

**the entrepreneurial school®**

SCALING THE HEIGHTS OF EDUCATION

Bachelor programs  
Master programs  
PhD  
Executive Education  
Research

Study programs at a glance



[www.mci.edu](http://www.mci.edu)



mentoring the motivated.





Partner universities worldwide



16 Double Degree Partnerships  
1 Joint Degree Program

## mentoring the motivated.

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## studies.

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\* subject to accreditation

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## 10 reasons for studying at mci.

1.

### Studying where others spend their holidays

With the city's central location between Italy, Switzerland and Germany, the spectacular mountain scenery of the Tyrol, the MCI's proximity to Innsbruck's lively Old Town, its synergistic ties to Innsbruck University and the impressive architecture of the campus, the MCI mentors the motivated in a unique setting for study and leisure.

2.

### A living university town

With its 35,000 students, the international conference and Olympic city of Innsbruck is one of the most popular university locations in the German-speaking area, with a rich tradition of learning, academic excellence and a vibrant student scene in terms of culture and living facilities, discourse and encounter.

3.

### Outstanding conditions for study

Demanding admission procedures form the foundation for successful study of a high standard with team working in small groups, fast progress and low dropout rates. Curricula with a strong practical orientation, intensive support and the MCI's proverbial service orientation guarantee a quality learning experience, personal wellbeing and optimum prospects on the job market.

4.

### Excellence in teaching

With a mixed faculty comprising the MCI's own professors and teachers, visiting lecturers from a wide variety of countries, and executives and recognized experts from the fields of business, research, consulting and the liberal professions, the MCI offers a synergistic combination of theory and practice that creates added value for students and encourages them to put their new-found knowledge to the test.

5.

### Service for success

A professional Language Center for the major languages of the world, excellent library facilities and study corners, modern eLearning platforms, an effective Career Center with job offers, internships and intercultural training programs, an effective Startup Center, a wide-ranging sports program and a highly committed Alumni & Friends Club additionally enrich the MCI's study programs and enhance the career prospects of MCI students and graduates.

6.

### Let's go international

Students and faculty from all over the world, a semester abroad and intensive modules at prestigious partner universities, double-degree options, internships with global players, and a variety of international activities open the door to international perspectives, intercultural competence and professional development.

7.

### Vibrant network

At the MCI, ongoing collaboration between the university, public authorities and the two sides of industry is the key to a combination of stability and entrepreneurial flexibility. It also promotes contacts, provides access to networks and generates international acceptance to the benefit of students. Regular visits by leading members of the scientific and business communities, and the worlds of politics and the arts, and by numerous friends and patrons of the MCI are a reflection and driving force of this exemplary openness to the world.

8.

### Successful graduates

In numerous studies and employee testimonials, MCI students score highly for practical knowledge, international thinking, an achievement-oriented approach, and a sense of responsibility and motivation that go well beyond their immediate duties. That makes them the people to turn to in demanding situations and explains their standing in trade and industry, as illustrated by the successful careers of so many MCI graduates.

9.

**Powerful brand**

As the Entrepreneurial School®, the MCI has been deliberately positioned in contrast to the traditional universities, private universities and universities of applied sciences, offering a top-quality combination of practice-oriented study programs, continuous education at university level, competent research, targeted knowledge transfer and innovative startups, all under one strong, internationally protected brand.

10.

**Ranked no. 1**

Clear positioning, a credible brand and top places in the rankings help students in their difficult choice of university and study program. A string of outstanding results in accreditation procedures, polls and rankings are confirmation of the high quality and level of acceptance achieved by the MCI. They strengthen its reputation and build trust on an increasingly complex higher education market.

See page 66 for more details on the Entrepreneurial School®

Founded by the University of Innsbruck, the Tyrolean regional authority, the Innsbruck municipal authority, the Tyrolean Chamber of Commerce, Tyrolean Chamber of Labour and the Confederation of Tyrolean Industry, MCI now occupies a prominent position in the international university scene. In the meantime some 3,400 students, 1,000 members of faculty and 290 partner universities from all over the world appreciate the unique Innsbruck Open University concept and the outstanding quality of the offering. We think that you, too, will be impressed by the Entrepreneurial School®.

**mentoring the motivated.**



Dr. Andreas Altmann  
Rector



# management & society.

BACHELOR		MASTER	
Business Administration <i>online</i>	9	Corporate Governance & Finance <i>online</i>	21
Business & Management	10	Entrepreneurship & Tourism	22
Business & Management for Professionals	11	Marketing Management	22
Management, Communication & IT	12	Strategic Management	23
Management & Law	15	European Health Economics & Management	24
Nonprofit, Social & Health Care Management	16	International Business & Law	25
Social Work	17	International Business & Management	26
Tourism Business Studies	19	International Health & Social Management	27
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Close ties between business-oriented study programs, specific problems confronting real companies, and practical research and development form an integral part of the MCI concept and offer students the attractive proposition of working on current questions and solutions in the fields of business and research.

The society-oriented study programs, on the other hand, address today's processes of fundamental social change, leading to increasingly complex social problems and the growing importance of the sustainable socio-economic developments needed to solve them. Whereas the study programs in social work are devoted more to problem-solving at the level of the individuals involved, the management-related programs, with their international orientation, have a stronger focus on the institutional, organizational, political and systemic level.

Through intensive interaction with the practical world of business as reflected in a variety of specific projects, students quickly understand the relevance of the knowledge they acquire in classes. To round off the experience of studying in the field of Business & Society, full-time students spend a semester and part-time students attend multi-week intensive modules at one of our well known partner universities.



Prof. PD Dr. habil. Belachew Gebrewold  
Social Work  
Social Work, Social Policy & Management



Prof. Dr. Ralf Geymayer  
Management & Law  
International Business & Law



Prof. Dipl.-Kfm. Bernd Kirschner  
Business & Management  
International Business & Management



Prof. Dr. Peter J. Mirski  
Management, Communication & IT



Prof. Dr. Maria Rabl  
Business Administration *online*  
Corporate Governance & Finance *online*



Prof. Mag. Hubert J. Siller  
Tourismus- & Freizeitwirtschaft  
Entrepreneurship & Tourismus



Prof. PD Dr. Thomas Stöckl  
Business & Management



Prof. Dr. Siegfried Walch  
Nonprofit, Social & Health Care Management  
International Health & Social Management  
European Health Economics & Management



## BACHELOR business administration. **ONLINE**

### STRUCTURE

1<sup>st</sup> – 2<sup>nd</sup> semester: Fundamentals  
 3<sup>rd</sup> – 4<sup>th</sup> semester: Advanced business administration  
 5<sup>th</sup> semester: Electives & advanced business administration  
 6<sup>th</sup> semester: Internship, Bachelor thesis & exam

### DEGREE

Bachelor of Arts in Business | B.A. | BA<sup>\*</sup>

*\*Use of the academic degree in combination with the brand MCI officially approved*

### TIME MODEL

Online & on-campus sessions / part-time

- Online sessions: twice a week in the evening (2 hours between 6–10 pm)
- On-campus sessions in Innsbruck: 2 consecutive days (Friday & Saturday), up to 8 days per semester

### LANGUAGE

Choice between English or German

### CONTENT

- Accounting & Controlling
- Operations Management
- Marketing
- Organization, Leadership & Personnel
- Entrepreneurship, Innovation & Transformation
- Strategic & International Management
- Electives: Digital Workplace Learning / Innovation & Entrepreneurship
- Economics & Law
- Ethical Decision Making
- Communication & Personal Development
- Research Methods & Academic Working

### PROFESSIONAL OPPORTUNITIES

- Project & Process Management
- Innovation Management
- Marketing & Sales
- Accounting & Controlling
- HR Management & Personnel Development
- Entrepreneurship
- Consulting
- Public Administration

### ADMISSION REQUIREMENTS

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

### TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 per semester plus membership fee to the Austrian Student Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

### APPLICATION

Career background (20%)  
 Written entrance exam (30%)  
 Interview (50%)

### CONSECUTIVE MCI MASTER

- Corporate Governance & Finance *Online*
- International Business & Management
- Entrepreneurship & Tourismus
- International Business & Law
- European Health Economics & Management
- International Health & Social Management
- Management, Communication & IT



## BACHELOR business & management.

### STRUCTURE

1<sup>st</sup> – 4<sup>th</sup> semester: Fundamentals and Practice lab  
 5<sup>th</sup> semester: International semester abroad  
 6<sup>th</sup> semester: Integrative internship, Bachelor thesis and final exam

### DEGREE

Bachelor of Arts in Business | B.A. | BA<sup>\*</sup>  
<sup>\*</sup>Use of the academic degree in combination with the brand MCI officially approved

### TIME MODEL

Full-time

### LANGUAGE

English

### CONTENT

- Business administration 51%
- Economics, law & society 10%
- Interdisciplinary competencies 17%
- Social & communicative skills 6%
- Scientific methodical competencies 16%

### PROFESSIONAL OPPORTUNITIES

Graduates are well qualified for positions in:

- Industrial sector
- Trading companies
- Tax advisory & auditing
- Business consultancy
- Banks & insurance companies, investment counselling
- Advertising agencies
- Market research & opinion polls
- Public administration
- Recruitment consultancies & HR management

### ADMISSION REQUIREMENTS

University entrance qualification  
 Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

### TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Students' Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

### APPLICATION

Career background (20%)  
 Written entrance exam (30%)  
 Interview (50%)

### CONSECUTIVE MCI MASTER

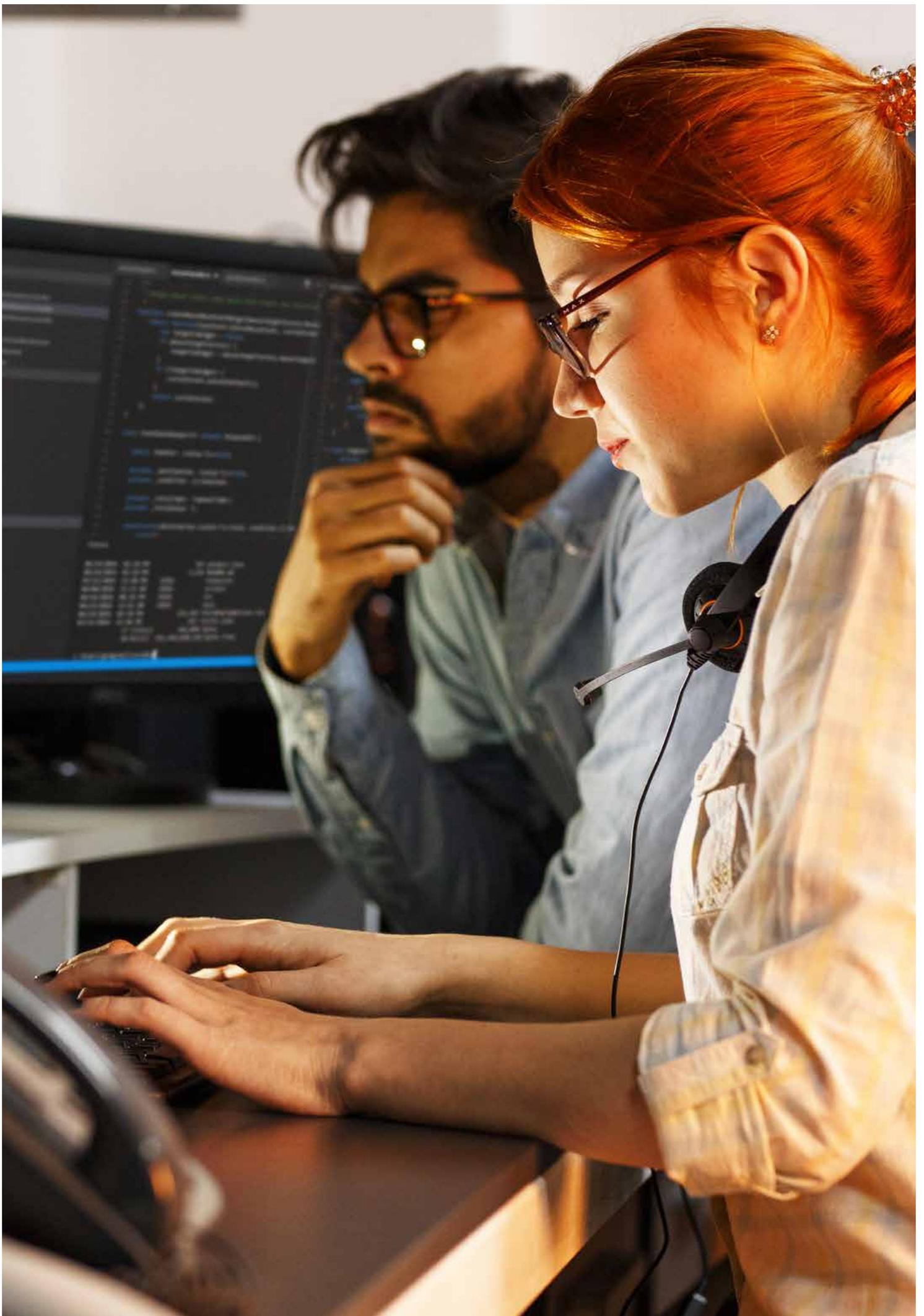
- International Business & Management
- Corporate Governance & Finance *Online*
- Entrepreneurship & Tourism
- International Business & Law
- European Health Economics & Management
- International Health & Social Management
- Management, Communication & IT

## BACHELOR business & management for professionals.

<b>STRUCTURE</b>	1 <sup>st</sup> – 3 <sup>rd</sup> semester: General Management 4 <sup>th</sup> – 5 <sup>th</sup> semester: Specialization 5 <sup>th</sup> – 6 <sup>th</sup> semester: integrative internship 6 <sup>th</sup> semester: International studies, Bachelor thesis and final exam
<b>DEGREE</b>	Bachelor of Arts in Business   B.A.   BA* *Use of the academic degree in combination with the brand MCI officially approved
<b>TIME MODEL</b>	Part-time with online / blended learning modules
<b>LANGUAGE</b>	German, supplemented by English courses
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Fundamentals business &amp; management 29%</li> <li>• Choice of specializations 18% <ul style="list-style-type: none"> <li>• Marketing · Organizational Development · Innovation</li> <li>• Controlling · Supply Chains · Strategy</li> </ul> </li> <li>• Economics &amp; law 9%</li> <li>• Social-communicative competencies 7%</li> <li>• Scientific-methodical competencies 17%</li> <li>• Interdisciplinary competencies (incl. international topics) 20%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	Positions in particular in <ul style="list-style-type: none"> <li>• Banks, insurance companies &amp; financial services</li> <li>• Wholesale and retail</li> <li>• Market and opinion research, marketing &amp; sales</li> <li>• Personnel consulting &amp; HR management</li> <li>• Tax consulting &amp; auditing</li> <li>• Management consultancy</li> <li>• Manufacturing, industry &amp; logistics</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	University entrance qualification Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	Career background (20%) Written entrance exam (30%) Interview (50%)
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• International Business &amp; Management</li> <li>• Corporate Governance &amp; Finance <i>online</i></li> <li>• Entrepreneurship &amp; Tourism</li> <li>• International Business &amp; Law</li> <li>• European Health Economics &amp; Management</li> <li>• International Health &amp; Social Management</li> <li>• Management, Communication &amp; IT</li> </ul>

