



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



**MSc in  
International Trade  
& Law**

## 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

**PARALEGAL**



## **Welcome to EurAka Welcome to Swiss Higher Education**

The E.H.E. Europa Hochschule EurAka CH or by international translation, the private E.H.E. 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 various countries.

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 there are many academic challenges, but they are rewarding as well. 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 are essential to us.

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

Prof Dr h.c. Paul Diener  
President

## World-class Higher Education - Swiss made

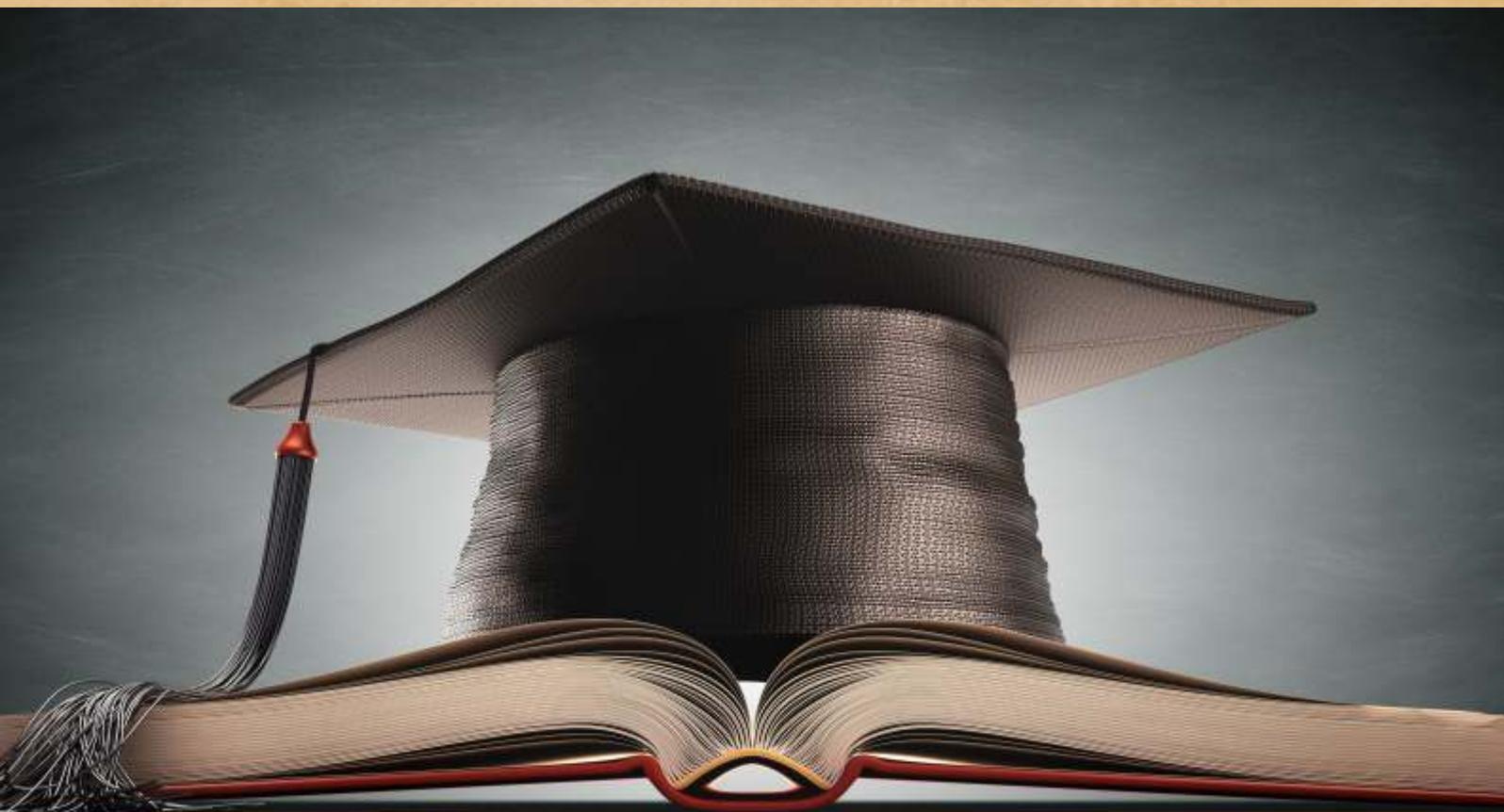
The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic 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.



