



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

# **MBA in Banking & Risk Management**

**Master of Business Administration**

★  
**Postgraduate Diploma**

★  
**Postgraduate Certificate**



## 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



## **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



# World-class Higher Education - Swiss made



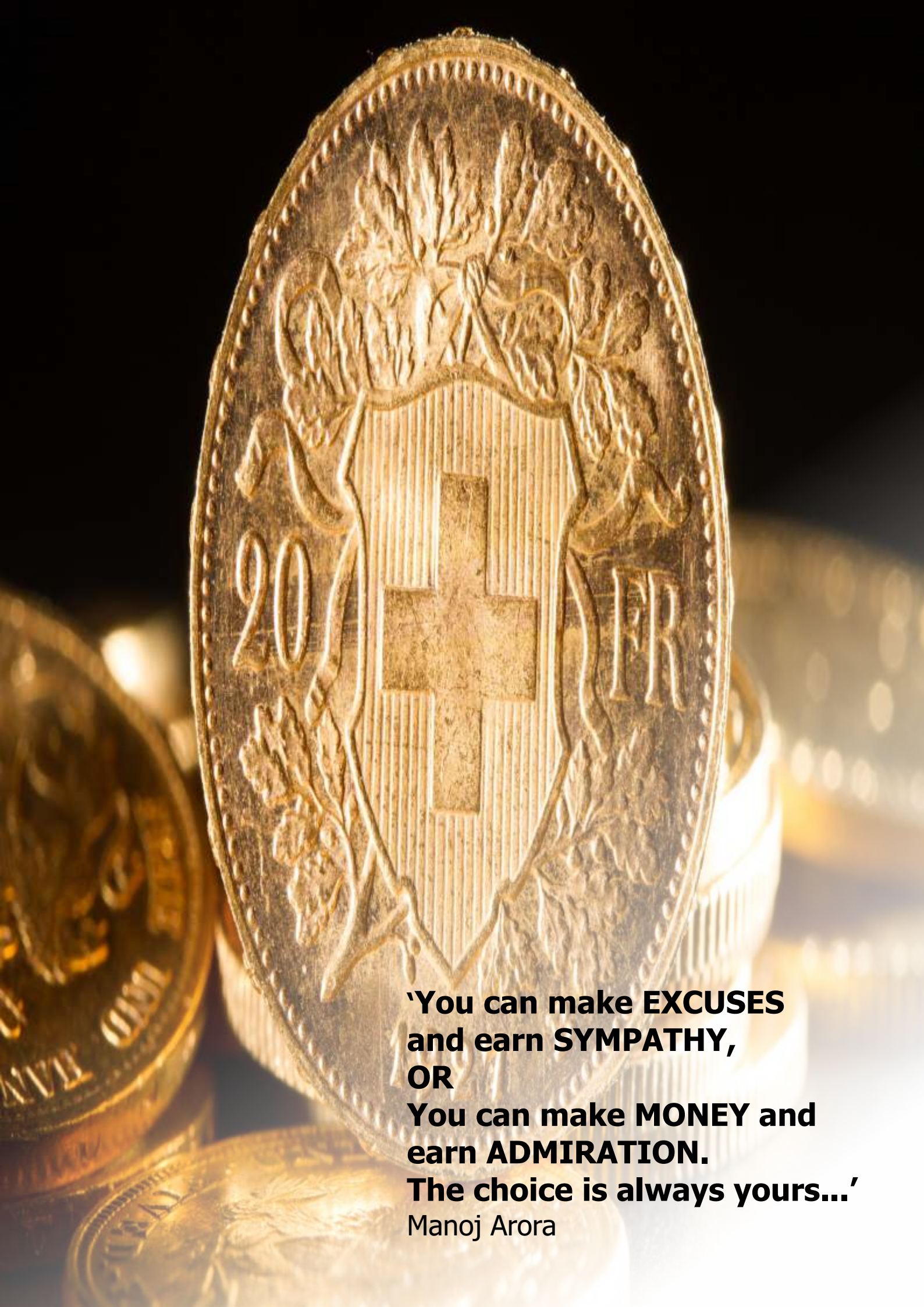
The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic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



**'You can make EXCUSES  
and earn SYMPATHY,  
OR  
You can make MONEY and  
earn ADMIRATION.  
The choice is always yours...'  
Manoj Arora**



With this focused and unique programme, the E.H.E. Europa Hochschule EurAka CH offers corporations of the financial sector, but equally individual students a first-tier programme of studies with sequential progress options. This means that students can flexibly opt for the complete MBA or can progress step-by-step up to the officially approved Swiss Master's Degree.