## BACHELOR management, communication & it.

<b>STRUCTURE</b>	<p>1<sup>st</sup> – 2<sup>nd</sup> semester: Fundamentals</p> <p>3<sup>rd</sup> – 4<sup>th</sup> semester: Major Management   Major Media</p> <p>5<sup>th</sup> semester: International semester (at Partner University or MCI), Integrative Synopsis</p> <p>6<sup>th</sup> semester: Internship, Bachelor thesis and final exam</p>	
<b>DEGREE</b>	<p>Bachelor of Arts in Business   B.A.   BA*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>	
<b>TIME MODEL</b>	Full-time	
<b>LANGUAGE</b>	German and partially English	
<b>MAJORS</b>	Management / Media	
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Fundamentals: Business administration, communication and IT 40%</li> <li>• Major in Management / Media 30%</li> <li>• English &amp; Social skills 10%</li> <li>• Scientific working   R&amp;D   Internship 20%</li> </ul>	
<b>PROFESSIONAL OPPORTUNITIES</b>	<p>Management</p> <ul style="list-style-type: none"> <li>• Marketing analysis</li> <li>• Controlling</li> <li>• Management consulting &amp; ERP</li> <li>• Information systems management</li> <li>• Project management</li> <li>• Business intelligence &amp; analytics</li> </ul>	<p>Media</p> <ul style="list-style-type: none"> <li>• Digital marketing</li> <li>• Communication management &amp; consulting</li> <li>• Information management</li> <li>• Project management</li> <li>• Media &amp; campaign management</li> <li>• Human interface design</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	<p>University entrance qualification</p> <p>Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience</p>	
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>	
<b>APPLICATION</b>	<p>Career background (20%)</p> <p>Written entrance exam (30%)</p> <p>Interview (50%)</p>	
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• Management, Communication &amp; IT</li> <li>• Corporate Governance &amp; Finance <i>online</i></li> <li>• International Business &amp; Management</li> <li>• Entrepreneurship &amp; Tourism</li> <li>• International Business &amp; Law</li> <li>• European Health Economics &amp; Management</li> <li>• International Health &amp; Social Management</li> </ul>	





## BACHELOR management & law.

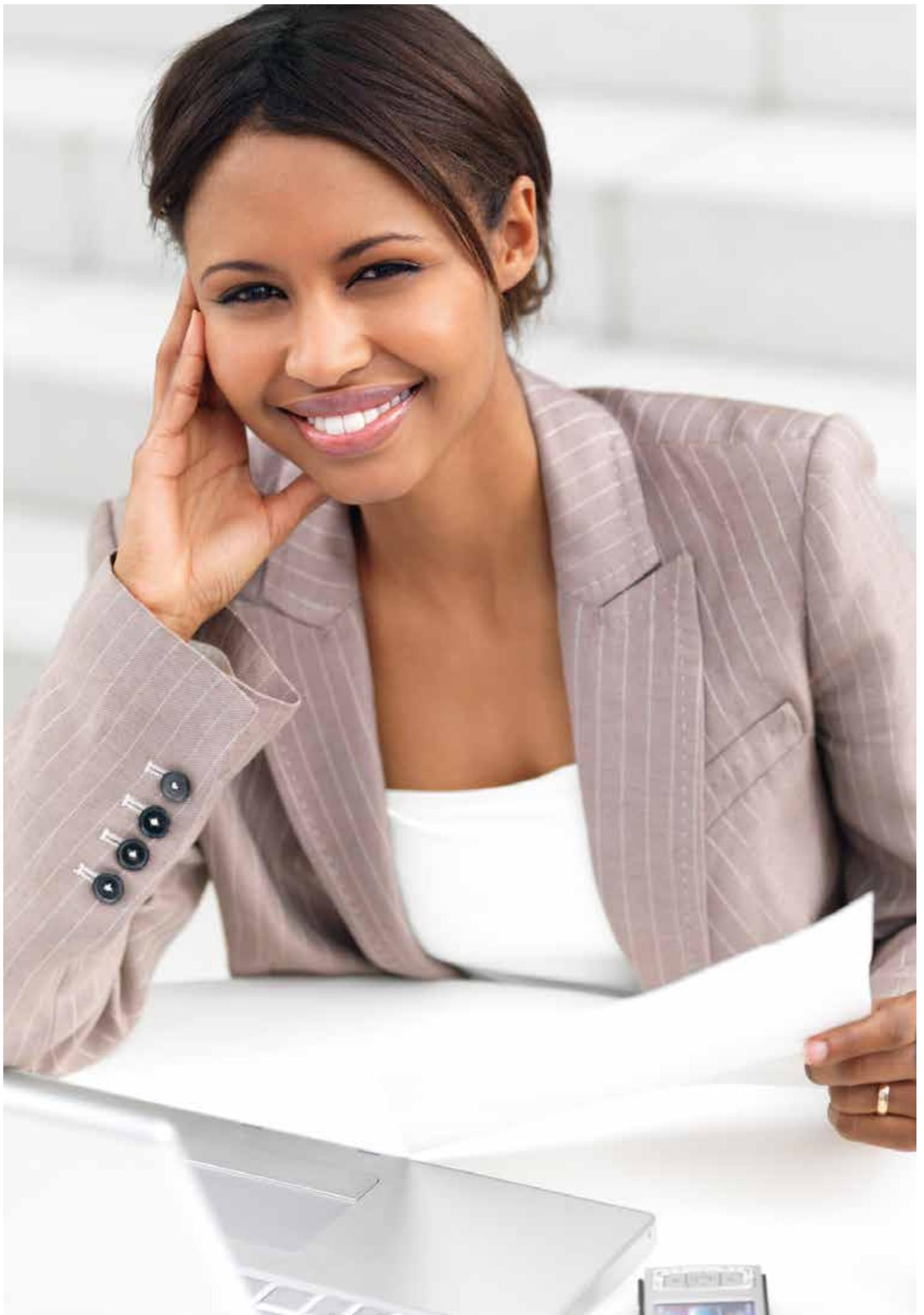
<b>STRUCTURE</b>	<p>1<sup>st</sup> – 4<sup>th</sup> semester: Fundamentals</p> <p>5<sup>th</sup> semester: International semester (at Partner University or MCI), Choice of major</p> <p>6<sup>th</sup> semester: Integrative internship, Bachelor thesis and bachelor examination</p>
<b>DEGREE</b>	<p>Bachelor of Arts in Business   B.A.   BA*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>
<b>TIME MODEL</b>	Full-time
<b>LANGUAGE</b>	German 70%, English 30%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Management-oriented business administration</li> <li>• Business law</li> <li>• Foreign language &amp; social skills</li> <li>• Professional tools &amp; scientific methods</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Industrial sector</li> <li>• Trading companies</li> <li>• Tax advisory and auditing</li> <li>• Business consultancy</li> <li>• Banks and insurance companies, investment counselling</li> <li>• Advertising agencies</li> <li>• Market and opinion research</li> <li>• Power and water suppliers</li> <li>• Telecommunications</li> <li>• Interest groups, public administration</li> <li>• Recruitment consultancy</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	<p>University entrance qualification</p> <p>Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience</p>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	<p>Career background (20%)</p> <p>Written entrance exam (30%)</p> <p>Interview (50%)</p>
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• International Business &amp; Law</li> <li>• International Business &amp; Management</li> <li>• Corporate Governance &amp; Finance <i>online</i></li> <li>• Entrepreneurship &amp; Tourism</li> <li>• Management, Communication &amp; IT</li> <li>• European Health Economics &amp; Management</li> <li>• International Health &amp; Social Management</li> </ul>

## BACHELOR nonprofit, social & health care management.

<b>STRUCTURE</b>	1 <sup>st</sup> – 4 <sup>th</sup> semester: Fundamentals and specialization subjects 4 <sup>th</sup> or 5 <sup>th</sup> semester: International semester (at Partner University or MCI) 6 <sup>th</sup> semester: Integrative internship (15 weeks), Bachelor thesis and final exam
<b>DEGREE</b>	Bachelor of Arts in Business   B.A.   BA* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>TIME MODEL</b>	Full-time, job friendly time model (possibility to study online in the first year)
<b>LANGUAGE</b>	German 70%, English 30%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• General Management 17%</li> <li>• Communication 17%</li> <li>• Scientific Methods 11%</li> <li>• Problem Solving 11%</li> <li>• Nonprofit, Social &amp; Health Care Management 44%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Health, nursing, public health, health promotion</li> <li>• Social services, basic social security, provision of subsistence, welfare</li> <li>• Culture, leisure, recreation, sports</li> <li>• Education, studies, science, research</li> <li>• Personal development, mediation, coaching, self-help</li> <li>• Regional development, regional &amp; location management, economic development</li> <li>• National &amp; international administrative bodies</li> <li>• International organizations, development co-operation</li> <li>• Politics, associations, interest groups, citizens' groups &amp; lobbying</li> <li>• (Social) insurance, financing, foundations, fundraising</li> <li>• Consulting, liberal professions</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	University entrance qualification Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	Career background (20%) Written entrance exam (30%) Interview (50%)
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• International Health &amp; Social Management</li> <li>• European Health Economics &amp; Management</li> <li>• Social Work, Social Policy &amp; Management</li> <li>• International Business &amp; Management</li> <li>• International Business &amp; Law</li> <li>• Entrepreneurship &amp; Tourism</li> <li>• Corporate Governance &amp; Finance <i>online</i></li> <li>• Management, Communication &amp; IT</li> </ul>

## BACHELOR social work.

<b>STRUCTURE</b>	1 <sup>st</sup> – 3 <sup>rd</sup> semester: Fundamentals 4 <sup>th</sup> semester: Integrative internship 5 <sup>th</sup> semester: International semester (at Partner University or MCI) 6 <sup>th</sup> semester: Bachelor thesis and final exam
<b>DEGREE</b>	Bachelor of Arts in Social Sciences   B.A.   BA* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>TIME MODEL</b>	Full-time
<b>LANGUAGE</b>	German 80%, English 20%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Fundamentals of social work 20%</li> <li>• Basic skills of social work 10%</li> <li>• Operational fields of social work 18%</li> <li>• Methods of social work 21%</li> <li>• Practice of social work 23%</li> <li>• Bachelor thesis &amp; Bachelor exam 8%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Official social work</li> <li>• Education, profession, company social work</li> <li>• Dis / Ability</li> <li>• Work specific to women or men</li> <li>• Health</li> <li>• Youth work</li> <li>• Childhood, youth, family</li> <li>• Competence-oriented professional counselling</li> <li>• Basic welfare services</li> <li>• Migration, inclusion, culturally sensitive work</li> <li>• Psychosocial counselling &amp; support</li> <li>• School social work, crisis intervention, streetwork</li> <li>• Social work with the elderly and people in need of care</li> <li>• Offences and delinquency</li> <li>• Addiction, psychosomatic and psychiatric disorders</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	University entrance qualification Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	Career background (20%) Written entrance exam (30%) Interview (50%)
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• Social Work, Social Policy &amp; Management</li> <li>• European Health Economics &amp; Management</li> <li>• International Health &amp; Social Management</li> </ul>



## BACHELOR tourism business studies.

### STRUCTURE

1<sup>st</sup> – 4<sup>th</sup> semester: Fundamentals

5<sup>th</sup> semester: Integrative internship  
and Bachelor thesis

6<sup>th</sup> semester: International semester optionally abroad, Bachelor thesis and final exam



Accredited to meet THE-ICE Standards of Excellence

### DEGREE

Bachelor of Arts in Business | B.A. | BA\*

\*Use of the academic degree in combination with the brand MCI officially approved

### TIME MODEL

Full-time

### LANGUAGE

German 65%, English 35%

### CONTENT

• Business Management	15%
• Management in Tourism & Leisure including elective courses	23%
• Marketing & Digitalization	8%
• Financial Management	10%
• Economics	6%
• Academic Research & Methodological Competencies	19%
• Interpersonal Skills & Languages	19%

### PROFESSIONAL

- Destination management organizations – DMOs
- Hospitality industry
- Event management
- Leisure, sports and recreational facilities
- Tourism consulting businesses
- Lift operation
- Tour operators & travel agencies

### ADMISSION

#### REQUIREMENTS

University entrance qualification

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

### TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

### APPLICATION

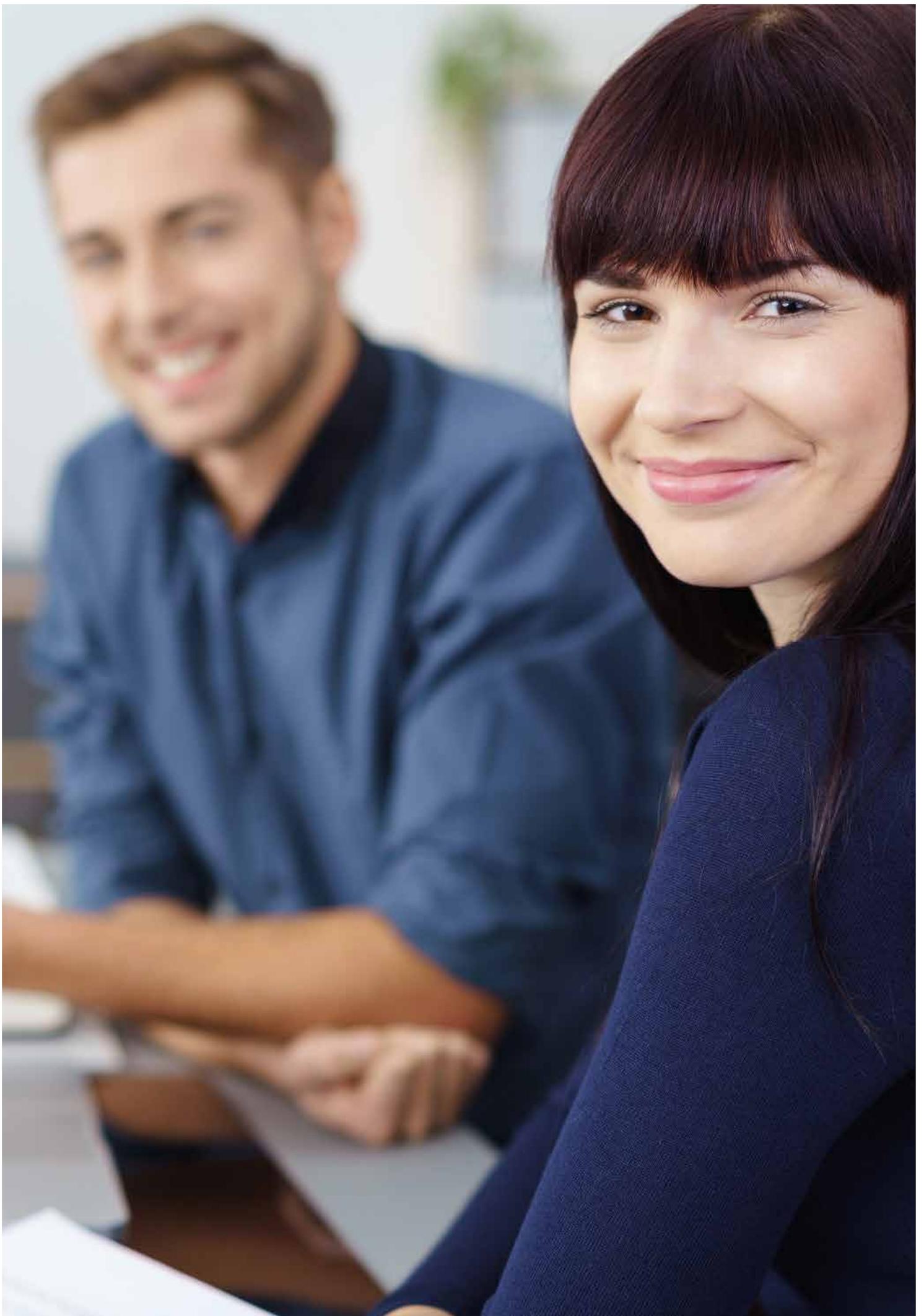
Career background (20%)

Written entrance exam (30%)

Interview (50%)

### CONSECUTIVE MCI MASTER

- Entrepreneurship & Tourism
- European Health Economics & Management
- International Business & Management
- International Business & Law
- International Health & Social Management
- Corporate Governance & Finance *online*
- Management, Communication & IT



# MASTER corporate governance & finance. **ONLINE**

<b>STRUCTURE</b>	<p>1<sup>st</sup> – 3<sup>rd</sup> semester: Core curriculum, courses in governance, finance, management and research methods</p> <p>4<sup>th</sup> semester: Master thesis and final exam</p>
<b>DEGREE</b>	<p>Master of Arts in Business   M.A.   MA*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>
<b>TIME MODEL</b>	<p>Online &amp; on-campus sessions / part-time</p> <ul style="list-style-type: none"> <li>• Online sessions: twice a week in the evening (6 – 8.30 pm)</li> <li>• On-campus sessions in Innsbruck: 2 consecutive days (Friday &amp; Saturday), up to 8 days per semester</li> </ul>
<b>LANGUAGE</b>	English
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Finance Management</li> <li>• Governance Systems</li> <li>• Management Behavior</li> <li>• Operational Competencies</li> <li>• Strategic Decision Making</li> <li>• Economic Environment</li> <li>• Advanced Academic Research</li> <li>• Master Thesis &amp; Final Exam</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<p>Graduates are well qualified for leadership positions in:</p> <ul style="list-style-type: none"> <li>• Accounting, finance, controlling, R&amp;D, quality and risk management</li> <li>• Business consultancy</li> <li>• Politics, public administration, interest groups</li> <li>• Corporate governance, organizational psychology, corporate social responsibility and business law</li> <li>• Management functions in SME</li> <li>• Credit and insurance institution</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	<p>Bachelor or equivalent degree in</p> <ul style="list-style-type: none"> <li>• (International) Business Administration</li> <li>• Business &amp; Management</li> <li>• (International) Economics</li> <li>• Studies with a min. of 70 relevant ECTS points</li> </ul>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	<p>Career background (20%)</p> <p>Written entrance exam (30%)</p> <p>Interview (50%)</p>



# MASTER entrepreneurship & tourism.

Major Marketing Management

## STRUCTURE

1<sup>st</sup> – 3<sup>rd</sup> semester: Core curriculum  
 3<sup>rd</sup> semester: International semester  
 (optionally abroad / international study program)  
 4<sup>th</sup> semester: Selected topics, Master thesis and final exams



## DEGREE

Master of Arts in Business | M.A. | MA\*  
 \*Use of the academic degree in combination with the brand MCI officially approved

Double Degree option at  
 Edinburgh Napier University / UK (M.Sc.)



