FULL-TIME

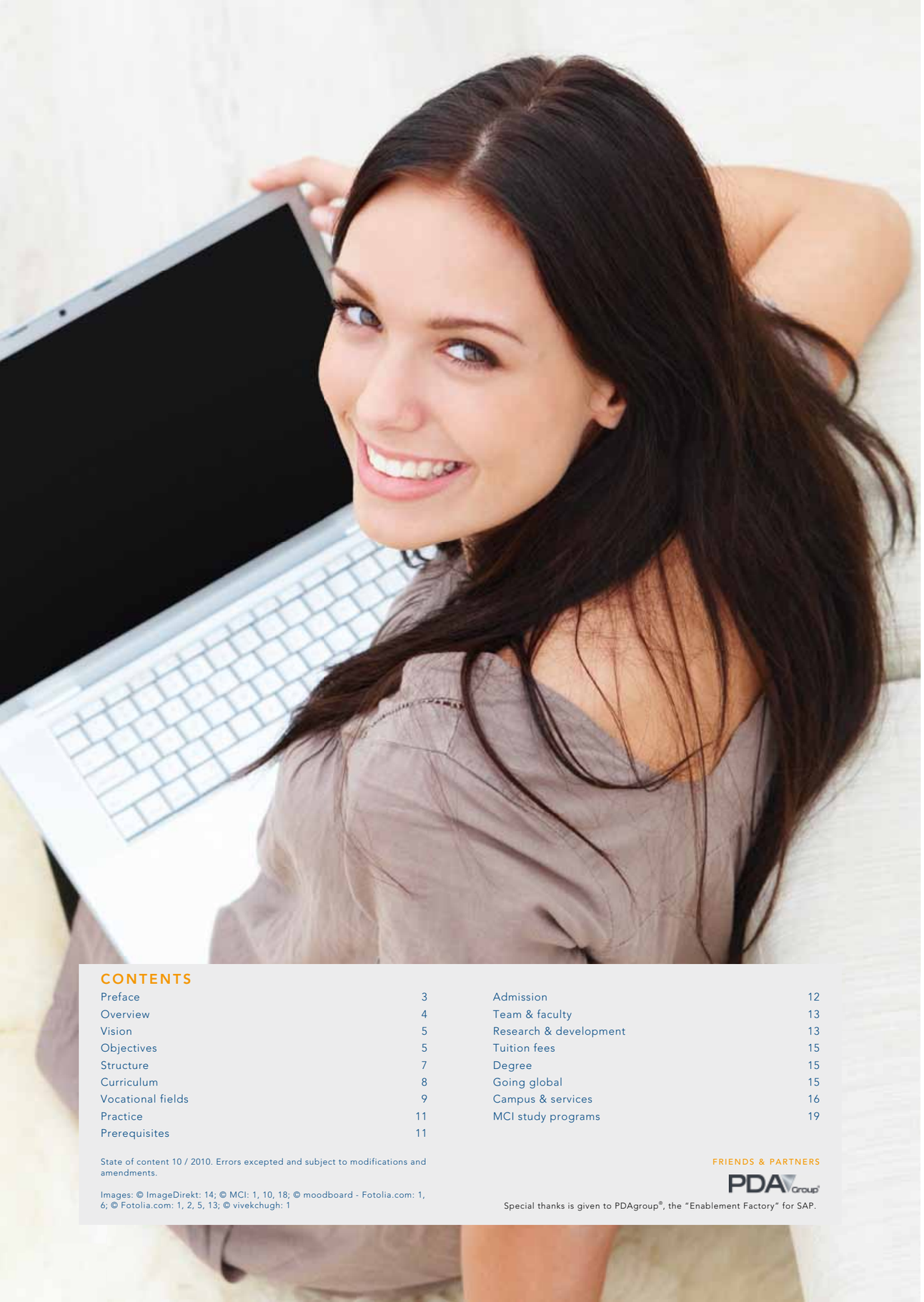
master.

MCI®
MANAGEMENT CENTER
INNSBRUCK

Management, Communication & IT

EMPOWERING BUSINESS THROUGH TECHNOLOGY

MENTORING THE MOTIVATED



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preface.

