



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



**Master of Public Administration**  
**- MPA -**



## 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





**'A well balanced, inclusive approach,  
according to certain standards and ideals,  
is essential for the proper governance  
of any country.'**

Laisenia Qarase







## **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



## 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 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.





EDUCATION  
PLANNING  
INTERESTS  
TALENT  
VALUES  
STRATEGY





# MASTER CLASS



## **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 E.H.E. EurAka herself. 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.

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 Master's Studies

Whether Master of Public 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. The 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 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 just Business School Degrees, but 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 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.









## The Master of Public Administration

The public sector has particular responsibilities. Whether on the level of a small town or nationally or whether in specific sectors, it provides services being essential for the functioning of any society. Public servants are fulfilling an important task, while greatest care for spending public money is required.

What counts for the private sector, that much is about the maximisation of scarce resources, is not much different for public service providers. However, there are differences, too. When a private organisation discovers a loss-maker, it will either turn it around or will get rid of it. In public services a number of services will have to be sustained, despite that they will continue to produce losses. Another factor is effectiveness, but also efficiencies. Frequently, public services are challenged to be less effective or productive or efficient than private organisations. But there may be constraints, which do not allow to improve beyond given borderlines.

Exactly here, the Master of Public Administration (MPA) emphasises the difference in comparison to other Master's programmes. Instead of simply translating private sector knowledge and theory to public services, it was developed separately. The always guiding questions each module had to answer during the degree programme's development was:

- What makes it specific for public services?
- How do public services profit from such knowledge?
- Which real benefits does public service staff gain from studying this particular programme?

Answers were not always easy, since public service literature is limited in comparison to the same subject areas in private economy. The E.H.E. EurAka has achieved a milestone with this MPA programme. There is a degree course, exclusively concentrating on public services.

Content delivered in each module offers knowledge and skills making the difference. Not anymore a Graduate has to think about, how private sector knowledge may apply to the public sector. This programme of studies is all about public services and its specific needs.







# Objectives and Delivery of the Master of Public Administration

The improvement of

- Qualities in effectively and efficiently driving public administrative progress
- Knowledge on inter-functional and cross-disciplinary complexities of contemporary public management
- Capacity to exercise in-depth analysis by application of valid and reliable research in public administration
- Intellectual calibre and critical reflection
- Problem-solving skills being essential in and for complex challenging environments of public services
- Ethics, moral, and transparency within public service organisations
- Graduates' motivation and that of other staff in public services

and through these the development of profound principles for sustainable public administration and its responsibilities for economy, businesses, and the general public.

Delivery of the MPA programme is flexible. Besides full-time studies modules are either part of intensive weekend classes or delivered in evening sessions. Part-time studies offer one module per month respecting students' employment commitments. This way, studies also allow sufficient time for additional reading. Time for the Master's Thesis is six (6) months.

The standard period of studies is structured to be accomplished within a maximum of eighteen (18) months, but may be extended to a maximum of three years on request.





- **Administrative Organisation in the Public Sector**
- **Human Resource Management**
- **Public Marketing Management**
- **Accounting and Finance**
- **Strategic Public Management**
- **Public Operations Management**
- **Public Accountability and Responsibility**
- **Research Methods**
- **Master's Thesis**



- Concentrated studies being entirely focused on public services
  - Interactive and student-focused delivery based on public problem-solving and decision-making
  - Latest knowledge - incl. e-government - for immediate application
  - Programme emphasis on public service effectiveness and efficiency
  - Cross-functional skills and capabilities for sustainable performance improvements
  - Cross-disciplinary knowledge for understanding the wider picture
- summarised in an internationally and officially approved Master's Degree being awarded by a private University of global orientation and presence.

concept

Geo-n-Geo



# Entry Requirements

## Admission by Education

The Master of Public Administration is a focused programme of postgraduate academic studies. It is 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 welcomed are applicants, who have instead of a first (undergraduate) degree significant professional expertise and practice in an organisation, ideally, but not compulsorily in the public sector. These candidates are admitted by the so-called work-based entry route. The expectation for such professional practice is a minimum of four (4) years on managerial or supervisory level. The Registry of the E.H.E. EurAka requires written evidence to be submitted with the Application Form.







## **ISO Certification 17024 for Public Servants**

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 the 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 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 Europa Hochschule EurAka CH closely collaborates with those official 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 University'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.