## TIME MODEL

Full-time (block teaching), part-time work possible

## LANGUAGE

English

## CONTENT

- Entrepreneurship & Leadership 22%
- Tourism Marketing & Digitization 26%
- International Tourism & Markets 13%
- Destination & Innovation 13%
- Academic Research & Master Thesis 27%

## PROFESSIONAL OPPORTUNITIES

- Destination management organizations – DMOs
- Hospitality industry
- Marketing, event management
- Leisure, sports and recreational facilities
- Tourism consulting businesses
- Lift operation
- Tour operators & travel agencies

## ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- Business sciences with a focus on the tourism and leisure industries
- Studies with a min. of 45 ECTS credits in the area of business studies / economics

## TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 / semester plus membership fee to the Austrian Students' Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

## APPLICATION

Career background (30%)  
 Written entrance exam (30%)  
 Interview (40%)

# MASTER entrepreneurship & tourism.

Major Strategic Management

## STRUCTURE

1<sup>st</sup> – 3<sup>rd</sup> semester: Core curriculum  
 3<sup>rd</sup> semester: International semester  
 (optionally abroad / international study program)  
 4<sup>th</sup> semester: Selected topics, Master thesis and final exams



Accredited to meet THE-ICE Standards of Excellence

## DEGREE

Master of Arts in Business | M.A. | MA\*  
 \*Use of the academic degree in combination with the brand MCI officially approved

Double Degree option at  
 Edinburgh Napier University / UK (M.Sc.)



## TIME MODEL

Full-time (block teaching), part-time work possible

## LANGUAGE

English

## CONTENT

• Entrepreneurship & Leadership	28%
• Family Business Management	8%
• Tourism Marketing & Digitization	11%
• International Tourism & Markets	13%
• Destination & Innovation	15%
• Academic Research & Master Thesis	27%

## PROFESSIONAL OPPORTUNITIES

- Destination management organizations – DMOs
- Hospitality industry
- Event management
- Leisure, sports and recreational facilities
- Tourism consulting businesses
- Lift operation
- Tour operators & travel agencies

## ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- Business sciences with a focus on the tourism and leisure industries
- Studies with a min. of 45 ECTS credits in the area of business studies / economics

## TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 / semester plus membership fee to the Austrian Students' Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

## APPLICATION

Career background (30%)  
 Written entrance exam (30%)  
 Interview (40%)

# MASTER european health economics & management.

## STRUCTURE

1<sup>st</sup> semester: Fundamental courses

2<sup>nd</sup> – 3<sup>rd</sup> semester: Specialization

4<sup>th</sup> semester: Thesis



## DEGREE

Joint degree in cooperation with Rotterdam, Bologna & Oslo

*In Austria:* Master of Arts

*In the Netherlands:* Master of Science

*In Italy:* Laurea Magistrale

*In Norway:* Master of Philosophy



EU-HEM is granted with the prestigious Erasmus Mundus Joint Master Degree status (EMJMD)

## TIME MODEL

Full-time

## LANGUAGE

English

## CONTENT

Eu-HEM offers six tracks for specialization:

- Management of Healthcare Institutions
- Economic Evaluation in Healthcare
- Health Economics & Policy
- Decision Making in Healthcare
- Global Health
- Healthcare Finance & Management

## PROFESSIONAL OPPORTUNITIES

Graduates of the program are able to work in various professional fields:

- managing relations with public authorities and international organizations
- fulfilling administrative duties that require economic reasoning, management skills and legal competencies
- addressing executive duties in pharmaceutical companies, large hospitals and third payer institutions
- providing consultancy and economic advising in health related policies
- evaluating health promotion programs and public interventions

## ADMISSION REQUIREMENTS

- Higher Education Entrance Qualification and a completed Bachelor degree comparable to a Norwegian Bachelor degree. Details: [www.eu-hem.eu/admission-requirements](http://www.eu-hem.eu/admission-requirements)
- A minimum grade average of C (in the Norwegian grading scale) or equivalent from your Bachelor degree
- An English language requirement documented by an internationally recognised English language proficiency test

## PARTICIPATION COSTS

- All information: [www.eu-hem.eu/participation-costs](http://www.eu-hem.eu/participation-costs)

## APPLICATION

The application and admission process is organised at the University of Oslo

- Non-EU/EEA/Swiss applicants: from 1 October until 1 December
- All other students: from 1 February until 1 March
- [www.eu-hem.eu](http://www.eu-hem.eu)



Full-time | English

Double Degree Options

Job & family friendly time model

# MASTER international business & law.

## STRUCTURE

1<sup>st</sup> – 3<sup>rd</sup> semester: Core curriculum & Electives  
 Strategy, Mergers & Acquisitions; International Accounting, Controlling & Finance;  
 International & European Business Law; Digital Business, Marketing & Branding;  
 International Human Resource Management & Labor Law; Innovation Management &  
 Intellectual Property Law  
 3<sup>rd</sup> semester: International semester (option to study abroad)  
 4<sup>th</sup> semester: Master thesis

## DEGREE

Master of Arts in Business | M.A. | MA\*  
 \*Use of the academic degree in combination with the brand MCI officially approved

Double Degree options:  
 Università Carlo Cattaneo – LIUC, Castellanza / IT (Laurea Magistrale)  
 Edinburgh Napier University / UK (M.Sc.)  
 Kingston University / UK (LL.M.)



## TIME MODEL

Full-time study program with job & family friendly time model  
 (Wednesday afternoon to Saturday afternoon)

## LANGUAGE

English

## CONTENT

- Applied economics 50%
- Applied legal studies 30%
- Transdisciplinary projects & social skills 20%

**Electives:** Digital Business | International Human Resource Management  
 Business Environment in Specific Markets | European Business Environment

## PROFESSIONAL OPPORTUNITIES

- Tax Advisory and Auditing, Business Consultancy
- Banking & Finance
- Marketing & Account Management
- Strategy & Leadership
- Human Resources
- Business Law
- Research & Higher Education
- Supply Chain & Process Management
- Public Administration & Interest Groups

## ADMISSION REQUIREMENTS

- Graduates of relevant Bachelor programs
- Graduates of other Bachelor or post-secondary programs comprising courses in Strategic Management / Business Administration, International Business, Marketing, Controlling / Accounting and Law (totaling a minimum of 120 ECTS)

## TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 7,500 / semester plus membership fee to the Austrian Student Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

## APPLICATION

Career background (30%)  
 Written entrance exam (30%)  
 Interview (40%)

Full-time | English

Part-time | English

Double Degree Options

## MASTER international business & management.

### STRUCTURE

Curriculum with highly attractive competence streams structured in four semesters  
Semesters 1 & 2: Core curriculum offered in both time models: full-time & part-time  
Semester 3: Common core modules | Choice of two out of four specializations  
Semester 4: International Studies | Master Thesis | Final Exam

### DEGREE

Master of Arts in Business | M.A. | MA\*

\*Use of the academic degree in combination with the brand MCI officially approved

Double Degree options at

University of Economics, Prague / CZ

Università Carlo Cattaneo, Castellanza / IT



### TIME MODEL

Full-time and part-time

Blended learning format: combination of on-campus & online classes

### LANGUAGE

English

### CONTENTS

Digital Business & Marketing Management (core modules)	13%
+ Specialization 1: Digital Business**	+10%
+ Specialization 2: Marketing Management**	+10%
Innovation, Global Networks & Financial Management (core modules)	17%
+ Specialization 3: Innovation & Global Networks**	+10%
+ Specialization 4: Financial Management**	+10%
Leadership, Human Resources & Society	10%
Entrepreneurship & Interdisciplinary Research	17%
Business Research & Master Thesis	23%

\*\*Choice of two out of four specializations

### PROFESSIONAL OPPORTUNITIES

New ventures & startups | Business consultancy, tax advisory & auditing |  
Digital business & online marketing | Market research & advertising agencies |  
Innovation & transformation management | Finance & controlling | HR & recruiting

### ADMISSION REQUIREMENTS

Bachelor or equivalent degree in

- (International) Business Administration
- Business & Management
- (International) Economics
- Studies with a min. of 80 relevant ECTS points

### TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

### APPLICATION

Career background (20%)  
Written entrance exam (30%)  
Interview (50%)



Full-time | English

Double Degree Option

# MASTER international health & social management.

<b>STRUCTURE</b>	<p>1<sup>st</sup> semester: Core curriculum                  2<sup>nd</sup> semester: Core curriculum, electives*                  3<sup>rd</sup> semester: Core curriculum, international semester (optionally abroad)                  4<sup>th</sup> semester: Master thesis and final exams</p>	
<b>DEGREE</b>	<p>Master of Arts in Business   M.A.   MA**                  **Use of the academic degree in combination with the brand MCI officially approved</p> <p>Double Degree option at                  University of Economics, Prague / CZ</p>	
<b>TIME MODEL</b>	Full-time	
<b>LANGUAGE</b>	English	
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Law 12.5%</li> <li>• Economics 12.5%</li> <li>• Governance 12.5%</li> <li>• Management 12.5%</li> <li>• Multidisciplinary courses &amp; study tours 21%</li> <li>• Methods (including Master thesis) 29%</li> </ul>	
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• International organizations, development aid</li> <li>• Public health, health promotion</li> <li>• Social services, social security</li> <li>• Education, science, research, independent professions</li> <li>• National &amp; international administrative bodies</li> <li>• Policy, politics, associations, interest groups, citizens' groups &amp; lobbying</li> <li>• (Social) Insurance, financing, foundations, fundraising consulting</li> </ul>	
<b>ADMISSION REQUIREMENTS</b>	<p>Bachelor or equivalent degree in</p> <ul style="list-style-type: none"> <li>• Business Administration / Economics</li> <li>• Medicine / Public Health / Nursing</li> <li>• Social, Political and/or Natural Sciences</li> </ul> <p>or other studies with a min. of 70 relevant ECTS points</p> <ul style="list-style-type: none"> <li>• High level of proficiency in English language</li> </ul>	
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union</li> <li>• For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>	
<b>APPLICATION</b>	<p>Career background (30%)                  Written entrance exam (30%)                  Interview (40%)</p>	

\* Partly in cooperation with MCI's Department of Social Work

Full-time | English

Double Degree Options

Job & family  
friendly  
time model



## MASTER management, communication & it.

### STRUCTURE

1<sup>st</sup> – 3<sup>rd</sup> semester: Core curriculum  
3<sup>rd</sup> semester: International semester (optionally abroad)  
4<sup>th</sup> semester: Silicon Valley Entrepreneurship Course, Master thesis and final exam

### DEGREE

Master of Arts in Business | M.A. | MA\*  
*\*Use of the academic degree in combination with the brand MCI officially approved*

Double Degree option at University of Nebraska, Omaha / USA   
Master of Business Administration (MBA) or  
Master of Science in Management Information Systems (MSc)

### TIME MODEL

Full-time (Wednesday noon – Saturday afternoon), part-time work possible

### LANGUAGE

English

### CONTENT

- Digital Marketing & Communication 15%
- Strategic Management & eBusiness 40%
- Management Information Systems 25%
- Applied Research & Innovation 20%

### PROFESSIONAL OPPORTUNITIES

Executive position, expert role, line management or self-employed in

- Media & Creative Industries
- Innovative Start-ups
- Consulting and Leadership in Management, Communication & IT
- Smart Production, Automotive Industry & Digitalization
- Tourism, Health Care, Higher Education

### ADMISSION REQUIREMENTS

Bachelor or equivalent degree with a min. of

- 15 ECTS points in IT & ICT
- 20 ECTS points in Business Management
- 10 ECTS points in Communication

### TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Students' Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

### APPLICATION

Career background (30%)  
Written entrance exam (30%)  
Interview (40%)

## MASTER social work, social policy & management.

<b>STRUCTURE</b>	<p>1<sup>st</sup> – 2<sup>nd</sup> semester: Core curriculum</p> <p>3<sup>rd</sup> semester: International semester (optionally abroad / international study program)</p> <p>4<sup>th</sup> semester: Master thesis and final exam</p>
<b>DEGREE</b>	<p>Master of Arts in Social Sciences   M.A.   MA*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>
<b>TIME MODEL</b>	Full-time
<b>LANGUAGE</b>	German 80%, English 20%
<b>CONTENT</b>	<p>Highly practice-oriented, international, strong co-operation with social organizations, social policy, social work science, and the economy</p> <ul style="list-style-type: none"> <li>• Social work 15%</li> <li>• Social work research 35%</li> <li>• Social work &amp; social policy 35%</li> <li>• Social work &amp; management 15%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• International development cooperation</li> <li>• Management of social institutions</li> <li>• Regional development, social space analysis and development, social planning</li> <li>• Social care &amp; health care</li> <li>• Social work research &amp; -teaching</li> <li>• Social work diagnostics &amp; microintervention</li> <li>• Social management, project development and management</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>• Graduates of the Bachelor program Social Work</li> <li>• Graduates from a subject-related, further education social science program which lasted at least 6 semesters</li> <li>• Graduates who have otherwise at least 6 semesters of further education whose curriculum contains social work and social science components which have at least 90 ECTS credits</li> </ul>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union</li> <li>• For students from third countries: EUR 7,500 / semester plus membership fee to the Austrian Students' Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	<p>Career background (30%)</p> <p>Written entrance exam (20%)</p> <p>Interview (50%)</p>



# technology & life sciences.

BACHELOR		MASTER	
Biotechnology & Food Engineering	32	Biotechnology	40
Digital Business & Software Engineering	33	Food Technology & Nutrition	41
Environmental, Process & Energy Engineering	34	Environmental, Process & Energy Engineering	42
Industrial Engineering & Management	35	Industrial Engineering & Management	43
Mechatronics		Mechatronics & Smart Technologies	44
Medical Engineering	36	Medical Technologies	45
Electrical Engineering	37		
Mechanical Engineering	38		
Smart Building Technologies*	39		

\* subject to accreditation

Internationally operating technicians are more in demand than ever. Whether in the fields of production, communication, environment, energy, nutrition or health, engineers are of fundamental importance in resolving core problems.

