

FOR IMMEDIATE RELEASE

September 12, 2018

LEONARDO 3.4.5 BECOMES MENTORSHIP COMPANY FOR EU BUSINESS SCHOOL MBA CLASS 2018-2019

- **Leonardo 3.4.5 has been selected as the new mentoring company for EU Business School's MBA class of 2018-2019.**
- **EU students will work with Leonardo 3.4.5 professionals to further develop their marketing strategies and assist in advancing the company's business objectives.**

EU Business School (EU) is proud to partner with Leonardo 3.4.5 as the mentoring company for its MBA students of class 2018-2019. The aim of this partnership is to provide students with invaluable practical experience in a real-world business environment. The agreement for this strategic venture was reached between both organizations given the internationally-recognized business education received through EU's 11 MBA majors which include the latest management disciplines and theories; and the additional digital knowledge, soft skills and teamwork expertise which MBA students will acquire at Leonardo 3.4.5, a state-of-the-art online tool which help companies understand the best approach to team work.

Throughout the academic year, students will have the chance work directly with Leonardo 3.4.5 directors and professionals who will guide and provide feedback on their project work as well as give them first-hand business information. At the end of the academic year, the MBA class will deliver several projects to be presented to the company's board of directors for assessment and application. These projects include, but are not limited to, a review of company's promotional strategies in Switzerland, the organization of a large event and the definition of strategies for business development across several of the company's key countries. These tangible deliverables will form part of the students' final assignments.

Stef de Jong, Academic Dean of EU Business School, confirmed that the mentorship program adds a lot of value to the MBA program and brings further relevance to the MBA experience." He stated, *"business is brought to life for our students through our mentorship programs. They are immersed in real-world business environments and gain professional experience through true assignments and challenges."* De Jong also added, *"these mentorship programs have also generated opportunities for our students, where some have received job offers after the completion of the project."*

"This year, we are thrilled to partner with Leonardo 3.4.5 which has brought online expertise into a relatively new sector, human resources. With Leonardo 3.4.5, we will enhance our students' experience focusing on project-based, experiential learning and by placing professional experience at the forefront and center of our business education. Due to the success of our mentorship programs, we are also considering introducing it to our final year bachelor's students," concluded Stef de Jong. EU Business School had partnered with Searle company Ltd. in 2017 and the International Association of Public Transport (UITP) in 2018.

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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-accredited degrees from the University of Derby and the University of Roehampton in the U.K. and the Universidad Católica de Murcia in Spain.

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