The significance of information and communication technologies (ICT) in our society is constantly growing. Internationalization and the flexible combination of businesses and their structures are key success factors for modern companies. Innovative IT solutions improve competitiveness and define the communication between enterprises and customers. Therefore the job market increasingly requires highly qualified personalities capable of efficiently designing the interface between management and applied informatics and of editing and implementing concrete applications.

An intensive dialogue with business experts in connection with research and practical projects shall help the students understand the relevance of the transferred learning. This unique Master's degree program also offers the possibility to spend a term at one of our numerous international partner universities.

Prof. (FH) Dr. Peter J. Mirski
Director of Studies

Dr. Andreas Altmann
Executive Director

overview.

Recognizing the vital role of information and communication technologies (ICT), this unique Master's program in Management, Communication & IT (MCiT) aims to improve competitiveness and the design of communication structures between enterprises and customers. On the job market there is great demand for highly qualified personalities able to efficiently design the interface between management and applied informatics. Internationalization and the flexible combination of businesses and their structures are key success factors for modern companies.

Through a reflection of the intensive dialogue with business experts, in combination with research and practical projects, students will gain proficiency in the fields of management, communication and IT and be able to edit and implement concrete applications through innovative IT solutions. Additionally this program offers the possibility to spend one term abroad at one of our numerous international partner universities.

TITLE	Master's program Management, Communication & IT
DURATION	4 semesters incl. Master's thesis and final exams
MAIN FOCUS	Highly practice-oriented, international, strong co-operations with the local and international economy, focus on business, communication and information technology
FACULTY	MCI faculty complemented by faculty, lecturers and trainers from partner universities, the information technology and consulting industries worldwide
TIME MODEL	Full-time form with compulsory attendance, Wednesday – Saturday, during the day
ANNUAL INTAKE	30
STRUCTURE	1st – 3rd semester: Core curriculum 3rd semester: International semester optionally abroad 4th semester: Master's thesis
LANGUAGES	English, additionally broad language trainings
TERMS	Winter semester: End of September – February Summer semester: Mid-March – July
ACADEMIC DEGREE	Master of Arts in Business / MA or M.A.
TUITION FEES	At present EUR 363 / semester plus membership fee to the Austrian Student Union
PREREQUISITES	Bachelor or equivalent degree in business administration, social sciences, communication, or information and communication technology
APPLICATION	Application form, please consider the deadline indicated on our website
APPLICATION PROCEDURE	Career background (30%) Written exam (30%) Interview (40%)

vision.

Management, Communication & IT (MCiT) alumni are best at empowering business through technology.