With its Technology & Life Science study programs, the MCI has developed an innovative focus: biotechnology, energy engineering, food engineering, mechanical engineering, mechatronics, software engineering, environmental engineering, process engineering and industrial engineering.

In addition to a sound grounding in natural sciences and engineering, the program has a strong focus on complementary economic, legal and social-communicative competences (social skills, soft skills, foreign languages, etc.). Motivated lecturers from the business community and the worlds of science and consulting, the international orientation of the program and the limited number of places available guarantee optimum conditions for study with attractive prospects for the future.



**Prof. Dr. Katrin Bach**  
Food Technology & Nutrition



**Prof. Dr. Christoph Griesbeck**  
Biotechnology & Food Engineering  
Biotechnology



**Prof. Dr.-Ing. Gerhard Hillmer, MSc**  
Industrial Engineering & Management



**a.o. Univ.-Prof. MMag. Dr. Alexander Hörbst, Bakk.techn.**  
Medical Technologies



**DI Dr. Andreas Mehrle**  
Mechatronics  
Mechatronics & Smart Technologies



**Prof. Dr. Peter J. Mirski**  
Digital Business & Software Engineering



**Prof. Dr. Werner Stadlmayr**  
Environmental, Process & Energy Engineering

## BACHELOR biotechnology & food engineering.

<b>STRUCTURE</b>	<p>1<sup>st</sup> – 2<sup>nd</sup> semester: Fundamentals</p> <p>Starting 2<sup>nd</sup> semester: Specialization</p> <p>4<sup>th</sup> – 5<sup>th</sup> semester: Choice of electives in biotechnology or food technology</p> <p>5<sup>th</sup> or 6<sup>th</sup> semester: International semester (at Partner University or MCI), internship</p> <p>6<sup>th</sup> semester: Bachelor theses and final exam</p>
<b>DEGREE</b>	<p>Bachelor of Science in Engineering   B.Sc.   BSc*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>
<b>TIME MODEL</b>	Full-time
<b>LANGUAGE</b>	German 75%, English 25%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Fundamentals: mathematics, natural science 24%</li> <li>• Fundamentals: Engineering 15.5%</li> <li>• Special subjects: Biotechnology &amp; food technology 27%</li> <li>• Elective subjects: Biotechnology &amp; food engineering 6.5%</li> <li>• Academic research   R &amp; D   internship 16.5%</li> <li>• Business administration   English &amp; social skills 10.5%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Biomedical research and development</li> <li>• Pharmaceutical industry and diagnostics</li> <li>• Agriculture, food and animal feed industry</li> <li>• Chemical industry</li> <li>• Apparatus and plant engineering for biotechnological purposes</li> <li>• Measuring, testing and analysis</li> <li>• Environmental engineering</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	<p>University entrance qualification</p> <p>Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience</p>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	<p>Career background (20%)</p> <p>Written entrance exam (30%)</p> <p>Interview (50%)</p>
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• Biotechnology</li> <li>• Environmental, Process &amp; Energy Engineering</li> <li>• Food Technology &amp; Nutrition</li> <li>• Industrial Engineering &amp; Management</li> </ul>

## BACHELOR

**digital business & software engineering.****ONLINE****STRUCTURE**1<sup>st</sup> – 2<sup>nd</sup> semester: Fundamentals3<sup>rd</sup> – 4<sup>th</sup> semester: Software Engineering, Business Solutions5<sup>th</sup> semester: International Semester (at partner university or MCI),  
Integrative Overall Project6<sup>th</sup> semester: Internship, Bachelor thesis and final exam**DEGREE**

Bachelor of Science | B.Sc. | BSc\*

\*Use of the academic degree in combination with the brand "MCI" officially approved

**TIME MODEL**

Online | Blended Learning | Full-time (Job-friendly)

**LANGUAGE**

Courses in German as well as partly in English

**CONTENT**

- Informatics 53%
- Fundamentals in Mathematics & Technical Science 8%
- Fundamentals in Business & Interdisciplinary Competences 25%
- Scientific Work & Academic Writing 8%
- Internship / professional experience 6%

**PROFESSIONAL OPPORTUNITIES**

Positions in

- Business Intelligence / Analytics
- Digital Business
- IT Consulting
- IT Operations Management
- IT Project Management
- Software Engineering
- Software Quality Management
- Web & Mobile Development

**ADMISSION**

University entrance qualification

**REQUIREMENTS**

Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

**TUITION**

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Students' Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

**APPLICATION**

Career background (20%)

Written entrance exam (30%)

Interview (50%)

**CONSECUTIVE MCI MASTER**

- Management, Communication & IT
- Industrial Engineering & Management

Full-time | German

Part-time | German

Double Degree Option



## BACHELOR

# environmental, process & energy engineering.

### STRUCTURE

1<sup>st</sup> – 2<sup>nd</sup> semester: Fundamentals  
Starting from 3<sup>rd</sup> semester: Environmental, Process & Energy Engineering  
5<sup>th</sup> semester: International semester (at Partner University or MCI),  
6<sup>th</sup> semester: Bachelor theses and final exam, internship (12 weeks)

### DEGREE

Bachelor of Science in Engineering | B.Sc. | BSc\*  
\*Use of the academic degree in combination with the brand MCI officially approved

Double Degree Option  
Centria University of Applied Sciences, Kokkola / FI



### TIME MODEL

Full-time, part-time

### LANGUAGE

German 75%, English 25%

### CONTENT

- Fundamentals of natural sciences & engineering 35%
- Environmental, process, & energy engineering 37%
- Business & management | key competencies 11%
- Scientific methods | R&D | Internship 17%

### PROFESSIONAL OPPORTUNITIES

- Energy trading, energy generation & natural resources
- Chemical industry
- Paper and paper-processing industry
- Environmental engineering
- Glass industry
- Oil industry
- Waste & waste water management
- Consulting engineers, consulting, engineering

### ADMISSION REQUIREMENTS

University entrance qualification  
Additional entrance exams in Mathematics, Physics, Chemistry, English and German for applicants without a university entrance qualification but with relevant professional experience

### TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

### APPLICATION

Career background (20%)  
Written entrance exam (30%)  
Interview (50%)

### CONSECUTIVE MCI MASTER

- Environmental, Process & Energy Engineering
- Industrial Engineering & Management
- Mechatronics & Smart Technologies
- Food Technology & Nutrition
- Biotechnology

## BACHELOR industrial engineering & management.

<b>STRUCTURE</b>	1 <sup>st</sup> – 2 <sup>nd</sup> semester: Fundamentals and core subjects 5 <sup>th</sup> semester: International semester (at Partner University or MCI), 6 <sup>th</sup> semester: Bachelor thesis and final exam, internship (12 weeks)
<b>DEGREE</b>	Bachelor of Science in Engineering   B.Sc.   BSc* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>TIME MODEL</b>	Full-time, part-time
<b>LANGUAGE</b>	German 75%, English 25%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• General Engineering 35%</li> <li>• Production Engineering &amp; Management 25%</li> <li>• General Management 16%</li> <li>• English &amp; Key Competencies 8%</li> <li>• Internship &amp; Bachelor Thesis 16%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Process optimizations</li> <li>• Technical plant maintenance</li> <li>• Quality management</li> <li>• Supply chain management</li> <li>• Innovation management</li> <li>• Project management</li> <li>• Marketing &amp; sales</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	University entrance qualification Additional entrance exams in Mathematics, Physics, English and German for applicants without a university entrance qualification but with relevant professional experience
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	Career background (20%) Written entrance exam (30%) Interview (50%)
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• Environmental, Process &amp; Energy Engineering</li> <li>• Industrial Engineering &amp; Management</li> <li>• Food Technology &amp; Nutrition</li> <li>• Management, Communication &amp; IT</li> <li>• Mechatronics &amp; Smart Technologies</li> </ul>

## BACHELOR mechatronics.

Major Medical Engineering

<b>STRUCTURE</b>	1 <sup>st</sup> – 4 <sup>th</sup> semester: Fundamentals and core subjects 3 <sup>rd</sup> – 5 <sup>th</sup> semester: Major in Medical Engineering 5 <sup>th</sup> + 6 <sup>th</sup> semester: International semester (at Partner University or MCI), internship (12 weeks) 6 <sup>th</sup> semester: Bachelor thesis and final exam
<b>DEGREE</b>	Bachelor of Science in Engineering   B.Sc.   BSc* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>TIME MODEL</b>	Full-time, job & family friendly time model**
<b>LANGUAGE</b>	German 85%, English 15%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Mathematics &amp; natural science 10%</li> <li>• Mechatronics &amp; engineering 25%</li> <li>• Electrical engineering &amp; electronics 15%</li> <li>• Medicine &amp; medical engineering 40%</li> <li>• Legal aspects &amp; key competencies 10%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Medical engineering including therapeutic systems</li> <li>• Development &amp; production of medical products</li> <li>• Quality assurance in the medical field</li> <li>• Product management of medical products</li> <li>• Consulting in the field of medical and hospital technology</li> <li>• Trade, sales and customer service of medical and rehabilitation products</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	University entrance qualification Additional entrance exams in Mathematics, Physics, English and German for applicants without a university entrance qualification but with relevant professional experience
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	Career background (20%) Written entrance exam (30%) Interview (50%)
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• Mechatronics &amp; Smart Technologies</li> <li>• Medical Technologies</li> <li>• Industrial Engineering &amp; Management</li> </ul>

in cooperation with



\*\* Semester 1 and 2: Choice between full-time (on weekdays, during the day) and part-time model (Friday/Saturday).  
From 3rd semester: Full-time, but job-friendly time model (with afternoon and evening courses on weekdays).

# BACHELOR mechatronics.

Major **Electrical Engineering**

<b>STRUCTURE</b>	<p>1<sup>st</sup> – 4<sup>th</sup> semester: Fundamentals in mechatronics</p> <p>2<sup>nd</sup> – 5<sup>th</sup> semester: Major in Electrical Engineering</p> <p>5<sup>th</sup> + 6<sup>th</sup> semester: International semester (at Partner University or MCI), internship (12 weeks)</p> <p>6<sup>th</sup> semester: Bachelor thesis and final exam</p>
<b>DEGREE</b>	<p>Bachelor of Science in Engineering   B.Sc.   BSc*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>
<b>TIME MODEL</b>	Full-time, part-time
<b>LANGUAGE</b>	German 85%, English 15%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Mathematics &amp; natural science 15%</li> <li>• Mechatronics &amp; engineering 45%</li> <li>• Major Electrical Engineering 30%</li> <li>• Economics, law &amp; key competencies 10%</li> </ul>
<b>FOCUS</b>	Embedded systems, control engineering, measuring systems, power electronics, medicine electronics
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Metrology and control engineering</li> <li>• Plant and building systems automation</li> <li>• Automotive and alternative drive technologies</li> <li>• Semiconductor and communications industries</li> <li>• Circuit development and embedded systems programming</li> <li>• Planning and design engineering for electrical plant</li> <li>• Plant control and monitoring</li> <li>• R &amp; D and technology transfer</li> <li>• Technical and commercial applications consulting &amp; sales</li> <li>• Power generation &amp; supply</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	<p>University entrance qualification</p> <p>Additional entrance exams in Mathematics, Physics, English and German for applicants without a university entrance qualification but with relevant professional experience</p>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 6,250 / semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	<p>Career background (20%)</p> <p>Written entrance exam (30%)</p> <p>Interview (50%)</p>
<b>CONSECUTIVE MCI MASTER</b>	<ul style="list-style-type: none"> <li>• Mechatronics &amp; Smart Technologies</li> <li>• Medical Technologies</li> <li>• Industrial Engineering &amp; Management</li> </ul>

## BACHELOR

**mechatronics.**Major **Mechanical Engineering****STRUCTURE**

1<sup>st</sup> – 4<sup>th</sup> semester: Fundamentals in mechatronics  
 2<sup>nd</sup> – 5<sup>th</sup> semester: Major in Mechanical Engineering  
 5<sup>th</sup> + 6<sup>th</sup> semester: International semester (at Partner University or MCI),  
 internship (12 weeks)  
 6<sup>th</sup> semester: Bachelor thesis and final exam

**DEGREE**

Bachelor of Science in Engineering | B.Sc. | BSc<sup>\*</sup>  
<sup>\*</sup>Use of the academic degree in combination with the brand MCI officially approved

**TIME MODEL**

Full-time, part-time

**LANGUAGE**

German 85%, English 15%

**CONTENT**

• Mathematics & natural science	15%
• Mechatronics & engineering	45%
• Major Mechanical Engineering	30%
• Economics, law & key competencies	10%

**FOCUS**

Robotics, control engineering, automation, production engineering, CAD/DAM

**PROFESSIONAL  
OPPORTUNITIES**

- Machine & plant construction
- Electric powered machines & car industry
- Machine-, plant- and car supplies industry
- Public infrastructure & services
- Planning, project engineering, construction & execution
- Monitoring, controlling & optimization
- Quality control, maintenance, service & management
- External quality control & technical monitoring (e.g. technical control board)
- Research, development & technology transfer
- Technical & economical application consultancy as well as sales & marketing

**ADMISSION  
REQUIREMENTS**

University entrance qualification  
 Additional entrance exams in Mathematics, Physics, English and German for applicants  
 without a university entrance qualification but with relevant professional experience

**TUITION**

- For students from EU & EEA countries: EUR 363 / semester plus membership fee  
 to the Austrian Student Union
- For students from third countries: EUR 6,250 / semester plus membership fee  
 to the Austrian Student Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

**APPLICATION**

Career background (20%)  
 Written entrance exam (30%)  
 Interview (50%)

**CONSECUTIVE MCI MASTER**

- Mechatronics & Smart Technologies
- Medical Technologies
- Industrial Engineering & Management

## BACHELOR

**smart building technologies\*** NEU

Combine  
your studies &  
professional  
experience

**SPECIAL FEATURES**

Dual study program

- Study phase at MCI & practical phase in the company each semester
- Year-round paid employment with the partner company

**DEGREE**

Bachelor of Science in Engineering | B.Sc. | BSc\*\*

\*\*Use of the academic degree in combination with the brand MCI officially approved

**LANGUAGE**

German

**CONTENT**

- |   |     |
|---|-----|
| • Scientific-technical fundamentals                             | 11% |
| • Engineering sciences  | 19% |
| • Heating, air conditioning, ventilation & sanitary engineering | 12% |
| • Automation & measurement, control and regulation technology   | 6%  |
| • Information technology  | 6%  |
| • Comfort in building services engineering                      | 7%  |
| • Business & management / key competencies                      | 11% |
| • Practical phases  | 17% |
| • Practice-oriented R&D / Bachelor thesis                       | 11% |

**PROFESSIONAL OPPORTUNITIES**

- Building concept & planning
- Building automation
- Water supply and waste water management
- Heating, air conditioning, ventilation & sanitary engineering
- Sun and weather protection
- Lighting technology

**ADMISSION REQUIREMENTS**

University entrance qualification

Additional entrance exams in Mathematics, Physics, English and German for applicants without a university entrance qualification but with relevant professional experience

**TUITION**

Statutory membership fee to the Austrian Student Union (ÖH)

**APPLICATION**

Career background (20%)

Written entrance exam (30%)

Interview (50%)

Admission to the dual study program is linked to at least one application at one of our partner companies

**CONSECUTIVE MCI MASTER**

- Mechatronics & Smart Technologies
- Environmental, Process & Energy Engineering
- Industrial Engineering & Management