# 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. 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 internationally acknowledged academic standards.

# E.H.E. EurAka

## Paralegal Studies



The frequent explanation for paralegal qualification is that it is the expertise of a person having profound knowledge in the law, but is not a lawyer.

The paralegal studies of the E.H.E. EurAka's Institute for Economics and Law are aiming to bridge the gap between essential knowledge in law and the legally compliant management of companies. I.e., it is offering a hybrid expertise.

Today, it is not only about legal practices of organisations alone. Trade standards, regulations according to certifications or rules of professional bodies and trade practices of foreign markets - there are many perspectives good management of an organisation needs to respect and to comply with. That exactly is the purpose of the E.H.E. EurAka paralegal programmes.

The globalised economy needs paralegal specialists and experts, either in-house or as external advisors and consultants. These programmes of studies are especially designed to meet this end.

Consciously, they adopt the wider perspective for building purposeful skills. They add value to organisations in their legal compliance and, at the same time, they improve the organisational competitive standing.

This equally means that the target groups for paralegal studies are both law experts needing additional management skills and managers looking for improvement of their legal knowledge and skills for advantageous organisational performance in 'real-world' situations.



## Master's Programmes of the E.H.E. EurAka

... are preparing candidates for senior management roles in organisations or self-employment. 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).

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.

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 forces, challenges, and values driving these. The courses combine knowledge on the organisation with key management practice skills for real use and application. Cross-functional and interdisciplinary approaches by integrating the wider managerial perspective support graduates and their organisations equally.

**'Our regulatory bodies strive to create honest dealings, fair trades, and a situation in which no one has an advantage over anyone else. But human beings aren't honest. And all trades are made because one person thinks he's getting the better of the other, and the other person thinks the same.'**  
**P. J. O'Rourke**



## **The Master of Science in International Trade & Law**

In today's global economic contexts international trade agreements and national laws are regulating highly complex business contexts. Good knowledge on international management is important but in-depth knowledge of the law makes it more effective to protect against unwanted surprises.

What about transport and insurance - there are various rules? How to deal with problems in the case of non-payment or that a customer cannot pay due to national restrictions for international transfers? Which other national regulations are to be considered to assure that no issues arise?

On the other hand, pure legal knowledge alone does not suffice to deal with foreign trade practices and to communicate advantageously with other cultures. Careful

and forward-leading customer service needs to be part of often difficult or fragile trade relationships. Long-term business success vitally depends on it. The law expert without such skills may soon find themselves in troubled waters.

These questions are of importance to make international trade successful and profitable. This is where these MSc studies contribute the necessary insights and deliver capabilities and skills the internationally active organisation needs.

