

100 % ONLINE
AND FLEXIBLE

Online | German
Online | English

eSTUDY BACHELOR (CONTINUING EDUCATION) General Management



flexibility in location
and time



career boost



reduced study
duration and costs

BENEFITS

- **Maximum flexibility and accessibility through online courses** - learn when and where you want
- **Shortened study time and tuition fees** through accreditation of prior knowledge and experience
- **Tailored to the needs of working professionals** through online phases and recognition of training and professional experience
- **High-quality online learning** through use of latest e-learning technologies

ACADEMIC TITLE

Bachelor of Arts (Continuing Education) | BA (CE)

REQUIREMENTS

- At least two years of relevant professional experience plus
- University entrance qualification or
- vocational qualification and additional entrance exams at MCI

LANGUAGE

English or German & partly English

START

Continuously

DURATION

Varies between 18-36 months | 180 ECTS (max. amount of recognition: 90 ECTS)
Reduced study duration and costs through recognition of prior knowledge is possible, study duration also depends on individual study tempo

TUITION FEE

depending on the ECTS points to be completed; from EUR 10.000,-
(tuition fee varies according to the amount of possible recognition of prior knowledge)

TIME MODEL

Online, part-time, combining work & study

CONTACT

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MCI®
eStudy

Curriculum

1 ONLINE PHASE | 90 ECTS 100% online, guided self-study

Digital Competence & Self-Management	Introduction to Economic History & Economics	Accounting I	Academic Writing & Empirical Social Research	Project, Process & Quality Management	Fundamentals of Law
Data Management & Statistics	Accounting II	Intercultural Competence & Diversity Training	Decision Theories & Decision-Making	Operations Management	Business Communication I
Investment & Finance	Human Resource Management & Leadership	Research Methods I	Marketing & Sales	Organizational Development & Change	Business Communication II

2 FOCUS PHASE | 60 ECTS online, guided self-study supplementary live webinars and two optional on-campus weeks at MCI

Research Methods II	Strategic Management	Entrepreneurship	Innovation & Technology Management	Digital Transformation	Case Study & Integrative Exam
Business Ethics	International Business	Digital Marketing	Major's Innovation & Entrepreneurship, Digital Workplace Learning	Academic Coaching	Interdisciplinary Elective
Major's Knowledge Management, Corporate Entrepreneurship	Practical Application	Bachelor Thesis & Final Exam			

3 FINAL PHASE | 30 ECTS 100% online, guided self-study