

## FOR IMMEDIATE RELEASE

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# EU BUSINESS SCHOOL SIGNS AN AGREEMENT WITH UNIVERSIDAD CATÓLICA DE MURCIA TO OFFER SEVEN NEW, STATE-RECOGNIZED MASTER PROGRAMS

- EU Business School has signed an agreement with Universidad Católica de Murcia (UCAM) in which it will offer seven new state-recognized master programs on its Barcelona campus as from October 2018.
- This agreement strengthens the partnership between EU Business School and Universidad Católica de Murcia (UCAM) and allows both educational institutions to extend the reach of their quality educational programs.

EU Business School (EU) and Universidad de Católica de Murcia (UCAM) are proud to announce that they have signed an agreement through which EU will offer seven state-recognized master programs accredited by UCAM on its Barcelona campus. The master programs will be offered from October 2018 and will have a duration of one year (three terms).

The master programs accredited by UCAM and offered by EU Business School are the following: management, marketing, finance, tourism & hospitality management, innovation & entrepreneurship, digital business and fashion & luxury business. Each program has been specifically designed to cater to the current and future needs of each business area. Developed specifically for graduates and professionals wishing to develop their skills in each particular discipline, the programs will combine traditional teaching methods with a practical, hands-on learning experience. Lecturers from industry as well as the world of academia will combine classes with company guest speakers to enable students to gain a true insight into their chosen field of study. EU is also offering four of these master programs, i.e. management, marketing, innovation & entrepreneurship and fashion & luxury, on its online campus.

This agreement deepens the relationship between EU and UCAM which began in 2016. As well as the new master's programs, UCAM also recognizes and accredits the 11 MBA programs offered on EU Business School's Barcelona campus. Mr. Carl Craen, vice-president & managing director of EU Business School, showed his satisfaction at the signing of this new agreement by stating, *"we are delighted to further our links with Universidad Católica de Murcia. This partnership allows us to extend the quality education we offer to students who wish to deepen their knowledge in a specific business area."*

This satisfaction was reflected by Mr. Pablo Blesa, vice rector of international relations and communication at UCAM who stated, *"UCAM is proud to have EU Business School as a strategic partner. EU is a prestigious institution which offers quality education, is clearly focused on serving business and has campuses in Munich (Germany), Geneva and Montreux (Switzerland), and Barcelona (Spain). Since our initial contact with EU, we felt the enormous cordiality of the school's management and felt that both institutions speak the same language in terms of quality and excellence. We are sure that this agreement will help increase the value to students who study these programs."*

This agreement adds to the growing number of partnerships that EU is signing with outstanding educational institutions around the world. The business school also offers state-recognized programs through the University of Derby and the University of Roehampton (UK) at the undergraduate and graduate level.

For more information about EU, contact the communications department at +34 93 201 81 71 or at [communications@euruni.edu](mailto:communications@euruni.edu) or visit our website [www.euruni.edu](http://www.euruni.edu)

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**About EU:** EU Business School (EU) is an international, professionally-accredited, multi-campus business school established in 1973. In addition to small classes offered in English by its expert faculty, EU students enjoy an international environment. EU is ranked among the top business schools in Europe and has the honor of being recognized by the Academy of Business in Society (ABIS) for its consistent dedication to corporate social responsibility. Students may also benefit from state-recognized degrees from the University of Derby and the University of Roehampton in the U.K. and the Universidad Católica de Murcia in Spain.