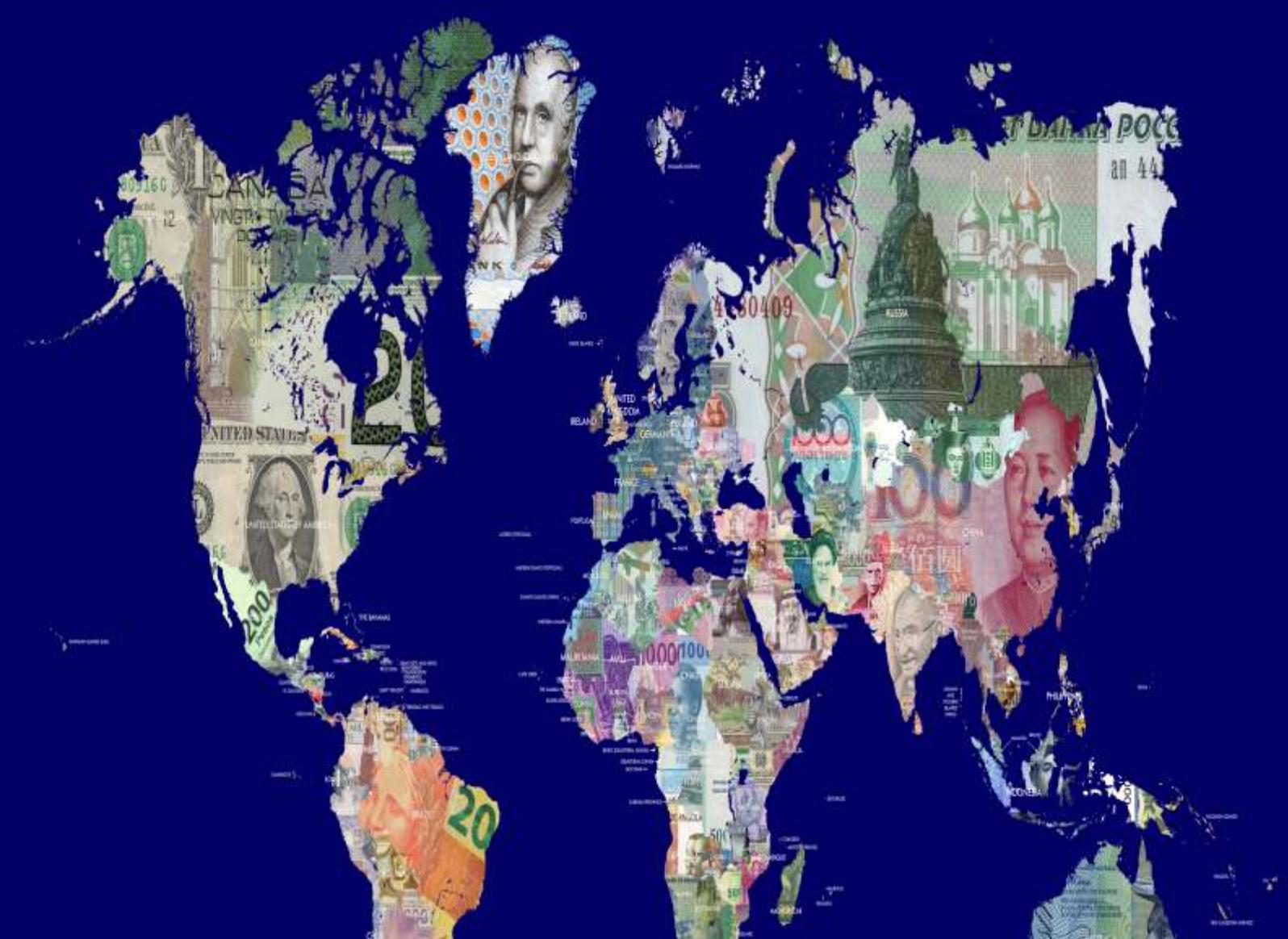
It is the right Master's programme for managers having to deal with legal and regulatory problems. It equally is the right programme for legal experts, who need to strengthen their managerial expertise. For both groups, skills and capabilities in international trade and law are of advantage.



## Key Programme Objectives

The Master's programme is designed to deliver in-depth knowledge on the multiple legal implications, which trading in the globalised economy means. Today's complexities require that international trade managers equally have good legal qualifications and law experts are familiar with those requirements, which import and export, but equally operating in host countries requires. Beyond these, soft skills are of complementing advantage. Sustainable organisational progress and success depend on legal compliance in different parts of the world. Therefore, key programme objectives are:

- To use theory, case study insights, and seminars to enhance students' cross-disciplinary understanding of management and law to provide graduates with in-depth professional and leadership skills and problem-solving capacity in the globalised economy.
- To communicate sophisticated understandings of present and future opportunities and challenges with which contemporary organisations are confronted and to identify scope for general and particular improvements through legally informed management and practice.
- To analyse international trade relationships in their internal and external environment on legal and regulatory grounds, which includes applied industrial standards and trade practices as embedded factors of and for successful international management.
- To drive organisational development by culturally-informed management and regulatory compliance to meet the needs of demanding international markets and multiple organisational constituents and contexts.
- To explore scope and content of effective organisational and functional strategies, which are meeting legal requirements of compliance by an organisation within a permanently changing context in national and global contexts.



## **Modules of the MSc in International Trade & Law**

- International Trade and Legal Compliance
- International Trade Law I
- International Logistics and Insurance
- International Trade Law II
- International Trade Communication
- International Trade Arbitration
- International Negotiations: Strategy & Tactics
- International Trade Risk Management and Risk Mitigation
- Master's Thesis or Research-based Project Paper

# 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 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 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 retail 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 University's Registry requires written evidence to be submitted with the Application Form.





## ISO Certification 17024

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 EurAka University 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 this ISO 17024 Certification possible, the globally oriented European University EurAka Switzerland 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 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 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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**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)**



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