



Public Disclosure of Student Achievement

Institution Name: EU Business School

Business Unit(s) included in this report: EU Business School Barcelona, Digital & Geneva

Academic Period Covered: Academic Year 2023-2024

Date Report Posted: February 2025

PROGRAM	MEASURE	TARGET	RESULT
BA in Business Administration <i>BBA</i>	Program Completion Rate	70%	86%
BA in Digital Communication <i>BAC</i>			95%
BA in Family Business Management <i>BAF</i>			N/A
BA in Leisure & Tourism Management <i>BAT</i>			92%
BA in International Relations <i>BAI</i>			83%
BA in Sports Management <i>BAS</i>			84%
BA in Business & Design Management <i>BBD</i>			100%
BA in Business & Sustainability Management <i>BBS</i>			100%
BA in Digital Business, Design & Innovation <i>BDI</i>			93%
BS in Business Finance <i>BSF</i>			83%
BS in Digital Media Management <i>BSD</i>			N/A

PROGRAM	MEASURE	TARGET	RESULT
MBA with a major in International Business <i>MBA</i>	Program Completion Rate	70%	98%
MBA with a major in Digital Communication & PR <i>MDC</i>			67%
MBA with a major in International Marketing <i>MIK</i>			100%
MBA with a major in Block Chain Management <i>MBC</i>			100%
MBA with a major in Global Banking & Finance <i>MBF</i>			100%
MBA with a major in Leisure & Tourism Management <i>MLT</i>			100%
MBA with a major in Entrepreneurship <i>MET</i>			100%
MBA with a major in Design Management <i>MDM</i>			100%
MBA with a major in Digital Business <i>MEB</i>			91%
MBA with a major in Human Resources Management <i>MHR</i>			89%
MBA with a major in Sports Management <i>MSP</i>			100%

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Program Completion Rate	The percentage number of students that successfully completed their graduation requirement in AY2023-2024 is based on the number of students that submitted their capstone assessments.