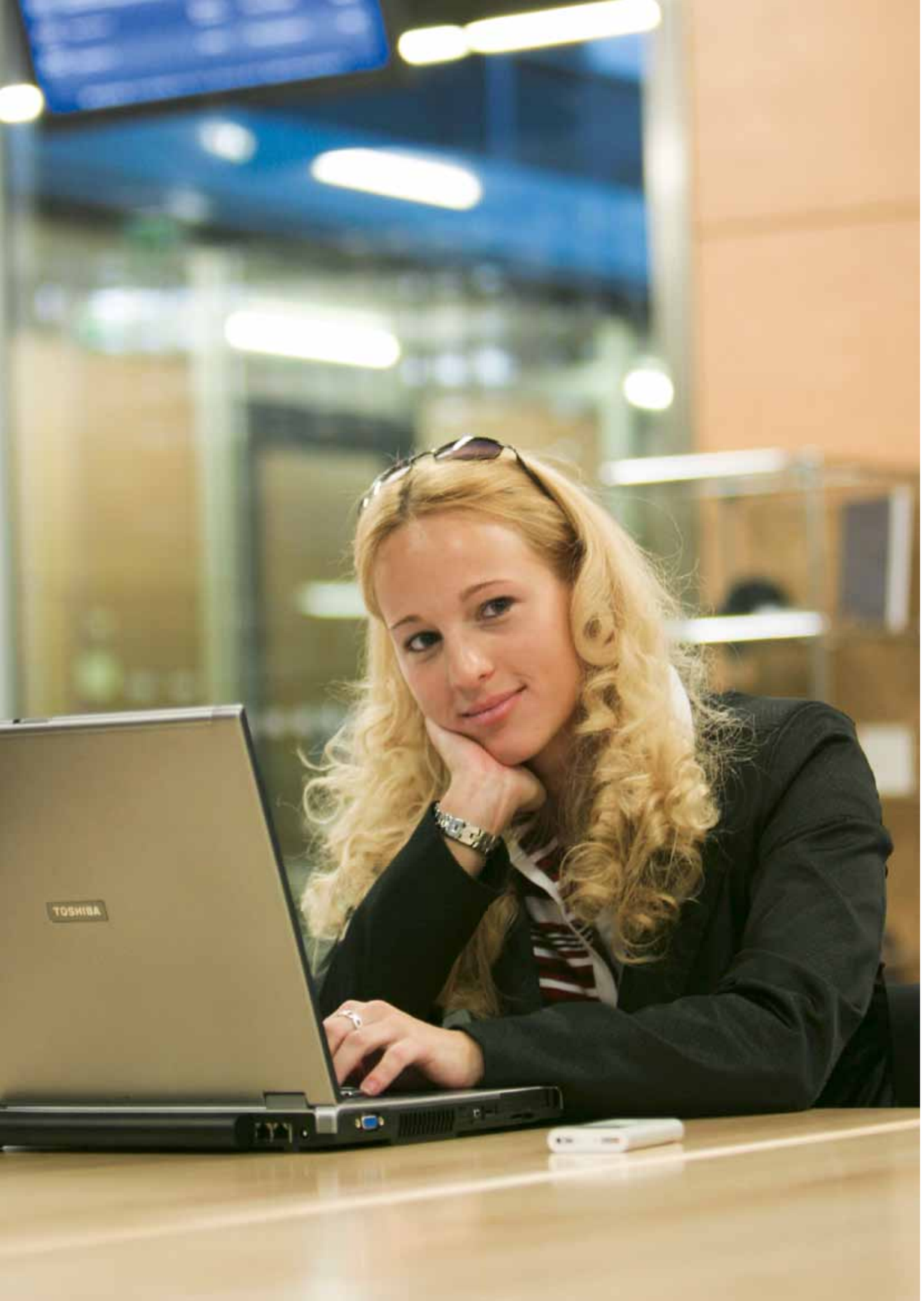
Our special didactical approach combines clear scientific education and business expertise to develop entrepreneurial talents. To support that vision, we integrate high-level international academic & business experts in applied R&D projects and in our network. This is enabled through a perfect organizational structure offering an outstanding level of service.

objectives.

The Master's program MCiT enables participants to develop, and focus on the application of skills and theories. Students will learn how to recognize and use market opportunities for organizations, acting as internal or external experts in the fields of management, human interaction and applied informatics. Thus they acquire the necessary knowledge for innovative and sustainable success.

Primary curriculum goals include:

- preparing students for the role of experts (as internal or external consultants) in how to integrate technology in business
- furnishing students with profound and application-oriented knowledge enabling them to further develop their management expertise and approaches to innovative technologies
- the development of a solid understanding and theory of business informatics and its implications for business development
- the reflection and discussion of key competencies needed to develop entrepreneurial and intercultural leadership



structure.

The Master's program Management, Communication & IT comprises four semesters of 15 weeks each, totaling 120 credit points (ECTS). The full-time program comprises a workload of 3,000 hours. One ECTS is equivalent to 25 hours of workload. The winter semester lasts from the end of September to the beginning of February, the summer semester from mid-March to July.

SEMESTER	CONTACT HOURS	LESSONS	ECTS
1	25	375	30
2	25	375	30
3	22	330	30
4	6	90	30
Total	**78**	**1,170**	**120**

In calculating ECTS points, the following factors have been taken into consideration:

- Attendance (contact hours)
- Workload: preparing for class and study outside of class (in the library, reading, etc.)
- Practical work
- Workload for term paper, presentation and project work
- Workload for the exam preparation
- Study tours (possibly)

Seminars and lectures take place Wednesday through Saturday, all day, comprising 8 teaching units per day. This teaching schedule allows students to continue with their professional activities during their studies or gain practical experience in the field.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		09:00 – 16:30 hours	09:00 – 16:30 hours	09:00 – 16:30 hours	09:00 – 16:30 hours

The language of instruction is English. Attendance is compulsory in all courses.

