

Higher Education Swiss made

EurAka University News 1/2018



The E.H.E. European University EurAka Switzerland and the Universitas Mercu Buana, Jakarta, are forging an academic partnership. Joined and Double Degree programmes of studies, but as well mutual research and academic exchange programmes are in the middle of what

both Universities are planning. Universitas Mercu Buana is one of Indonesia's biggest universities and owns high reputation. The EurAka University is warmly welcoming Mercu Buana's Professors and looks forward to this inter-continental connection proving once again that the EurAka University is an open and globally oriented Higher Education Institution.



That the EurAka University is becoming a real global citizen is further evident by her new presence in Nepal.

It makes the EurAka University very proud that public transport in the capital Kathamandu displays the EurAka University's logo inviting Nepalese school leavers to the EurAka University's Bachelor in Hospitality Management.

Welcome Nepal, welcome Nepalese students.



The EurAka University's e-Learning Academy opens its virtual doors.

Two first Master's programmes, the

Master of Research and the **MBA** programme become available.

The Master of Research is very popular especially among the University's doctoral students. The MBA, on offer for the first time, will be complemented by further e-learning programmes in the year 2018.





New Look, New Feel - Improved Functionality: **The new website of the EurAka University**

Higher Education Swiss made is more than a claim. Therefore, the University prepared its new online presence most carefully. It took a little longer than expected, but what went online in January justifies to go the extra mile.

Guided by communication's three C, *consistency, clarity, and contrast*, the new website became part of a small research project. The application of scientific reconnaissance of online researchers using eye cameras or research on users' activities on a website means that there is much more embedded than the usual SEO and SEM. One of the more scientific elements is de Saussure's Semiology in form of 'all is text'. It means that greatest care

guided the selection of all visual elements for perfect fit with all text information. Integrated communication was the main objective, which also means consistency with the EurAka University's other communication.

But all was and is subject to what really counts: ease-of-use, e.g., a maximum of three clicks to get the information of interest and interactive content shortening the search for the right information. A search engine was added, direct contact opportunities, and many download options for immediate information.

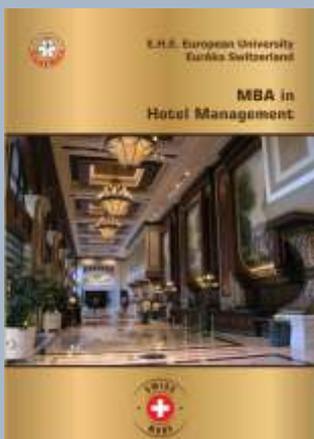
Both English and German version of the website are published at the same time. User-friendly and interactive, they present maximised information.

The new website will be permanently updated and many new developments will be added inviting to come frequently back for an interesting visit.

There is much to be discovered on www.euraka.ch/en.

The EurAka University welcomes new students from South East Asia having enrolled for the DBA programme in Kuala Lumpur. Directed by the University's Senator, Prof. P. Ravindran Pathmanathan, these new students are following the first Asian Graduates' Viva in August 2017.

The remarkable quality of their theses impressed the international Viva Jury. Graduates' theses are submitted to both the German and Swiss National Libraries and are published internationally this way.



The **MBA in Hotel Management** is the latest addition to the successful series of MBA programmes, which the EurAka University develops. Modules of the programme address and interconnect the various functions, which the contemporary hotel manager needs. Whether an independent hotel or a hotel chain, this programme delivers the right skills.



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