Furthermore, flexibility stands for individual module choice. Financial sector companies are not the same at all. They have different strategies and objectives. Therefore, the E.H.E. EurAka makes the MBA in Banking & Risk Management an open programme. I.e., each organisation can pick and select those modules it perceives as their individual best fit.

The whole MBA in Banking & Risk Management is consequentially practice-oriented: Knowledge is delivered, which can be taken out of the classroom and finds direct application in daily routine and practice. This is also expressed by the top-level, the Master's Degree itself. Instead of the traditional Master's thesis only, students have the option to study four further modules or write a final paper. The paper can either be the traditional thesis or a work-based project paper related to a student's direct work environment. Thorough investigation of a problem counts, either in more theoretical terms or alternatively in work-based or action-related form.

**Higher Education Swiss made** is the quality seal of this programme. It offers a unique opportunity to profit from practice-oriented higher education of outstanding value and excellence.

The E.H.E. EurAka's experts consist of international Professors of renowned reputation. All Professors on this programme have profound and long-term experiences in management and practice. They perfectly know, what drives financial organisations today and in the near future.



**Prof Dr Pierre Bultez**  
**Programme Director**

## Eligible Modules

### General Management Modules:

- Risk Management
- Finance
- Accounting
- International Business
- Project Management
- Strategic Management
- High Performance Organisations
- Human Resource Management
- Marketing Management
- Business Statistics
- Business Research Methods
- Business Ethics



## Subject Specific Modules

- **Bank Management:**  
Basics of banking | The financial crisis and the consequences | Bank strategy and risks | ALM in Interest Rate Risk Management (IRRM) | Value at Risk (VaR)
- **Capital Structuring, Value Management, and M&A:**  
Corporate Finance: Theory & Evidence | Analyses of the firm and the valuation of equity and debt | Managing equity & debt | The markets for corporate control | Organisational architecture, risk management, and security design | Takeovers & mergers in practice | M&A in theory and practice | Valuation: the strategic perspective | Restructuring | M&A strategies | Strategies for creating value
- **Finance in International Markets:**  
Overview of the financial management | Present values and financial arithmetic | Valuation of assets, shares, and companies | Project appraisal & applications | Investment strategy and process | Analysing investment risk | Relationships between investments: portfolio theory | Setting the risk premium: the CAPM approach | The required rate of return on investment and Shareholder Value Analysis | Identifying and valuing options | Treasury management and working capital policy | Short-term asset management | Short-term and medium-term finance | Long-term finance | Returning value to shareholders: the dividend decision | Capital structure and the required return | Does capital structure really matter? | Acquisition and restructuring | Corporations and Corporate Governance | Executive Incentives | Accountants and Auditors | The Board of Directors | Moral Hazard, Systemic Risk & Bailouts | Corporate Citizenship





- **Investment Banking**

Finance & Business | The process of investment banking | The underwriting of securities | Private placement | Syndication process | Capital budgeting | Financial concepts | Long-term investment decisions | International Financial Markets | Development in investment theory | Working capital | Financial statements and analysis | Financial risks management and measurement

- **Financial Risk Management**

Types of risks | Risk quantification related to the product | Value at Risk (VaR) | International Financial Reporting Standards (IFRS) | Assets and Liabilities Management

- **Futures, Options & Other Derivatives**

Mechanics of forward and futures markets | Determination of forward and future prices | Hedging strategies using futures | Interest rates markets | Swaps | Mechanics of options markets | Properties of stock options | Options on stock indices, currencies and futures | Value at Risk | Interest rates derivatives | Interest rates derivatives, short rate models | Interest rates derivatives, advanced models | Revisited swaps | Credit risk | Credit derivatives | Real options

- **International Financial Resources & Capital Markets**

Finance & Business | Capital budgeting | Financial markets | Financial statements and analysis | Financial risk management and measurement | Financial instruments and sources of funding