**PARTNERS**

\*subject to accreditation

## MASTER **biotechnology.**

<b>STRUCTURE</b>	1 <sup>st</sup> – 3 <sup>rd</sup> semester: Core curriculum 3 <sup>rd</sup> semester: International semester (at Partner University or MCI) 4 <sup>th</sup> semester: Master thesis and final exam
<b>DEGREE</b>	Master of Science in Engineering   M.A.   MA** <i>**Use of the academic degree in combination with the brand MCI officially approved</i>  Option: Connected Programs Combination with the Master study program Molecular Medicine at the Medical University of Innsbruck
<b>TIME MODEL</b>	Full-time
<b>LANGUAGE</b>	German 75%, English 25%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Biotechnology 47%</li> <li>• Current industrial projects 12.5%</li> <li>• Scientific methods &amp; Master thesis 33%</li> <li>• General management 7.5%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Biomedical research and development</li> <li>• Pharmaceuticals and diagnostics</li> <li>• Chemical industry</li> <li>• Agriculture, fertilizer &amp; fodder industries</li> <li>• Apparatus &amp; plant engineering for biotechnological applications</li> <li>• Measuring, testing and analysis</li> <li>• Environmental engineering</li> <li>• Public infrastructure, associations and interest groups</li> <li>• International co-operation and organizations</li> <li>• Consulting, freelancing</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	Bachelor or equivalent degree in <ul style="list-style-type: none"> <li>• Biotechnology / Food technology</li> <li>• Biochemistry / Biology</li> <li>• Pharmaceutical industry / Biomedical analytics</li> <li>• Science &amp; engineering courses with sufficient relevant content</li> </ul>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union</li> <li>• For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	Career background (30%) Written entrance exam (20%) Interview (50%)



Full-time | German

Part-time | German

STUDY CO-OPERATION  
powered by Dr. Schär  
[www.mci.edu/drschaer](http://www.mci.edu/drschaer)

# MASTER food technology & nutrition.

<b>STRUCTURE</b>	<p>1<sup>st</sup> – 3<sup>rd</sup> semester: Core curriculum</p> <p>2<sup>nd</sup> – 3<sup>rd</sup> semester: Electives</p> <p>3<sup>rd</sup> semester: Optional semester abroad</p> <p>4<sup>th</sup> semester: Optional semester abroad, Master thesis and final exam</p>
<b>DEGREE</b>	<p>Master of Science in Engineering   M.A.   MA*</p> <p><i>*Use of the academic degree in combination with the brand MCI officially approved</i></p>
<b>TIME MODEL</b>	Full-time and part-time
<b>LANGUAGE</b>	German 75%, English 25%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Food technology &amp; nutrition 37.5%</li> <li>• Electives 6.7%</li> <li>• Current industrial projects 12.5%</li> <li>• Scientific methods &amp; Master thesis 35.8%</li> <li>• General management 7.5%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Food economics</li> <li>• Animal feed industry</li> <li>• Food safety (e.g. at EFSA, AGES etc.)</li> <li>• Quality assurance and analysis</li> <li>• Chemical and pharmaceutical industry</li> <li>• Clinical nutrition research</li> <li>• Innovation management &amp; Product development</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	<p>Bachelor or equivalent degree in</p> <ul style="list-style-type: none"> <li>• Food Technology / Biotechnology</li> <li>• Nutrition / Oecotrophology</li> <li>• Food Chemistry &amp; Sciences / Biochemistry</li> <li>• Science &amp; engineering courses with sufficient relevant content</li> </ul>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union</li> <li>• For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	<p>Career background (30%)</p> <p>Written entrance exam (20%)</p> <p>Interview (50%)</p>

Full-time | English

Part-time | German

Double Degree Option

## MASTER **environmental, process & energy engineering.**

### STRUCTURE

1st – 3rd semester: Core curriculum and choice of two out of four electives  
3rd semester: International semester (abroad or at MCI)  
4th semester: Master thesis and final exam

### DEGREE

Master of Science in Engineering | M.Sc. | MSc\*  
*\*Use of the academic degree in combination with the brand MCI officially approved*

Double Degree option at  
Università degli Studi di Genova



### TIME MODEL

Full-time or part-time

### LANGUAGE

English (Full-time) or German 75%, English 25% (Part-time)

### ELECTIVES

Plant Engineering and Operations / Chemical Engineering / Environmental Engineering / Energy Engineering

### CONTENT

- Process engineering 46%
- Beyond engineering 12%
- Electives 21%
- Master thesis 21%

### PROFESSIONAL OPPORTUNITIES

- Energy Trading, Energy Industry and Natural Resources
- Renewable Energies
- Water Supply and Treatment
- Engineering Consulting
- Chemical Industry
- Plant Engineering

### ADMISSION REQUIREMENTS

Graduates with a relevant Bachelor degree or diploma

### TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Students' Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

### APPLICATION

Career background (30%)  
Written entrance exam (20%)  
Interview (50%)

## MASTER industrial engineering & management.

<b>STRUCTURE</b>	1st – 3rd semester: Key areas of Process or Production Technology 3rd semester: International semester (abroad or at MCI) 4th semester: Master thesis and final exam
<b>DEGREE</b>	Master of Science in Engineering   M.Sc.   MSc* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>TIME MODEL</b>	Part-time
<b>LANGUAGE</b>	German 75%, English 25%
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• General Engineering 22%</li> <li>• Production engineering &amp; management 21%</li> <li>• General Management 23%</li> <li>• Master Thesis   Research &amp; Development 34%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<p>Mainly technically oriented</p> <ul style="list-style-type: none"> <li>• Production engineer (optimization of operational processes / maintenance)</li> <li>• Project engineer</li> <li>• Development engineer</li> <li>• Business-related services in engineering and planning offices</li> <li>• Qualified engineering expert</li> </ul> <p>Mainly economically oriented</p> <ul style="list-style-type: none"> <li>• Technical manager</li> <li>• Supply chain manager</li> <li>• Sales engineer, product manager, key account manager</li> <li>• Technical purchasing manager, distribution manager</li> <li>• Business consulting / business planning / management</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>• Graduates with a Bachelor degree or Diploma in engineering</li> <li>• Graduates of relevant post-secondary institutions (i.e. degrees in technical engineering or natural-scientific engineering programs)</li> </ul>
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union</li> <li>• For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Students' Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	<p>Career background (30%) Written entrance exam (20%) Interview (50%)</p>

Full-time | English

Part-time | German

Double Degree Options



## MASTER mechatronics & smart technologies.

### STRUCTURE

1<sup>st</sup> – 3<sup>rd</sup> semester: Core curriculum  
4<sup>th</sup> semester: Master thesis and final exam

### DEGREE

Master of Science in Engineering | M.Sc. | MSc\*  
*\*Use of the academic degree in combination with the brand MCI officially approved*

Double degree option at  
Pôle Universitaire Léonard de Vinci, Paris / FR  
Appalachian State University, Boone, NC / USA



### TIME MODEL

Full-time or part-time



### LANGUAGE

English (Full-time), German 85%, English 15% (Part-time)

### MAJORS

Electrical Engineering / Mechanical Engineering

### CONTENT

- Core area: Mechatronics 40%
- Major in Electrical Engineering / Mechanical Engineering 25%
- Projects 15%
- Management, business and key competences 10%
- Academic working / R & D 10%

### PROFESSIONAL OPPORTUNITIES

- Research & development
- Simulation & computation
- Project & design engineering
- Production planning & monitoring
- Automation & computer vision
- Control engineering
- Sales & applications consulting

### ADMISSION REQUIREMENTS

Graduates with a relevant Bachelor degree or Diploma and a minimum of 75 ECTS credits from relevant subjects

### TUITION

- For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union
- For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: [www.mci.edu/scholarships](http://www.mci.edu/scholarships)

### APPLICATION

Career background (30%)  
Written entrance exam (20%)  
Interview (50%)

# MASTER **medical technologies.**

<b>STRUCTURE</b>	1 <sup>st</sup> – 3 <sup>rd</sup> semester: Core curriculum 4 <sup>th</sup> semester: Master thesis and final exam
<b>DEGREE</b>	Master of Science   M.Sc.   MSc** <i>**Use of the academic degree in combination with the brand MCI officially approved</i>
<b>TIME MODEL</b>	Full-time with job friendly time model
<b>LANGUAGE</b>	English
<b>CONTENT</b>	<ul style="list-style-type: none"> <li>• Medical imaging, IT &amp; hardware 29%</li> <li>• Medical Engineering 25%</li> <li>• Projects and technical case studies 13%</li> <li>• Management &amp; Entrepreneurship 8%</li> <li>• Master thesis &amp; scientific writing 25%</li> </ul>
<b>PROFESSIONAL OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>• Research &amp; development</li> <li>• Product design</li> <li>• Quality assurance</li> <li>• Maintenance &amp; service</li> <li>• Project management</li> <li>• Technology management</li> <li>• Sales &amp; application consulting</li> <li>• Start-ups &amp; innovation</li> </ul>
<b>ADMISSION REQUIREMENTS</b>	Graduates with a relevant Bachelor degree or Diploma and a minimum of 50 ECTS credits from relevant subjects
<b>TUITION</b>	<ul style="list-style-type: none"> <li>• For students from EU &amp; EEA countries: EUR 363 / semester plus membership fee to the Austrian Student Union</li> <li>• For students from third countries: EUR 7,500 per semester plus membership fee to the Austrian Student Union; Scholarships: <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></li> </ul>
<b>APPLICATION</b>	Career background (30%) Written entrance exam (20%) Interview (50%)



The MedTech master program is being organized in close collaboration with the Medical University of Innsbruck (MUI) and the Health & Life Science Cluster Tyrol (HLSCT) which includes the University of Innsbruck (LFUI), the Private University of Medical Informatics & Technology (UMIT) and other prestigious institutions.



# executive education.

<b>EXECUTIVE PHD</b>		<b>EXECUTIVE DEVELOPMENT</b>	
Executive PhD in Management	49	Executive Certificate Courses	57
		Management seminars	58
<b>EXECUTIVE MASTER</b>		Inhouse Programs & Organizational Development	61
Digital Business MBA	50		
Executive MBA	51		
Digital Economy & Leadership MSc <i>online</i>	52		
Digital Marketing & Analytics MSc <i>online</i>	53		
Management & Leadership MSc	54		
Modular structure with master option	55		

In Executive Education, the Entrepreneurial School® consolidates a broad portfolio of top-class continuing education programs for decision-makers at all management levels as well as tailor-made solutions for organizations and companies. A stagnation in further education would mean a step backwards for all. This applies above all to the digital business-and-working world. Both the willingness and the ability to continuously acquire and develop new knowledge are crucial for proactively meeting current and future challenges.

As the Entrepreneurial School®, the MCI has been a pivotal driving force in academic education and continuing education for almost 25 years and has thus achieved a leading position in the international university scene. The focus is on the goal of enabling occupational decision-makers to think in an entrepreneurial manner and act in a solution-oriented way by means of practical knowledge transfer. The latest scientific findings, a high degree of practical relevance, innovative didactics through blended learning concepts and the engagement of experienced, renowned lecturers essentially ensure that we live up to the motto "we mentor motivated people".

In this academic year, we have once again assembled an exciting and innovative range of continuing education courses – tailored to the specific needs of professionals.

IN KOOPERATION MIT



Mag. Susanne E. Herzog  
MCI Management Center Innsbruck  
Executive Education & Development



Prof. Dr. Claudia Brauer  
MCI Management Center Innsbruck  
Digital Marketing & Analytics MSc



Univ.-Prof. Dr. Kurt Matzler  
Universität Innsbruck  
Executive MBA *online*  
Management & Leadership MSc



Prof. Dr. Maria Rabl  
MCI Management Center Innsbruck  
Digital Business MBA *online*  
Digital Economy & Leadership MSc *online*



Prof. Dr. Markus Kittler  
MCI Management Center Innsbruck  
Executive PhD Program in Management



## EXECUTIVE EDUCATION

# executive phd program in management.

### PROGRAM & DEGREE

Executive PhD Program in Management, jointly offered by the

- University of Antwerp (UAntwerpen)
- Antwerp Management School (AMS)
- Management Center Innsbruck (MCI)

PhD, Doctor of Philosophy, conferred by the UA\*

### TARGET GROUPS

Executives and senior business professionals who want to

- achieve a highly distinguished academic degree,
- combine their work experience with high-level academic research,
- learn from and collaborate with renowned universities,
- establish or strengthen links with the academic sector,
- pursue a career at the interface of academia and business
- further develop their research skills and methods,
- broaden and deepen their intellectual capabilities.

### VENUES

Innsbruck / Antwerp, approx. 50%

### ADMISSION CRITERIA

- MBA, Master's level or equivalent university degree in a relevant field
- Minimum 10 years of relevant managerial experience
- Demonstration of academic and professional progression
- Pre-selected field of research which should show high potential for business and management research.
- Two letters of recommendation (one academic and one business)
- Successful completion of the admission procedure

### SUPPORT

- Supervisor and doctoral committee
- Peer support through the cohort of PhD students
- PhD circles and workshops, conferences, doctoral colloquia
- Integration into the research groups at the participating universities

### DURATION

- 4 years
- Part-time
- 11 on-site three-day seminars (5 in Antwerp, 6 in Innsbruck)
- Intense supervision process by two scholars

### LANGUAGE

English

### PROGRAM

- Quality assurance through the UAntwerpen and the Antwerp Management School
- Didactical concept and definition of content and requirements through the UAntwerpen and Antwerp Management School

### DOCTORAL THESIS

- Inspired by current business problems
- Based on critical literature review, contribution to management research and empirical research
- Public defense of the thesis before a committee of the UAntwerpen

\* The Executive PhD Program was submitted to the Agency for Quality Assurance and Accreditation Austria (AQ) in accordance with § 27 para. 1 and registered by the AQ in accordance with § 27 para. 6 HSQSG. The registration of the program in accordance with § 27 para. 6 HS-QSG does not ascertain equivalence with Austrian study programs and similar Austrian academic degrees. Graduates awarded with an academic degree from Belgium are entitled to use it in accordance with § 88 para. 1 of the 2002 law governing universities. The academic degrees awarded by the University of Antwerp are therefore recognized foreign degrees in Austria and may be used in official documents in accordance with § 88 para. 1a of the 2002 law governing universities.