## **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**

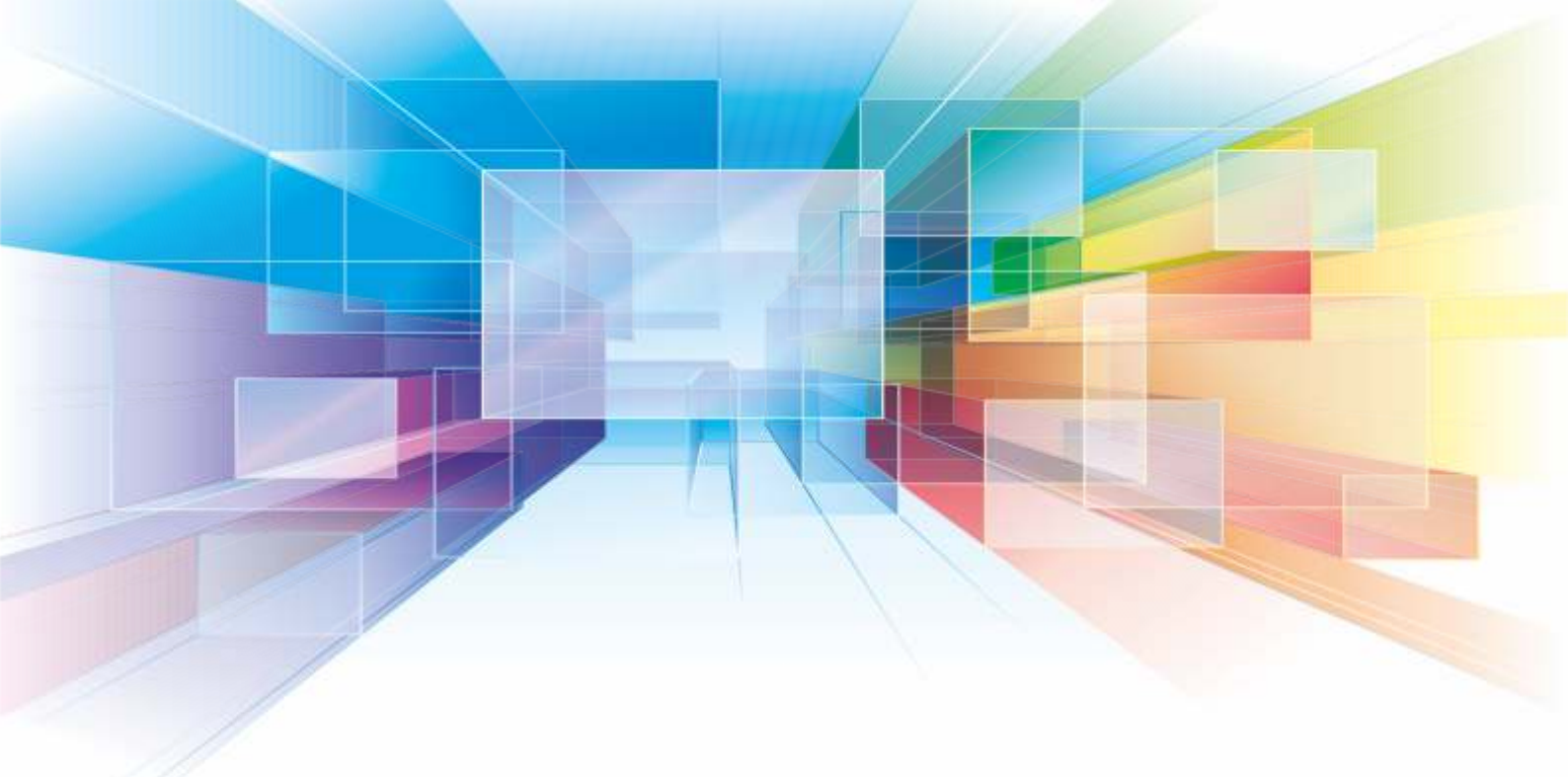


The Graduation Ceremony of the E.H.E. Europa Hochschule EurAka CH is a festive moment to celebrate an outstanding achievement. As rewarding especially this day is and as rewarding the moment is to receive the deserved academic Degree, it should never be the end, but the start for more. Of course, close 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.





## **The E.H.E. EuraAka:**

- Officially approved Swiss private University
- Campuses and specialist knowledge centres in Switzerland and Germany
- Official Degree and Research Degree Awarding Powers
- Internationally oriented Faculties
  - Economy
  - Technological Sciences | Engineering
  - Integral Medicine
- Degrees are part of the Process of Harmonisation of Higher Education in Europe according to DIN EN ISO / IEC 17024 and are awarding ECTS Credits
- Bachelor - Master's - Doctoral Studies (PhD and Professional Doctorates)
- Advanced Member and Signatory of the United Nation's PRiME Framework
- Institutional Member of the European Council of Business Education (ECBE)
- Additional offer of the personal ISO 17024 Certification embedded into programmes of studies
- Multinational faculty of internationally acknowledged Professors
- First tier research activities having attracted substantial research funds from governments and industry
- Close academic collaboration (teaching and research) with renowned international Universities from various countries all around the world
- Permanent consultancy for global corporations



# CONNECT



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



**GAME DBIC - E.H.E. EurAka**  
**Seal of Research 2018/2019 for excellent research**  
**German Stifterverband**  
**(Federal Ministry of Education and Research)**