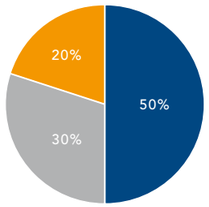
Personality development and the acquisition of social skills, especially for transnational and multicultural surroundings are essential goals of the study program. Graduates have an excellent command of communication, negotiation and presentation techniques.

SCHEDULE

1st – 2nd semester: Core curriculum
3rd semester: Optional semester abroad / International semester at MCI
4th semester: Master's thesis and final exam

CONTENTS

Business Administration & Management	50%
Information & Communication Technology	30%
Communication Science & Social Skills	20%



curriculum.

TOPIC BLOCK / COURSES	SEMESTER CREDIT UNITS | ECTS CREDITS			
	1	2	3	4
COMMUNICATION				
Business Ethics & CSR			1 | 2	
Communication & Moderation	2 | 3			
eCollaboration & Fields of Application		3 | 3		
Information Management			4 | 4	
Intercultural Communication			1 | 2	
Intercultural Management			2 | 2	
Presentation Techniques	1 | 2			
Team Management			1 | 2	
IT, INFORMATION & COMMUNICATION TECHNOLOGY				
Information Engineering		2 | 3		
Innovation Management				2 | 3
Multimedia & Design Project			2 | 3	
Multimedia Technologies			2 | 3	
Principles in Human-Computer Interaction		2 | 2		
Security	3 | 3			
Software Engineering			2 | 3	
System Planning	4 | 4			
Virtual Teams & Technologies		2 | 3		
Web Usability Project		2 | 2		
MANAGEMENT & BUSINESS MANAGEMENT				
Business Intelligence		1 | 2		
Company & Financial Analysis			2 | 3	
eBusiness, Requirements & Technologies			2 | 3	
eCompliance	2 | 3			
Entrepreneurship				3 | 3
Global IT Markets			1 | 1	
International Accounting	2 | 2			
International Marketing	2 | 2			
IT Governance		2 | 3		
Management Information Systems		3 | 4		
Mergers & Acquisitions			2 | 2	
Project & Process Management	4 | 6			
Quality Management	3 | 3			
Sales Management	2 | 2			
Strategic Management		3 | 3		
MASTER'S THESIS & ACADEMIC RESEARCH				
Master's thesis & Accompanying Seminar				1 | 24
Qualitative Research Methods		2 | 2		
Quantitative Research Methods		3 | 3		
NUMBER OF SEMESTER CREDIT UNITS | ECTS CREDITS	25 | 30	25 | 30	22 | 30	6 | 30

vocational fields.

This Master's program has been designed to equip students with the necessary skills and business knowledge for thinking and acting like entrepreneurial leaders.

Potential employers include in particular enterprises in which communication and IT systems play a significant role (e.g. IT to support communication processes within companies).