Blended Learning  
**online  
elements**  
Flexible & Mobile

## EXECUTIVE MASTER ONLINE **digital business mba.**

<b>TIME MODEL</b>	4 semesters, part-time and blended learning
<b>DEGREE</b>	Master of Business Administration   M.B.A.   MBA* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>LANGUAGE</b>	German 70 % / English 30 %
<b>CONTENTS</b>	<ul style="list-style-type: none"> <li>• Fundamentals of business administration</li> <li>• Digitalization &amp; fundamentals of IT</li> <li>• Digital business</li> <li>• Digital economy</li> <li>• Scientific work</li> <li>• Business plan</li> </ul>
<b>TARGET GROUP</b>	Working entrepreneurs, (junior staff) managers and professionals, who are dealing with the effects and new business models of the Digital Economy and who want to become “leaders” of the digital transformation.
<b>DIDACTICS</b>	<p>The content and methodology of the Master’s program aim to use the students’ professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.</p> <p>An intelligent mix of online courses, classroom modules and electronic media combines location-independent study with personal interaction between lecturers and students. Thus, the didactic concept differs fundamentally from a typical distance-learning course while meeting the highest demands.</p> <p>The MCI eCampus supports students with modern didactic formats such as webcasts, videos, blogs, moderated chats, livestreams and digital study material.</p>
<b>ADMISSION REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>• Academic degree; minimum of two years professional experience</li> <li>• Proof of English proficiency (TOEFL, IELTS)</li> </ul>
<b>APPLICATION</b>	<ul style="list-style-type: none"> <li>• Written application</li> <li>• Interview</li> <li>• Instance</li> </ul>

In cooperation with





## EXECUTIVE MASTER **executive mba.**

<b>TIME MODEL</b>	4 semesters, part-time and blended learning
<b>DEGREE</b>	Master of Business Administration   M.B.A.   MBA* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>LANGUAGE</b>	English
<b>CONTENTS</b>	<p>The Executive MBA program represents a generalist further education in business issues with a strong international focus that promotes and improves students' professional and social competencies. Participants learn how to systematically identify and analyze entrepreneurial problems, provide suitable solutions, and make, as well as implement, respective decisions. Guided by internationally acclaimed academics, participants acquire knowledge and skills to advance their careers in close integration with their professional and personal lives. Intense seminar modules at international partner universities abroad allow for immersion into different cultures and attitudes.</p>
<b>TARGET GROUP</b>	<ul style="list-style-type: none"><li>• Entrepreneurs</li><li>• Managers</li><li>• Decision-makers who wish to qualify for higher management levels and for coping with international challenges</li><li>• Graduates with a degree in non-economic disciplines</li><li>• Graduates with a degree in economic disciplines aiming at deepening their knowledge and understanding, and broadening their international perspectives</li></ul>
<b>DIDACTICS</b>	<p>The content and methodology of the Master's program aim to use the students' professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.</p> <p>An intelligent mix of online courses, classroom modules and electronic media combines location-independent study with personal interaction between lecturers and students. Thus, the didactic concept differs fundamentally from a typical distance-learning course while meeting the highest demands.</p> <p>The MCI eCampus supports students with modern didactic formats such as webcasts, videos, blogs, moderated chats, livestreams and digital study material.</p>
<b>ADMISSION REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• Academic degree; minimum of three years professional experience</li><li>• Proof of English proficiency (TOEFL, IELTS)</li></ul>
<b>APPLICATION</b>	<ul style="list-style-type: none"><li>• Written application</li><li>• Interview</li><li>• Instance</li></ul>



Blended Learning  
**online  
elements**  
Flexible & Mobile

EXECUTIVE MASTER

## digital economy & leadership msc.

<b>TIME MODEL</b>	4 semesters, part-time and blended learning
<b>DEGREE</b>	Master of Science   M.Sc.   MSc* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>LANGUAGE</b>	German
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Fundamentals of business administration</li><li>• Digitalization &amp; fundamentals of IT</li><li>• Digital economy</li><li>• Scientific work</li><li>• Business plan</li><li>• Organizational behavior &amp; leadership</li></ul>
<b>TARGET GROUP</b>	Working entrepreneurs, (junior staff) managers and professionals, who are dealing with the effects and new business models of the Digital Economy and who want to become “leaders” of the digital transformation.
<b>DIDACTICS</b>	<p>The content and methodology of the Master’s program aim to use the students’ professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.</p> <p>An intelligent mix of online courses, classroom modules and electronic media combines location-independent study with personal interaction between lecturers and students. Thus, the didactic concept differs fundamentally from a typical distance-learning course while meeting the highest demands.</p> <p>The MCI eCampus supports students with modern didactic formats such as webcasts, videos, blogs, moderated chats, livestreams and digital study material.</p>
<b>ADMISSION REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• Academic degree</li><li>• minimum of two years professional experience</li></ul>
<b>APPLICATION</b>	<ul style="list-style-type: none"><li>• Written application</li><li>• Interview</li><li>• Instance</li></ul>

In cooperation with

INVESTMENT  
**punk**  
ACADEMY



Blended Learning  
**online  
elements**  
Flexible & Mobile

EXECUTIVE MASTER

## digital marketing & analytics msc.

<b>TIME MODEL</b>	4 semesters, part-time and blended learning
<b>DEGREE</b>	Master of Science   M.Sc.   MSc* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>LANGUAGE</b>	German
<b>CONTENTS</b>	<ul style="list-style-type: none"><li>• Digital skills</li><li>• Technical foundations</li><li>• Fundamentals &amp; instruments of digital marketing</li><li>• Digital sales &amp; e-Commerce</li><li>• Social media marketing</li><li>• Digital analytics &amp; strategies</li><li>• Legal bases in digital marketing</li><li>• Digital marketing strategies &amp; leadership</li><li>• Virtual Reality</li><li>• Scientifically supervised Master thesis with accompanying courses</li></ul>
<b>TARGET GROUP</b>	Working entrepreneurs, (junior staff) managers and professionals, who want to become more digitally visible with their company, wish to enhance their competences with digital skills and abilities and who want to qualify for a position in digital marketing.
<b>DIDACTICS</b>	<p>The content and methodology of the Master's program aim to use the students' professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.</p> <p>An intelligent mix of online courses, classroom modules and electronic media combines location-independent study with personal interaction between lecturers and students.</p>
<b>ADMISSION REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• Academic degree</li><li>• minimum of two years professional experience</li></ul>
<b>APPLICATION</b>	<ul style="list-style-type: none"><li>• Written application</li><li>• Interview</li><li>• Instance</li></ul>



## EXECUTIVE MASTER **management & leadership msc.**

<b>TIME MODEL</b>	4 semesters, part-time
<b>DEGREE</b>	Master of Science   M.Sc.   MSc* <i>*Use of the academic degree in combination with the brand MCI officially approved</i>
<b>LANGUAGE</b>	German
<b>CONTENTS</b>	Stage I: General Management Stage II: Specialization in Management: Selection of one of the MCI functional courses Stage III: Management, Psychology & Leadership Stage IV: Master thesis with scientific tutoring and accompanying courses / Scientific work / Commission audit
<b>TARGET GROUP</b>	Entrepreneurs, Managers of upper management levels and decision makers with first management experience, who wish to qualify for higher management positions.
<b>DIDACTICS</b>	The content and methodology of the Master's program aim to use the students' professional and personal experience as valuable potential through mutual exchange of experience, to provide students with ongoing critical feedback and thus to support the learning and implementation process in a sustainable manner. In the courses, situations are consciously created in which acquired knowledge can be applied and reflected in concrete practical situations.
<b>ADMISSION REQUIREMENTS</b>	<ul style="list-style-type: none"><li>• Academic degree</li><li>• minimum of two years professional experience</li></ul>
<b>APPLICATION</b>	<ul style="list-style-type: none"><li>• Written application</li><li>• Interview</li><li>• Instance</li></ul>



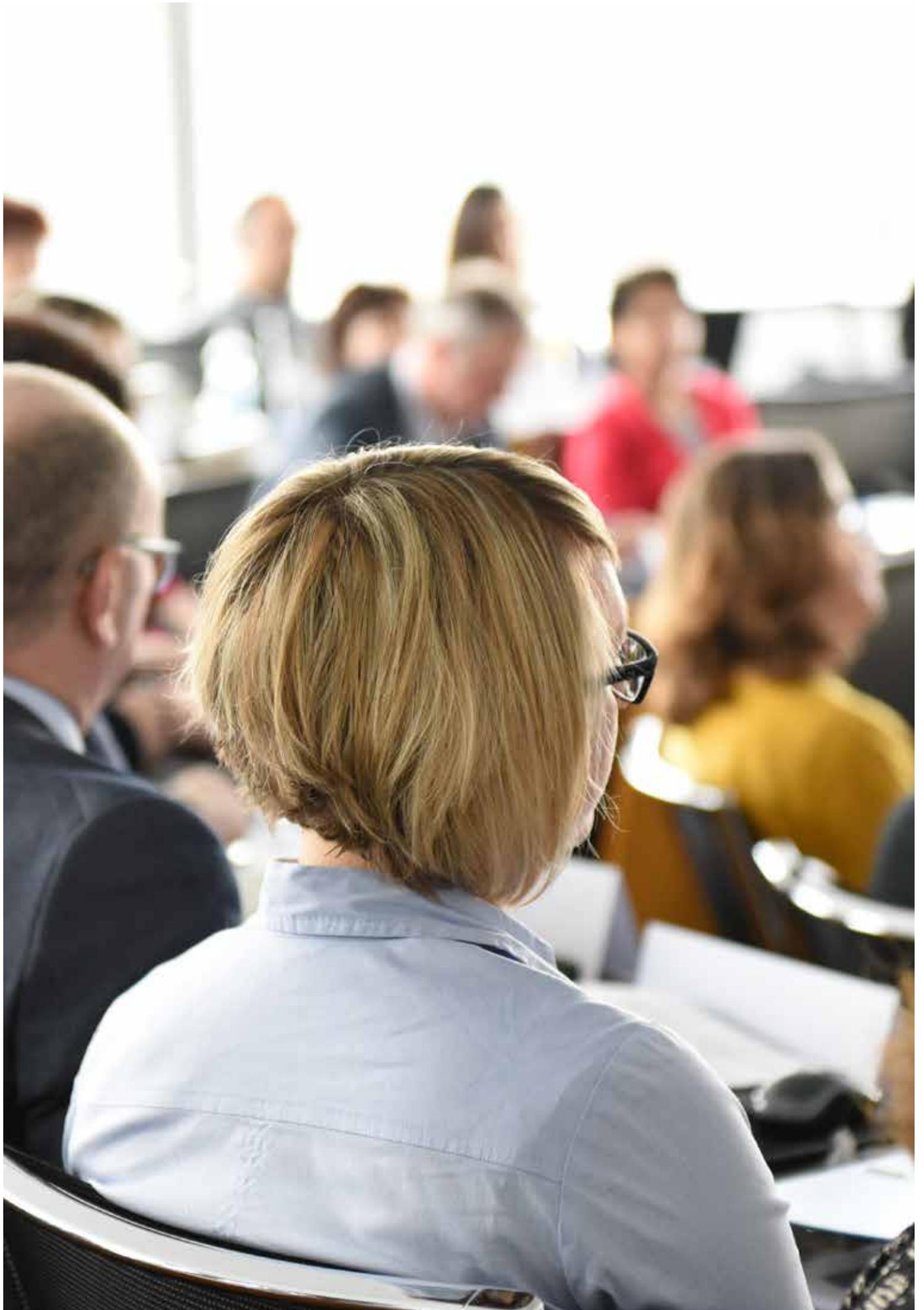
## EXECUTIVE EDUCATION

# modular structure with master option.

The 16 and 25-day certificate courses can be interactively linked and credited to the Master program Management & Leadership MSc. The advantage for the participants is that because this Master's degree can be taken in stages, time and financial commitments are catered for here. This modular concept, unique to German-speaking countries, is an expression of the academic quality of each certificate. This course supports goal-oriented career development and opens up attractive opportunities for the future.

Please request the detailed Master's brochure at [www.mci.edu/info](http://www.mci.edu/info) or let us advise you personally.







## EXECUTIVE EDUCATION & DEVELOPMENT **certificate courses.**

Our quality study programs provide state-of-the-art knowledge and ensure that theory and practice are merged to create a meaningful whole. Decision makers in management receive and experience comprehensive support in positioning themselves, in recognizing relevant interrelations, in acquiring and developing competencies, methods and skills, and in creating new scopes of action as well as in the designing and undertaking of complex tasks.

### CERTIFICATE COURSE

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#### **Corporate Communications**

Learn how to convince people, shape relationships, and build an image

Duration: 16 days / 20 ECTS

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#### **Digital Business Analytics**

Learn how to use data as a resource and competitive advantage

Duration: 14 days on campus + 2 weeks online / 20 ECTS

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#### **Family Business**

Master the management, dynamics, and security of your family business

Duration: 8 days / 10 ECTS

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#### **General Management**

Business administration for non-business majors

Duration: 23 days on campus + 2 weeks online / 40 ECTS

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#### **Human Resource Management**

Master human resource development in learning organizations

Duration: 16 days / 20 ECTS

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#### **Innovation Management**

Create a competitive advantage through market and technology orientation

Duration: 16 days / 20 ECTS

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### CERTIFICATE COURSE

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#### **Management, Accounting & Control**

Plan success, design processes, achieve results

Duration: 16 days / 20 ECTS

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#### **Management, Psychology & Leadership**

Understand and design complex decision-making processes

Duration: 16 days / 20 ECTS

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#### **Marketing**

Successful market development in a digital world

Duration: 16 days / 20 ECTS

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#### **Patent & License Management**

Learn how to systematically acquire and exploit intellectual property rights

Duration: 16 days / 20 ECTS

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#### **Sales Management**

Successful selling in the digitalized world

Duration: 16 days / 20 ECTS

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#### **Systemic Leadership Psychology**

Master the synthesis of new thinking and practical action

BASIC: Duration: 8 days / 10 ECTS

PROFESSIONAL: Duration: 8 days / 10 ECTS

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## EXECUTIVE EDUCATION & DEVELOPMENT **management seminars.**

The comprehensive range of seminars on current issues of management, leadership, communication and personality development accompanies motivated people in coping with their complex professional challenges. With a duration of one to six days, built-in case studies, supplementary coaching units, practical examples and workshops, MCI seminars offer working decision-makers at all management levels compact opportunities to acquire tailor-made skills and to reflect on their own decisions and actions.

SEMINAR	TAGE	SEMINAR	TAGE
<b>Mindful Leadership</b> Mindfulness and serenity in the leadership	2	<b>Customer Journey Management</b> Impulses and sales process-oriented channels	1
<b>Agile Leadership</b> Successful leadership in complex situations and uncertain times	2	<b>Data Storytelling</b> Improving of information processes with effective data visualization	1
<b>Agile Project Management</b> Experience the Scrum Life Cycle with Lego simulation	2	<b>Design Thinking &amp; Innovation Lab</b> Innovative solutions for the future	2
<b>Agile Controlling</b> Managing companies effectively without fixed budget	1	<b>Digital Marketing &amp; Sales</b> Customer acquisition, business processing and customer loyalty with Internet	2
<b>Better finish than finished</b> „Brain-fair“ working and leading	1	<b>Digitalization in Distribution</b> The opportunities and chances of digital Selling	2
<b>Block Chain for Business</b> Competitive advantages through innovative technologies and business models	2	<b>Implementing Employer Branding</b> Die Macht der Arbeitgebermarke in der Praxis	1
<b>Business Model Innovation</b> Development of strategies and concepts	2	<b>Employer branding as a success factor</b> Attract and maintain the right employees	2
<b>Change Management in Practice</b> Successful implementation of change processes	2	<b>Diversity as a success factor</b> Cultural diversity: challenge or opportunity	1
<b>Change Management in the VUCA world</b> Use of agile methods in the design of change processes	2	<b>Leading without Fighting</b> Clarity, Courage, Balance & Humanity – Leadership & Life Principles	2
		<b>Conducting conversations in a relaxed and confident manner</b> Only those who make a move get ahead	2

SEMINAR	TAGE
<b>Conducting a conversation</b> Being convincing in any situation	1
<b>Ideas Management</b> Tools from practice	1
<b>Innovative Key Account Management</b> Effective processing of key customers for sustainable corporate success	2
<b>Communication Management</b> Seminar series with 2 individual seminars: · Developing an integrated communication strategy and embedding it into the company · Recognizing and directing communication trends in the digital world	3
<b>Communication Management</b> Developing an integrated communication strategy and anchoring it in the company	2
<b>Communication Management</b> Recognizing and controlling communication trends in the digital world	1
<b>Marketing Performance Measurement</b> Making the profit contribution of marketing measurable and manageable	1
<b>Market Communications</b> A marketing tool in change	2
<b>Meeting Management</b> Efficient planning and performing of appointments	1
<b>Business Data Analytics for success</b> Get on board with the Insight-Driven Organization	2
<b>New sustainability as a guarantee for success</b> Opportunities for the further development of digital Business models in disruptive times	2
<b>Be never again speechless</b> Ready to succeed	1

SEMINAR	TAGE
<b>Professional Presentations</b> Make an impact, leave an impression	1
<b>Project Management: Methodological Competence</b> Define and implement projects successfully	2
<b>Personal development for leadership</b> New work needs inner work	2
<b>Remote team work</b> Successful cooperation despite distance	1
<b>Rhetoric and Body Language</b> Convince with authenticity and technology	1
<b>Social competence in projects</b> Influence teamwork positively and master leadership tasks with conflict competence	2
<b>Sales Psychology</b> Using psychological principles to make successful sales	1
<b>Video Marketing</b> How to present yourself in the second biggest search engine in the world	1
<b>Virtual Reality</b> Potentials by means of interaction techniques and application	2





## CUSTOMIZED TRAINING PROGRAMS **inhouse programs & organizational development.**

More and more companies and nonprofit organizations recognize that the continuous development of strategies, structures and processes – embedded in an effective corporate culture that encourages top performance – is of central importance for their ability to compete. Sustainable results can be achieved when change programs are developed in-house and accompanied by professional organizational and human resource development measures in the form of customized training and coaching offerings, feedback loops and controlled transfer elements. Creative design and support for such activities in the regional and international context are an integral component of the competence of the MCI as the Entrepreneurial School®.



