

Abstract

In the knowledge-based society, Higher Education contributes not only to promoting competitiveness and social cohesion, but also personal achievement. In the field of business and management education, the US schools seem in the advantage position for a long time. In this paper, we'd like to find a way to improve the quality of education in the European Union. As European universities are in the family of the European Union, they may take advantage of this special characteristic to make cooperation in the European continent. In this process, we may also get a clear idea of European Union's initial goal in this sector.

Key Words: Business and Management Education, the European Union,
Europeanization