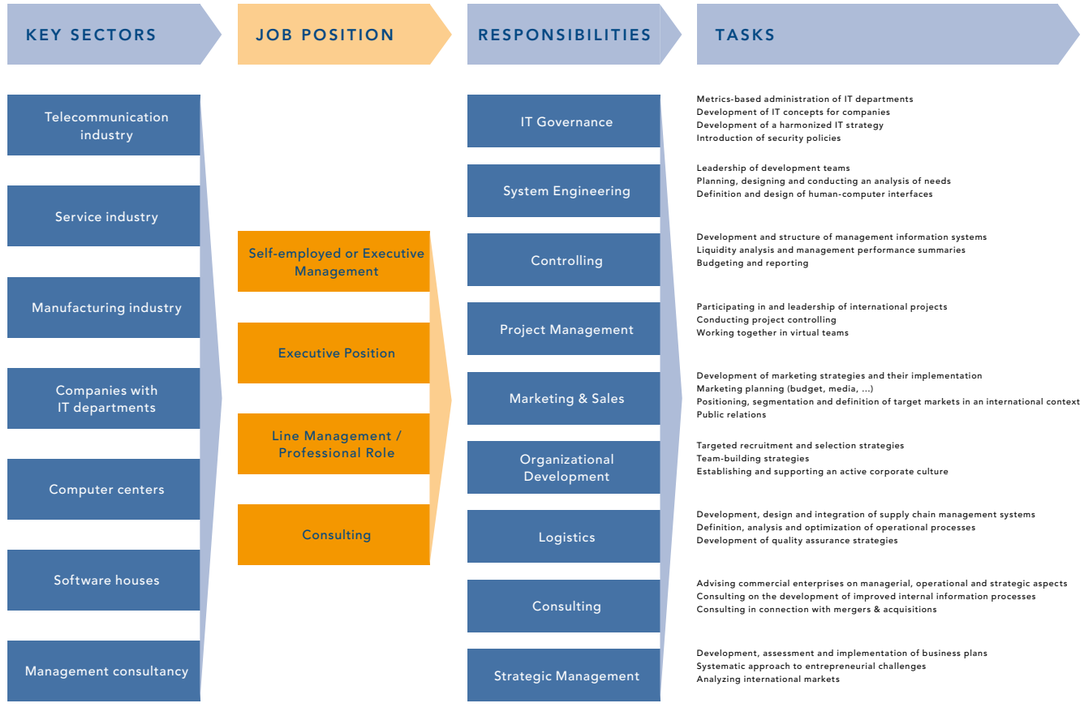
OUR GRADUATES MAKE CAREERS IN:

- Service industries
- Healthcare
- Commerce
- Hardware manufacturers
- Software and computer retailers
- Media enterprises
- Banks
- Consulting industry
- Insurance industry
- Higher education sector

POSSIBLE KEY INDUSTRIES INCLUDE:

- Creative industry
- Management consultancy
- Computer centers
- IT departments
- Software houses
- Telecommunications

Within these key industries and the related service sectors the following vocational fields are of interest for graduates:



practice.

Thanks to our pro-active and collaborative relationship with numerous companies, degree candidates are prepared by scholarships, awards competitions, recruitment activities and workshops provided by members of our vast corporate network. In return, these corporations benefit from getting access to – and often recruiting from – a pool of the brightest and the best.

During their studies students get the opportunity to develop and apply their skills through practice-oriented projects, conducted in cooperation with successful and innovative businesses. These projects also enable students to experience and learn from real business challenges in the fields of management, communication and IT.

prerequisites.

THE PROGRAM ACCEPTS

1. Graduates of relevant Bachelor's programs.
2. Graduates of other Bachelor's or post-secondary programs comprising courses in Strategic Management / Business Administration, Marketing, Controlling / Accounting, Programming, Project Management, IT Strategies, Communication, etc. totaling a minimum of:
   - Management 20 ECTS
   - IT-related courses 15 ECTS
   - Communication 10 ECTS

The relevance and recognition of other diplomas is decided by the program director.

admission.

To apply for admission to the Master's program Management, Communication & IT the completed official application form and all other relevant documents must be submitted. Early applications are encouraged. In total, only 30 students per year are admitted to the Master's program.

Admission to the program is granted based upon the following criteria:

A. CAREER BACKGROUND 30%

The applicants' professional background is reviewed based on the submitted application materials. Particular attention will be paid to:

- Educational background
- Academic and professional goals
- Professional experience

B. WRITTEN EXAM 30%

All applicants must complete a written entrance exam. The exam tests the applicants' knowledge in:

- General business and management
- Understanding of information technologies and their implications in global business
- English language skills

C. INTERVIEW 40%

The interview is conducted by a commission and gives applicants the opportunity to present themselves, to expand on information provided in the application materials and to explain their motivational, academic and professional goals.

Applicants are informed as soon as possible regarding their admission. Applicants who are not admitted due to the limited number of places are put on a waiting list and can – if they are still interested – be admitted if a place becomes available.

team & faculty.

The faculty consists of full-time professors and lecturers, with additional acknowledged experts from the fields of science, technology and business. This diversity guarantees the latest developments in science and practical application to be constantly integrated throughout the program.