- **Investment Analysis and Portfolio Management**

Investment background | International financial markets | Developments in investment theory | Regulatory aspects





## Flexible Programme Structure

### **Postgraduate Certificate:**

- Any one of the general modules
- Any three subject specific modules

### **Postgraduate Diploma:**

- Any three of the general modules
- Any five subject specific modules

### **MBA in Banking & Risk Management:**

- Postgraduate Diploma +
- Thesis or work-based project paper
- or further four taught modules

Flexibility includes gradual progress: Students can be firstly enrolled/enrol to the Postgraduate Certificate and then continue to the Postgraduate Diploma at a later time. Equally, the third step towards the MBA Degree can then be taken later. Only limitation is the validity of ECTS credits of ten (10) years.

## 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.



# CERTIFICATION

The Student Value+ Formula:

**Master's Degree**

**+**

**ISO 17024 Certification**

**=**

**Employability Impact**

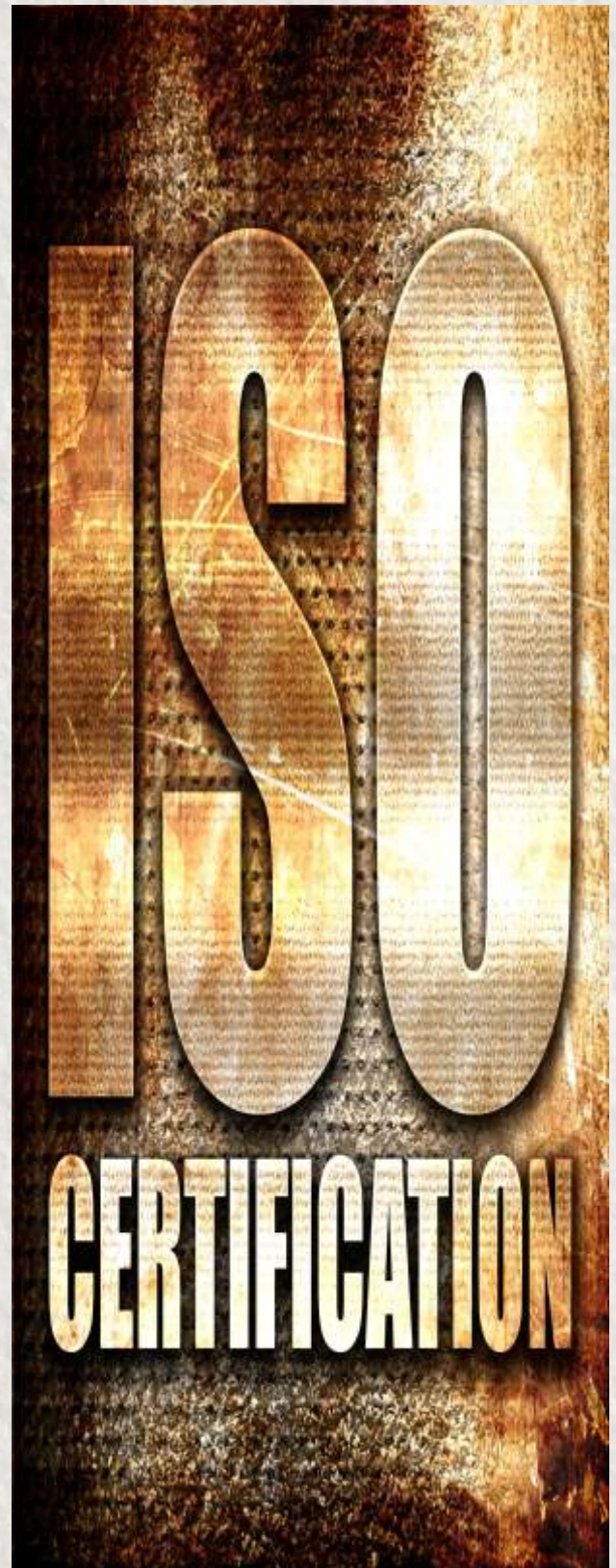
## Added Value through ISO 17024 Certification

### 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.



## 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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[www.euraka.ch/en](http://www.euraka.ch/en)