Results-based organizational and know-how development with the MCI Method®

“ Together with the MCI, we have developed a program for our top management comprising training sessions in subjects like “Leadership” and “Strategic Management”, a big annual event, the “Leaders’ Lounge”, and an IT communications platform. For a company like ours with its international orientation, the MCI is an outstanding partner. We appreciate the cooperative spirit of the partnership, the competence and flexibility of the MCI, and the attention we receive as a partner.

“ Andrea Maag, Vossloh Aktiengesellschaft, Head of Human Resources, Werdohl / G

“ The Tiroler Gebietskrankenkasse and Management Center Innsbruck entered into an innovative partnership with the planning, design and implementation of the TGKK Academy, which has proved a highly professional and effective platform. We are convinced and grateful that we have found the right partner with the right expertise and experience to help us establish a modern human resource development culture.

“ Irmgard Steinlechner, Deputy Head of the Management Office, Tiroler Gebietskrankenkasse, Innsbruck / A





## research at mci.

At the MCI, research is seen as part of the social mission of universities to promote social and economic growth. Against this background, the MCI strives for continuous quality improvement in teaching, involvement in and exchange with the academic community (publications in scientific journals, participation in and organization of conferences, etc.), and above all research relevance in practice.

Research at MCI is solution-oriented and positions itself at the intersection between theory and practice. It enables innovation to secure competitive advantages in the region. The entrepreneurial approach of the MCI has paved the way for research to obtain a key role within the transfer of technology and know-how.

The international research orientation of faculty and students fosters the development of an international network of partners in science, economy and society. This strengthens the quality of research and provides access to the latest developments for corporate partners to meet technological and societal challenges prospectively.



## RESEARCH **scientific competence.**

### **cooperation opportunities.**

Solution and result orientation is the central research approach, which is developed in cooperation with research and corporate partners in order to facilitate an economic and social impact. The knowledge transfer goal in this context is lived out in more than 150 projects carried out each year in close cooperation with clients and research partners, in order to ultimately enable employees to further develop in the area of applied R&D.

### **start-ups & entrepreneurship.**

As the Entrepreneurial School®, the MCI supports faculty, students, and graduates in their entrepreneurial activities.

These activities include:

- Events to increase awareness
- Business plan competitions
- Coaching & counselling
- Support with financing
- IP Support & counselling hours
- Embedding entrepreneurship education

**START  
UP.  
TIROL**

The MCI works closely with the Start.Up Tirol association in the area of supporting start-ups.

### **research cooperation.**

Research cooperation with other higher education institutions, firms and organizations foster the production of new knowledge, products, services or processes. We share our knowhow with our research partners. The benefit to our research partners and the creation of a win-win-situation for all parties involved is of particular importance to us.

Research cooperations are often supported by national and international funding bodies such as FFG, TTFP, InterReg, Euregio, European Commission, etc.

### **contract research.**

The MCI carries out solution-oriented projects for national and international clients. We use our knowledge to contribute to society and to support the competitiveness of organizations, regions and the economy. Within predefined research fields, our researchers work on numerous projects, also with the support of our motivated students at times. Our clients profit from our first-class infrastructure, academic expertise and know-how in the field of management and technology (process optimization, innovation development, efficiency enhancement, prototyping, etc.).

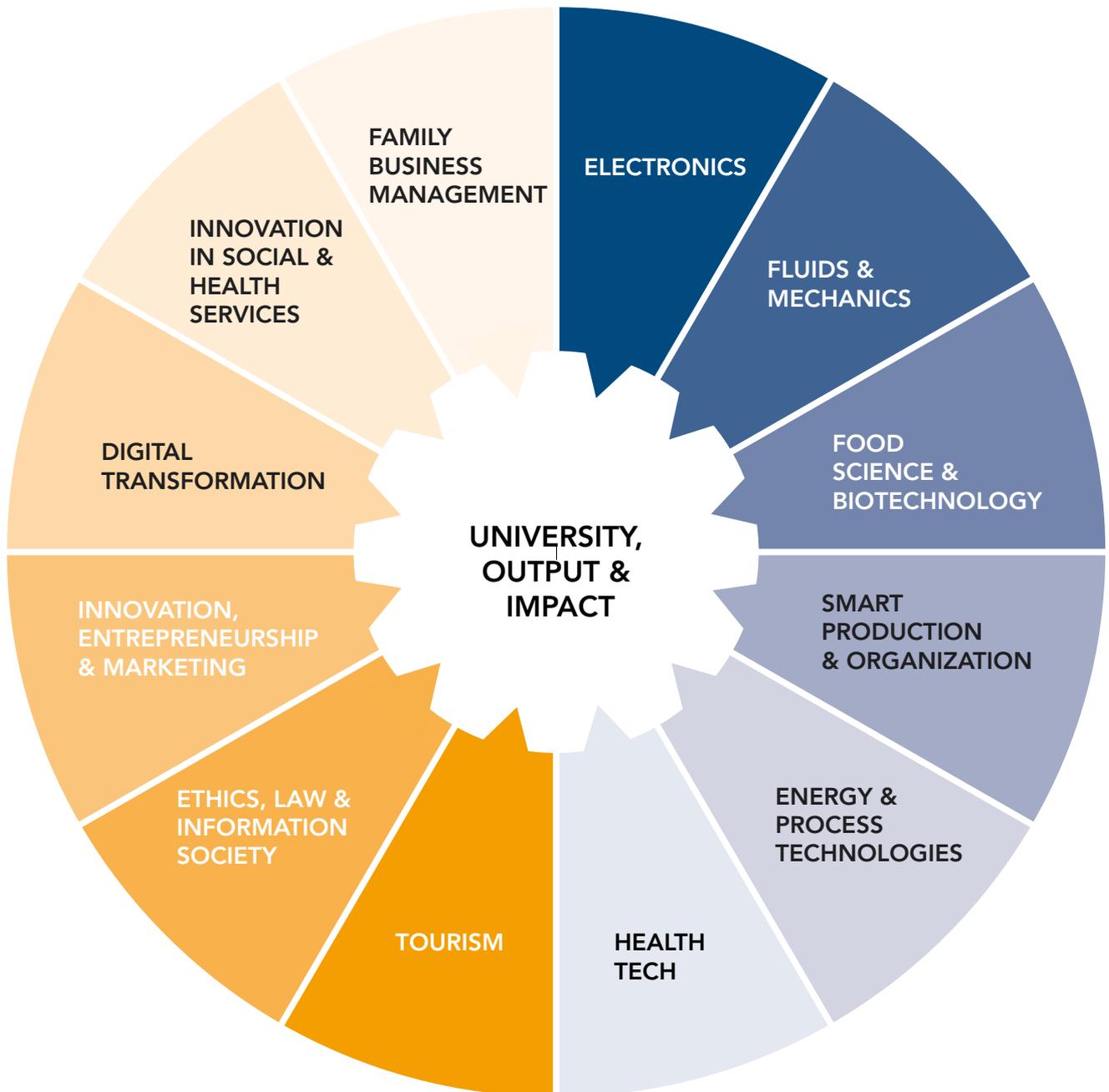
### **research areas.**

The research competencies at MCI are based on the latest social, technological and economic challenges and are organized in powerful research areas. The research areas shown here are based on the current state of knowledge and are primarily concerned with interdisciplinary entanglement so that holistic solutions can be found.

For more information and cooperation, go to:  
[www.mci.edu/research](http://www.mci.edu/research)



RESEARCH  
**research areas.**



## our mission.

MCI follows the concept of an Entrepreneurial School®. MCI empowers motivated people to achieve outstanding performance, provides profound academic competence and creates innovative know-how transfer within a strong international network.

### OUR SUCCESS FACTORS

#### Quality teaching

High quality teaching secures our position among the leading academic institutions in the German speaking world.

#### Intellectual contribution

Our intellectual contribution is applied, business-relevant and solution-oriented.

#### International orientation

Our strong international orientation generates know-how, prestige and added value for our customers.

#### Customer and service orientation

Our customer and service orientation is exemplary.

#### Brand

MCI's brand is internationally renowned and stands for performance, professionalism, knowledge and competence.

#### People and culture

Our corporate culture thrives on mutual trust, commitment of our employees, entrepreneurial spirit and responsibility towards society.

#### Network

Our international network creates a competitive edge and added value for our stakeholders.

#### Innovation

Ongoing innovation forms the basis of our market position and ensures our competitiveness.

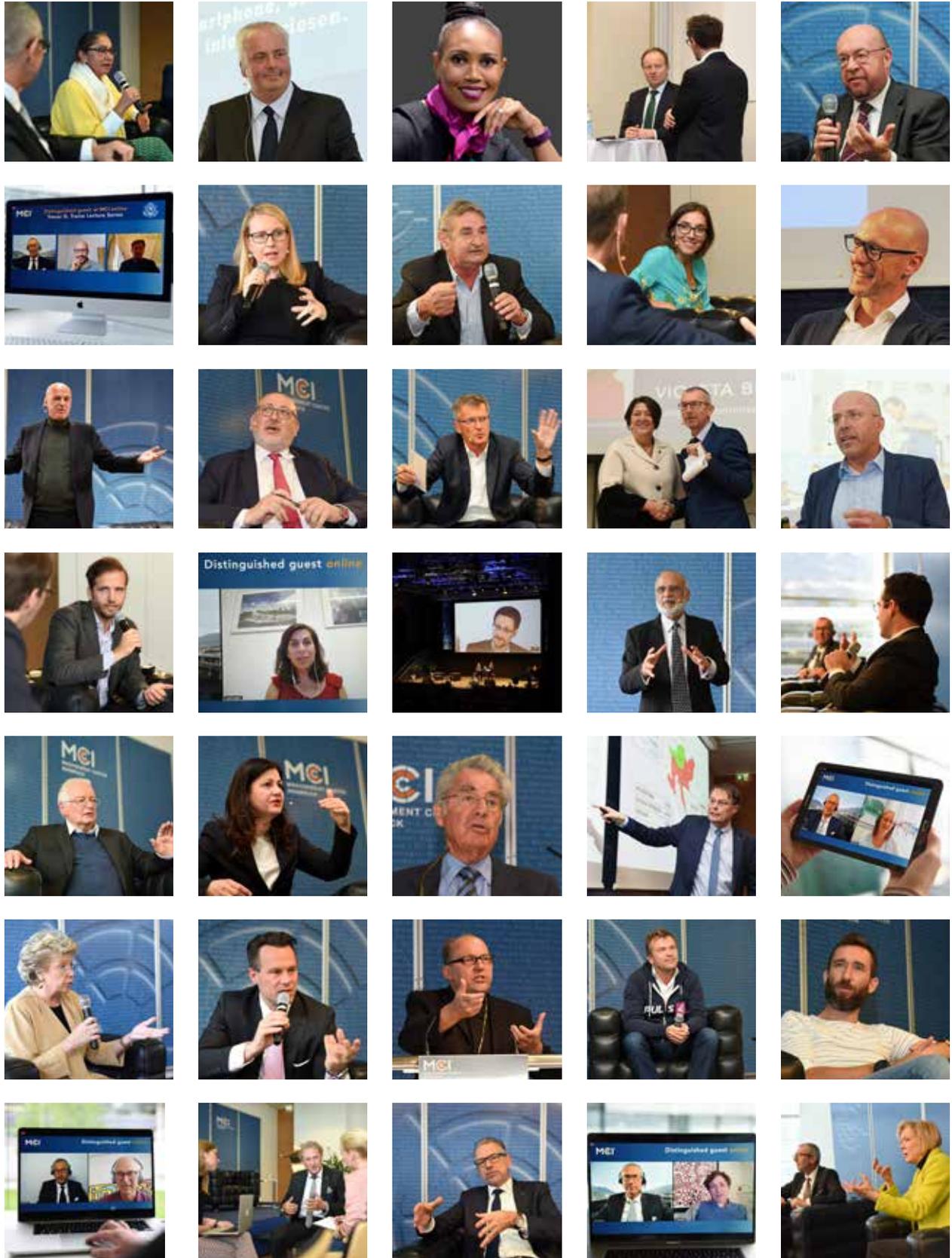
#### Infrastructure

Our excellent infrastructure creates an attractive and stimulating environment.



## network.

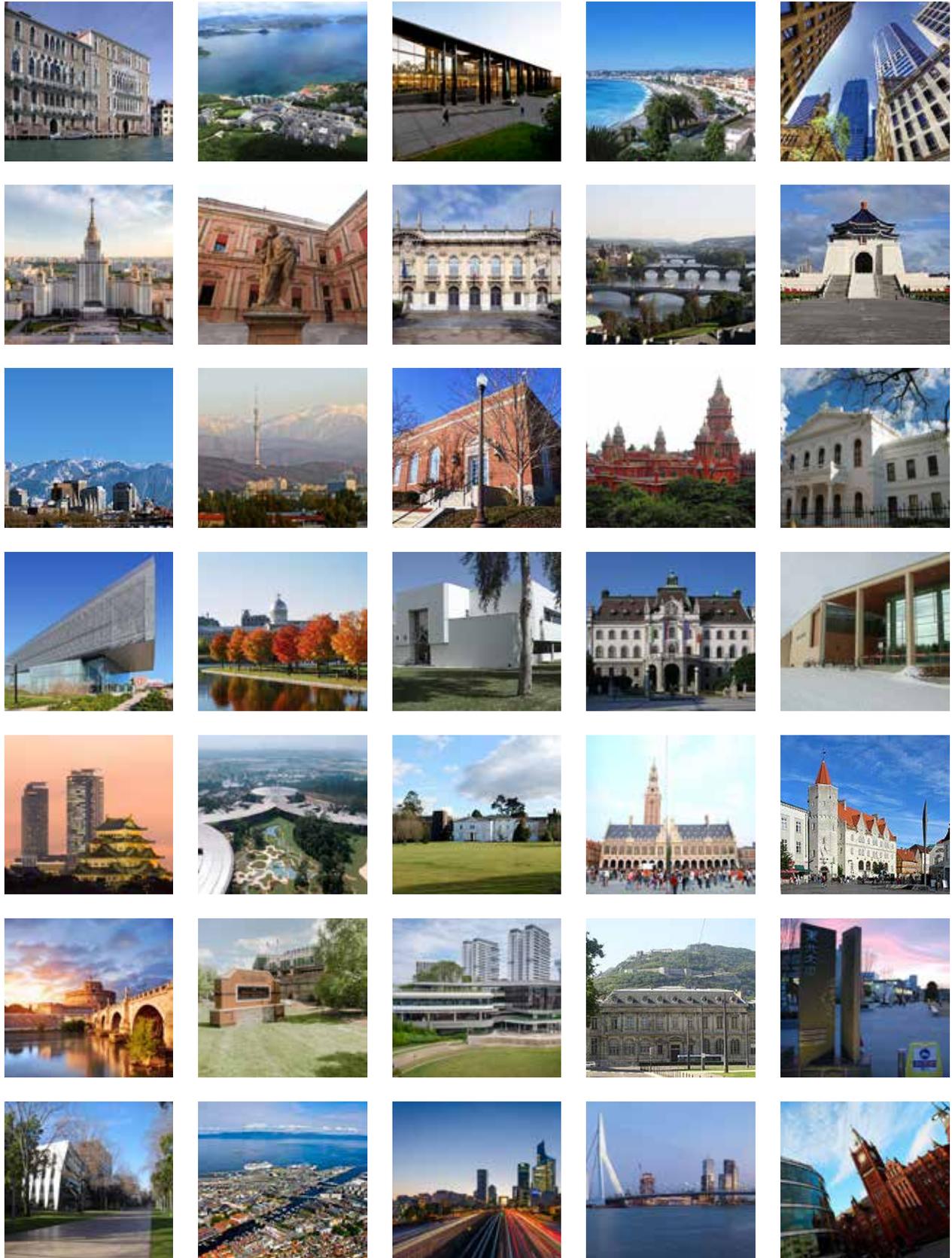
Leading public figures as visiting lecturers from all over the world are an additional benefit of studying at the Entrepreneurial School®, one that opens up new perspectives, promotes global networking and is an advantage for career development.