Coupling progressive didactic teaching methods with intensive mentoring ensures the supportive learning environment needed to successfully complete our study program. "Theoretical" and "practical" are complementary rather than contradictory terms, as here they offer opportunities and challenges for a new form of teaching and learning.

research & development.

The strong link between the study program and business-related research projects constitutes a vital asset of the program. This creates an attractive opportunity for students to address challenges and scenarios from the relevant industries based on a scientific background. Following this concept, special reference and acknowledgment is given to the many partner companies providing expertise, internships, career opportunities and financial support.

Our main fields of applied research are:

- Virtual Teams & Collaboration
- Information Engineering & User Experience
- Process & Project Management
- Strategic Management & IT Governance

tuition fees.

Students are required to pay a tuition fee per semester (presently, EUR 363) plus the membership fee for the Austrian Student Union. A non-refundable deposit of EUR 363 must be paid at the beginning of the program, in order to secure enrollment placement. This deposit will be used to cover the tuition fees for the 2nd semester. Students are also required to pay for any course materials supplied by MCI.

degree.

Graduates of the Master's program are conferred with the academic degree "Master of Arts in Business" (MA or M.A.). Other than embarking on their professional career, graduates will have the option of continuing their studies by a corresponding Ph.D. program in Austria or abroad.

going global.

The global perspective is reflected in the composition of the faculty, the students, the curriculum and the study-related projects. Particular importance is placed on excellent proficiency in English. A selected number of students will have the opportunity to take part in a semester-abroad program with a partner university and / or to complete their internship with a foreign company.

www.mci.edu/en/international

campus & services.

MCI offers students an excellent infrastructure including attractive lecture rooms, computer labs, space for group work and state-of-the-art research facilities as well as conveniently situated student dormitories, convenient car parks and excellent public transport facilities. The nearby lively Old Town of Innsbruck, the Tyrolean mountains within grasp, the region's unbeatable sports and leisure facilities and the proximity to Germany, Switzerland and Italy all guarantee a unique ambience for students.

LIBRARY

A cooperation agreement with the library of the University of Innsbruck guarantees MCI students access to international scientific literature and to professional library services with convenient opening hours. In addition, MCI provides smaller reference libraries with a supplementary selection of newspapers, magazines and journals.

www.mci.edu/en/library

HOUSING & RESIDENCE

As a well-established university town Innsbruck offers plenty of housing possibilities for students in e.g. residence homes and dormitories or through private rental and flat-sharing communities.

www.mci.edu/en/housing

SPORTS & LEISURE

Having hosted the Winter Olympic Games twice and being located in the heart of the Alps with highly renowned tourism destinations, Innsbruck is a Mecca for sports & leisure, offering unmatched opportunities for all tastes. The Innsbruck University's Sports Institute is also open to MCI students and offers a broad range of different courses and trainings in its modern facilities.

www.mci.edu/en/sports

ALUMNI & FRIENDS

MCI's Alumni Association "Alumni & Friends" provides a unique discussion platform fostering personal contacts between graduates, students, MCI partners and faculty. Panel discussions with first-rate international speakers inspire new impulses and facilitate the exchange of knowledge and experience.

www.mci.edu/en/alumni

CAREER

In line with its corporate philosophy "mentoring the motivated" MCI supports graduates through its internationally networked Career Center. Additionally, MCI partner companies gain access to a pool of excellently trained potential job candidates. The activities of the MCI Career Center include a wide range of useful services like e.g. arranging attractive national and international internship placements and job offers, application trainings, career coachings, job recruitment fairs, etc.

www.mci.edu/en/career

LANGUAGE SKILLS

Providing a broad range of foreign language training opportunities for its students, MCI supports the international orientation of students and also fosters intercultural competencies, social skills and the ability to communicate. Extra-curricular language courses include e.g. courses in Arabic, Chinese, Japanese and Russian. Motivated and experienced language trainers with top-notch didactic skills deliver their knowledge in programs that do not miss out on the fun factor.

www.mci.edu/en/languages

STUDENT LIFE

As a university town Innsbruck is a very young-minded city offering students a broad range of activities and entertainment (the arts, culture, music, society, religion, sport and health, ...).

