational sustainability and progress within changing contexts in the era of globalisation.



Programme Structure

- Business Economics
- Human Resource Management
- Marketing Management
- Accounting and Finance
- Strategic Management
- Operations Management
- Organisational Behaviour and Corporate Social Responsibility



Intended Programme Learning Outcomes

The Master of Business Administration develops profound knowledge in the general management of organisations and industries. The programme of postgraduate studies is specifically designed to meet the concept of graduates' Employability Impact. Therefore, content of the individual modules is based on latest knowledge and practice-orientation at the same time.

The particular Intended Learning Outcomes are:

- Develop critical thinking and analytical approaches to theories and practices of contemporary organisational contexts by the ability to analyse the internal and external economic and competitive environment.
- Enhance the ability to understand, evaluate and structure the specific organisational needs for sustainable organisational progress in a variety of businesses and contexts.
- Extend the capacity to evaluate and critically select between strategies, tactics, and operational models in contemporary and future-oriented market environments for improving performance and competitive standing.
- Provide organisations with necessary insights and robust structures for becoming a socially responsible corporate citizen and apply business ethics and moral to the own work.

ISO Certification 17024 for MBA Students

Beyond her academic degree, the private EurAka University 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. The ISO 17024 Certification does not accredit organisations, but the individual - the EurAka University student - according to official accreditation standards of the International Organization for Standardization.

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

Which now are the benefits? Beyond their academic MBA Degree the additional option is to demonstrate employers that an MBA 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, differentiate 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.**



CERTIFICATION



Entry Requirements MBA Studies

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 University 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.



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 (optional)**
- **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 herself or other universities**
- **International Graduation Ceremony**
- **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 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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GAME DBIC - E.H.E. EurAka
Seal of Research 2018/2019
for excellent research
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and Research)