



## 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 2024-2025

**Date Report Posted:** January 2026

PROGRAM	MEASURE	TARGET	RESULT
BA in Business Administration <i>BBA</i>	Program Completion Rate	70%	94%
BA in Digital Communication <i>BAD</i>			96%
BA in Family Business Management <i>BAF</i>			N/A
BA in Leisure & Tourism Management <i>BAT</i>			100%
BA in International Relations <i>BAI</i>			100%
BA in Sports Management <i>BAS</i>			97%
BA in Business & Design Management <i>BBD</i>			N/A
BA in Business & Sustainability Management <i>BBS</i>			N/A
BA in Digital Business, Design & Innovation <i>BDI</i>			97%
BS in Business Finance <i>BSF</i>			100%
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%	97%
MBA with a major in Digital Communication & PR <i>MDC</i>			N/A
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>			95%
MBA with a major in Leisure & Tourism Management <i>MLT</i>			N/A
MBA with a major in Entrepreneurship <i>MET</i>			92%
MBA with a major in Design Management <i>MDM</i>			100%
MBA with a major in Digital Business <i>MEB</i>			100%
MBA with a major in Human Resources Management <i>MHR</i>			100%
MBA with a major in Sports Management <i>MSP</i>			100%

**Calculations for Measures**

<b>MEASURE</b>	<b>DESCRIPTION AND HOW IT WAS CALCULATED</b>
Program Completion Rate	The percentage number of students that successfully completed their graduation requirement in AY2024-2025 is based on the number of students that submitted their capstone assessments.