www.mci.edu/en/studentlife

START UP

To think and act like an entrepreneur is a major issue at MCI. Academic staff, students and graduates who have the "entrepreneurial spirit" and who are willing to start up their own business, can count on the (financial) support, profound know-how and infrastructure of the CAST business start-up center.

www.mci.edu/en/startup

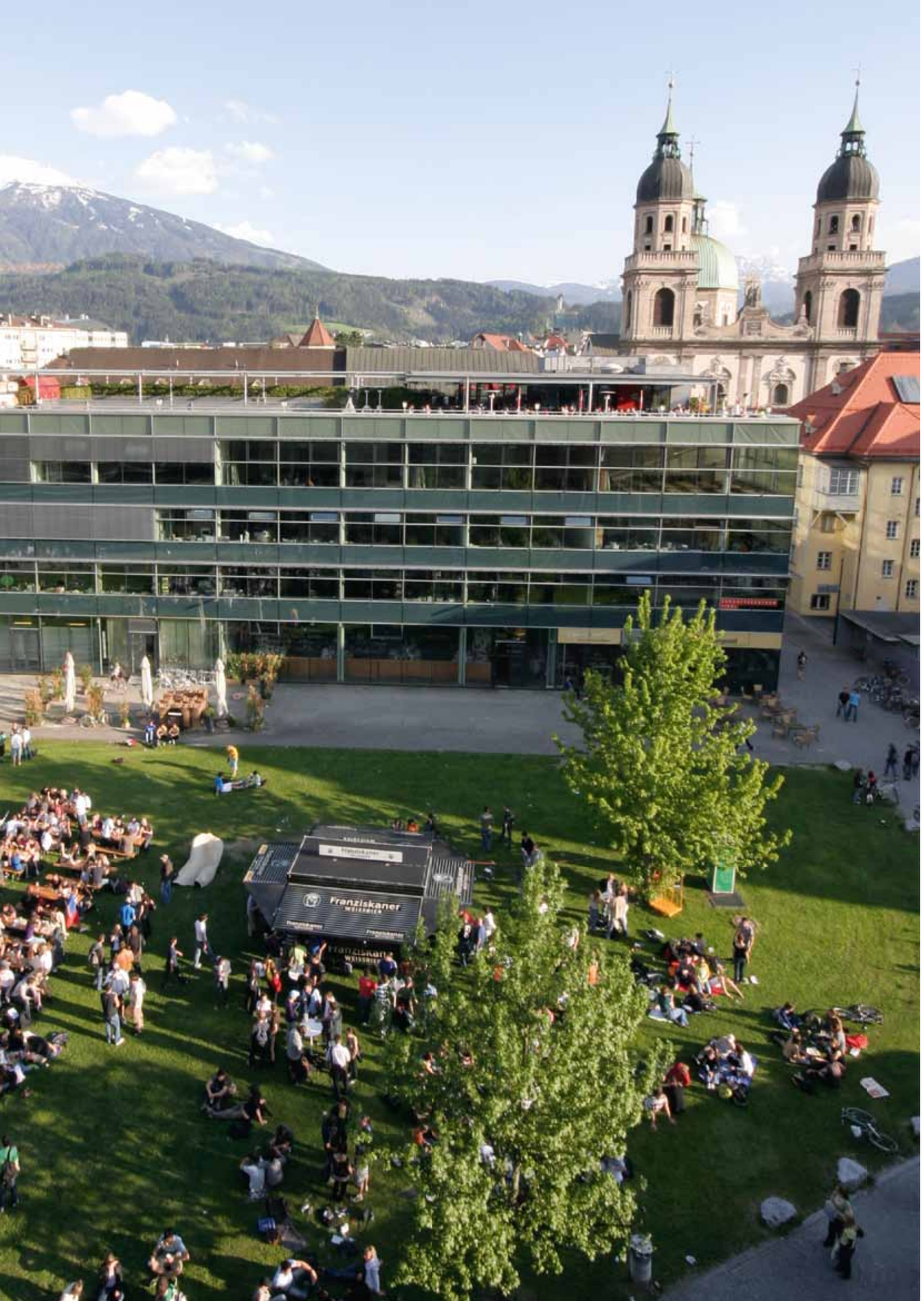
ENTRY & RESIDENCE REGULATIONS

For entrance and residence in Austria federal rules and regulations (e.g. visa) must be observed.

www.mci.edu/en/international

COST OF LIVING

For accommodation, meals and leisure activities, you should budget approx. EUR 700 per month; the amount naturally depends on your personal lifestyle. Accommodation EUR 200 – 300, food EUR 220, study and personal requirements EUR 255 (books, recreation).



mci study programs.