From top left to bottom right (listed functions at the time of the presentation):  
 Bettina Würth, Würth-Group, | Burkhard Balz, Deutsche Bundesbank | Sindi Maboso-Koyana, Entrepreneur, © AWCAInvest | Michael Losch, Head of division, BMNT | François Biltgen, Judge at the European Court of Justice, | Dick Costolo, CEO 2010-2015 of Twitter & Trevor D. Traina, U.S. Ambassador to Austria | Margarete Schramböck, Federal Minister | Herbert Prock, VW Argentina | Susanne Steidl, Wirecard AG | Mario Riesner, Sandoz Austria GmbH | Stefan Pichler, CEO, Royal Jordanian Airlines | Andreas Matzka, ÖBB Holding | Violeto Bulc, European Commissioner for Transport 2014–2019 | Jan Kunath, REWE Group | Fabian Kienbaum, Kienbaum Consultants | Laura Leyser, Doctors without Borders (MSF) Austria | Edward Snowden, Whistleblower | Mahender S. Khari, Indo-Global Academia Alliance, Khari & Co | Richard Fontaine, Center for a New American Security | Hans-Joachim Eckert, Sports Governance Unit & FIFA Ethics Committee, Zurich | Elisabetta Castiglioni, CEO, AI Digital International GmbH, | Heinz Fischer, Former Federal President of the Republic of Austria | Gerhard Drexel, SPAR AG | Hiltrud D. Werner, Volkswagen AG | Viviane Reding, European Commission & European Parliament | Christoph Boschan, Vienna Stock Exchange | H.E. Hermann Glettler, Bishop | Markus Breitenacker, CEO, ProSiebenSat.1 PULS 4 | Daniel Krauss, FlixBus / FlixBus GmbH | Peter Schöffel, CEO, Schöffel Sportbekleidung GmbH | Norbert Barthle, Federal Minister of Transport and Digital Infrastructure, Germany | Josef Aschbacher, European Space Agency | Josef Penninger, Life Science Institute | Monika Ribar, SBB AG

# international.

With the help of the MCI's prestigious partner universities, students at the Entrepreneurial School® benefit from opportunities for semesters, modules and projects located abroad, and from the international character of both faculty and the student body.



From top left to bottom right: Università Ca' Foscari, Venezia, Italy | The Hong Kong University of Science & Technology, Hong Kong | University of Oslo, Norway | EDHEC Business School, Nice, France | University of Technology, Sydney, Australia | Lomonosov Moscow State University Business School, Russia | Università di Bologna, Italy | Politecnico di Milano, Italy | Charles University, Prague, Czech R. | National Taipei University of Technology, Taiwan | Lomonosov Moscow State University Business School, Russia | Università di Bologna, Italy | Politecnico di Milano, Italy | Charles University, Prague, Czech R. | National Taipei University of Technology, Chennai, India | Stellenbosch University, South Africa | Goodman School of Business – Brock University, Ontario, Canada | Université de Québec à Montréal, Canada | Cety's Universidad, Mexicali, Mexico | University of Ljubljana, Slovenia | Tampere University, Finland | Nagoya School of Commerce & Business, Nisshin, Japan | Universiti Teknologi Petronas, Malaysia | University of Limerick, Ireland | Katholieke Universiteit Leuven, Belgium | Aalborg University, Denmark | Luiss-Università Guido Carli, Rome, Italy | Appalachian State University, Boone, USA | National University of Singapore | Université de Grenoble, France | Tohoku University, Sendai, Japan | UNSW Sydney, Australia | Norwegian University of Science & Technology, Trondheim | Pôle Universitaire Léonard de Vinci, Paris, France | Erasmus Universiteit Rotterdam, Netherlands | University of Liverpool, Great Britain

## campus & services.

The MCI offers students an excellent infrastructure with attractive lecture rooms, computer labs, space for group working, and modern research facilities as well as conveniently situated student accommodation and car parking, and excellent access by public transport. Students also enjoy a unique university setting, with mountains on the doorstep, unbeatable opportunities for sports and leisure activities, and three other countries – Germany, Switzerland and Italy – just a short distance away.

### LIBRARY

Thanks to an exemplary cooperation agreement signed with the University of Innsbruck, students have full access to the international scientific literature and professional library services with generous opening hours. In addition, the MCI has its own smaller reference libraries with a selection of newspapers, magazines and journals. [www.mci.edu/en/library](http://www.mci.edu/en/library)

### ACCOMMODATION

As an old university town, Innsbruck offers a wide choice of accommodation in halls of residence, bedsits, flat shares, etc.

[www.mci.edu/en/accommodation](http://www.mci.edu/en/accommodation)

### SPORTS & LEISURE

Innsbruck – at the heart of the Alps – is an outstanding tourism destination that has twice hosted the Winter Olympics and as such is the perfect place for year-round sports and leisure activities. The Innsbruck University Sports Institute (USI) is also open to MCI students and offers modern facilities for a wide choice of sports and healthy exercise. [www.mci.edu/en/sports](http://www.mci.edu/en/sports)

### ALUMNI & FRIENDS

The MCI's alumni association is a dynamic platform for debate and personal contacts for all MCI graduates, students, faculty and partners. Panel discussions with first-rate international speakers are a stimulating source of motivation and ideas and an enjoyable way to share knowledge and experience. [www.mci.edu/en/alumni](http://www.mci.edu/en/alumni)

### CAREER

In keeping with the MCI's motto "mentoring the motivated", a Career Center with its own international network supports MCI graduates during their first steps and subsequent development in the business world and enables companies to meet their recruitment needs from a pool of excellence. The Career Center has a full service offering, including internship placements and job opportunities, interview training, career coaching and industry recruitment events. [www.mci.edu/en/career](http://www.mci.edu/en/career)

### LANGUAGE SKILLS

The MCI's international orientation is underscored by the wide range of foreign languages offered, with a focus on intercultural competence and communication skills in addition to language competence. Extra-curricular language courses are available in Arabic, Chinese, Japanese and Russian among many others. Experienced language trainers with first-class didactic skills provide a varied learning experience with the fun factor included. [www.mci.edu/en/languages](http://www.mci.edu/en/languages)

### STUDENT LIFE

As a university town, Innsbruck is a young-at-heart city that offers MCI students creative interaction in a wide range of fields, and a variety of entertainment and social activities (art and the arts, music, societies, churches, health, shopping, nightlife, etc).

[www.mci.edu/en/studentlife](http://www.mci.edu/en/studentlife)

### STARTUPS

Entrepreneurial thinking and working are taken seriously at the MCI. The MCI's faculty, students and graduates with the entrepreneurial spirit wishing to set up their own businesses or make commercial use of the results of their research benefit from the in-depth expertise and modern infrastructure. [www.mci.edu/startup](http://www.mci.edu/startup)

## rankings, memberships & awards.

Numerous international awards and accreditations received over the last few years and memberships in prestigious academic organizations are confirmation of the outstanding quality and high level of acceptance of the Entrepreneurial School® and a source of orientation for prospective students on an increasingly complex higher education market. A selection:



### AACSB International

As one of only a few universities in the German-speaking area, MCI has earned initial accreditation by the prestigious AACSB Association to Advance Collegiate Schools of Business. Founded in 1916, the AACSB accreditation is a sign of excellent quality on all levels of business education.



### FIBAA Foundation for International Business Administration Accreditation

FIBAA is the leading accreditation agency in the German-speaking world for Master programs in the field of economics. The MCI underwent the mandatory institutional audit and additional, voluntary institutional accreditation. In both cases the MCI was awarded the Premium Seal. The results show that the MCI by far exceeds the requisite quality requirements and are impressive confirmation of the MCI's standard of excellence.



### Erasmus+

The European Commission has awarded MCI the Erasmus Charter for Higher Education. The Erasmus Charter for Higher Education (ECHE) provides the general quality framework for all European and international cooperation activities that MCI may carry out within the Erasmus+ program.



### Nr. 1 in rankings

For years the Entrepreneurial School® has been consistently up among the winners in polls, studies and rankings. That includes the rankings published by the CHE (Center for Higher Education) and the Universum Student Survey (based on student evaluations). In 2020, MCI was also ranked for the second time among the „Global Top 25 Performers“ in U-Multirank, which was launched on the initiative of the EU Commission. These impressive results are confirmed by polls conducted by various business-oriented magazines on individual study programs (e.g. „Format“, „Gewinn“, „Industriemagazin“, etc.) as well as assessments by employers, executives and HR managers.



### EFMD European Foundation for Management Development

The MCI is one of the few Austrian members of the EFMD, Europe's most important quality platform for research, development, innovation and networking in the field of management.



### CEEMAN

The Central and East European Management Development Association (CEEMAN) was established in 1993 with the aim of fostering management development and management education development in the CEE region. By now, its membership has grown far beyond the CEE region, including over 200 members from more than 51 countries, including from Western Europe, both Americas, Africa and Asia.



### EUA European University Association

The European University Association EUA is the representative organisation of universities and national rectors' conferences in 47 European countries. EUA plays a crucial role in the Bologna Process and in influencing EU policies on higher education, research and innovation.



### **International Association of University Presidents**

The MCI is a member of this association, whose objective is to promote international cooperation between universities in the fields of research, teaching and knowledge transfer.



### **Eurasia-Pacific UniNet**

The MCI is a member of this network of universities and other research institutions in East, Central and South Asia, and the Pacific.



### **Fulbright Austria**

Austrian-American Educational Commission: The MCI is one of the academic pillars of the Fulbright Program, which works to promote international understanding through bilateral exchange programs with the United States.



### **VPH Verband Privater Hochschulen**

The MCI is affiliated to this association of private universities in the German-speaking countries.



### **MBA Roundtable**

To date, the MCI is the only member in the German-speaking world of this club of leading business schools and MBA program providers.



### **THE-ICE**

The International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) is an independent international accreditation body which provides certification worldwide for tourism education facilities offering high standards of excellence. The MCI has received accreditation for its tourism-related study programs.



### **EHMA European Health Management Association**

EHMA is an international association of universities and other organizations involved in the field of healthcare. In collaboration with FIBAA, EHMA also offers accreditation for relevant study programs. The MCI is the first European university to receive accreditation for all its health-related study programs.



### **Principles of Responsible Management Education**

The MCI was the first Austrian university to be affiliated to the UN's global Principles for Responsible Management Education initiative (PRME).



### **IAU International Association of Universities**

The MCI is a member of the UNESCO-based association of universities in 130 countries worldwide. IAU provides a global forum to discuss and take action on issues of shared interest and promotes international cooperation and academic solidarity between higher education institutions.



### **Science and Responsibility**

Science and Responsibility (WuV) – a joint project run by the University of Innsbruck, Innsbruck Medical University, MCI and the Innsbruck Students' Union (ÖH) – is an open forum for an interdisciplinary dialogue between academia and society on scientific, ethical and social issues.

For further details: [www.mci.edu/en/university/the-mci/accreditations](http://www.mci.edu/en/university/the-mci/accreditations)

## admission requirements.

### ADMISSION REQUIREMENTS FOR A BACHELOR PROGRAM

1. Individuals with a university entrance qualification (e.g. school leaving exam, appropriate university entrance exam).
2. Persons without a university entrance qualification but with relevant vocational qualifications who satisfy one of the following conditions:
  - school-leaving certificate from a relevant vocational secondary school
  - completion of a dual education course with a relevant apprenticeship

Persons without a university entrance qualification but with relevant vocational qualifications must additionally sit entrance exams in English, Mathematics, and if applicable German / Physics / Chemistry. The level of the exams corresponds to that of a non-school university entrance qualification for the relevant study program.

### ADMISSION REQUIREMENTS FOR A MASTER PROGRAM

Admission to MCI Master study programs is available to students who have a relevant Bachelor degree or equivalent qualification from Austria or other countries. Students with work or project experience and/or experience abroad are particularly welcome. Decisions relating to the relevance of such programs and recognition of previous qualifications are taken by the Program Director.

### ADMISSION REQUIREMENTS FOR AN EXECUTIVE MASTER PROGRAM

The Executive Master programs are open to persons who hold a degree and have several years of high-level professional experience. Executives with an outstanding professional record but no academic degree may be admitted in the individual case on the basis of the criteria laid down in the admission regulations.

Admission to all MCI study programs is generally based on a three-stage selection process (curriculum vitae / documentation submitted, written entrance exam, interview). The dates for the selection process are to be found on the webpage for the study program concerned and are also listed on the admissions deadlines page: [www.mci.edu/deadlines](http://www.mci.edu/deadlines)

## further information.

The MCI team is always happy to assist with regard to applications. Advice on all aspects of study at the MCI, including applications and our attractive student services, is available to personal callers or by phone. For an appointment, please mail to [info@mci.edu](mailto:info@mci.edu), call **+43 512 2070-0** or contact us via WhatsApp **+43 664 88723671**.

With a program of sample lectures, study program presentations, project presentations and laboratory visits, the MCI Open House is an ideal source of guidance in selecting the right study program. For the dates, please go to [www.mci.edu/openhouse](http://www.mci.edu/openhouse).

MCI's online info sessions provide the perfect opportunity to get to know more about the Entrepreneurial School® and its study programs from the comfort of your home: [www.mci.edu/online-infosession](http://www.mci.edu/online-infosession)

To see what other (potential) students and alumni have to say, follow us on      



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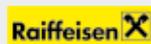
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Congratulations to your entrepreneurial spirit and your goal to make MCI the best place to work, to learn and grow in a diverse and open world.

Catherine Ladousse, Executive Communications Director EMEA, Lenovo, Paris / F

The Entrepreneurial School® is an exciting brand and a rewarding mission. I am delighted to contribute to the MCI's success.  
Hap Klopp, Founder and longtime CEO of The North Face®, San Francisco

The truth can never be wrong. It takes values, courage and passion to succeed!  
Edward Snowden, former US Intelligence Community and NSA subcontractor; Whistleblower, Moscow

I am impressed. Keep up the good work with your blithe obsession!  
Dr. Sabine Herlitschka, CEO, Infineon Technologies, Villach

Faculty is impressive in terms of personal competence and knowledge. I can only recommend studying at the MCI.  
Dr. Oliver Glockner, New Business & Technology, Hilti AG, Schaan / LI

The MCI mentors the motivated and helps to keep our companies on the path to growth.  
Dr. Reinhard Schretter, former President of the Confederation of Tyrolean Industry, Innsbruck

Innovative environment, motivated students and a great atmosphere. I wish the MCI continued success!  
Dr. Stefan Sommer, CEO, ZF Friedrichshafen AG, Friedrichshafen / DE