For detailed information please visit our website www.mci.edu/en or www.mci.edu/en/info.
We will be happy to advise you.

BACHELOR'S PROGRAMS	DEGREE	SEM.	LANGUAGE	FT	PT
Business & Management	Bachelor of Arts (BA)	6	G & E / E*	✓	✓
Food & Bioresource Technology*	Bachelor of Science (BSc)	6	G & E	✓	✓
Management, Communication & IT	Bachelor of Arts (BA)	6	G & E	✓	
Management & Law	Bachelor of Arts (BA)	6	G & E	✓	
Mechatronics – Mechanical Engineering	Bachelor of Science (BSc)	6	G & E	✓	✓
Nonprofit, Social & Health Care Management	Bachelor of Arts (BA)	6	G & E	✓	
Social Work	Bachelor of Arts (BA)	6	G & E	✓	
Tourism Business Studies	Bachelor of Arts (BA)	6	G & E	✓	
Engineering, Environmental & Biotechnology	Bachelor of Science (BSc)	6	G & E	✓	
Environmental, Process & Energy Engineering	Bachelor of Science (BSc)	6	G & E		✓

MASTER'S PROGRAMS	DEGREE	SEM.	LANGUAGE	FT	PT
Entrepreneurship & Tourism	Master of Arts (MA)	4	G & E / E	✓	
International Business (starting 2012)	Master of Arts (MA)	4	E		✓
International Business & Law	Master of Arts (MA)	4	E	✓	✓
International Health Care Management	Master of Arts (MA)	4	E	✓	
Management, Communication & IT	Master of Arts (MA)	4	E	✓	
Mechatronics – Mechanical Engineering**	Master of Science (MSc)	4	G & E / E	✓	✓
Social Work, Social Policy & Management	Master of Arts (MA)	4	G & E	✓	
Engineering, Environmental & Biotechnology	Master of Science (MSc)	4	G & E	✓	
Industrial Engineering & Management	Master of Science (MSc)	4	G & E		✓

EXECUTIVE MASTER'S PROGRAMS	DEGREE	SEM.	LANGUAGE	FT	PT
General Management Executive MBA	Master of Business Administration (MBA)	4	G & E		✓
Master of Science in Management MSc	Master of Science in Management (MSc)	4	G (E)		✓
International Business & Tax Law LL.M.	Master of International Business & Tax Law (LL.M.)	4	G (E)		✓

CERTIFICATE COURSES (1 – 2 semester, part-time)***

- Banking & Finance
- Brand Management
- Business & Corporate Law
- Business Process Management & Logistics
- Controlling & Management
- Corporate Communications & Stakeholder Relations
- Corporate Communications: Strategy
- Corporate Communications: Implementation
- General Management
- Human Resources Management
- Innovation, Product & Process Management
- International Management Program©
- Labor Law
- Management, Psychology & Leadership
- Marketing
- Patent & Licence Management
- Sales Management
- Systemic Management
- Tax Law
- Tourism & Leisure Management
- Tourism Management & Leadership
- Tourism Marketing & Innovation

MANAGEMENT-SEMINARS

- Inspiring Management, Leadership & Communication

TAILORED TRAININGS FOR COMPANIES

- Innovative Programs for Companies & Administrative Bodies

* Subject to accreditation
** The Master's program Mechatronics – Mechanical Engineering starts in 2011 as full-time program and in 2012 as part-time study program.
*** All executive certificate courses are creditable to Executive Master MBA, MSc or LL.M. degree courses

Language: G = German, E = English, G & E = German with major parts in English, G (E) = German with minor parts in English; FT = Full-time, PT = Part-time
Note: All programs in the field of Executive Education (Executive Master's programs, Certificate Courses, Management Seminars and Tailored Trainings for Companies) will be offered part-time.

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