

Full-time | English

Double Degree Option

bachelor.



Business & Management

Premium accredited



Member of





CONTENTS

PREFACE	3	CURRICULUM	9
OVERVIEW	4	VOICES	10
PROGRAM & GOALS	4	ADMISSION	12
BACKGROUND & CAREER PROSPECTS	5	FACULTY	13
PRACTICE-ORIENTED MANAGEMENT EDUCATION	5	TUITION	13
INTEGRATIVE INTERNSHIP	5	FURTHER INFORMATION	13
DEGREE	5	LOCATION, CAMPUS & SERVICES	14
GOING GLOBAL	6	STUDY AT MCI	15
MCI LEARNING GOALS BACHELOR	7		

Preface

A DEGREE PROGRAM FOR ASPIRING STUDENTS OF MANAGEMENT

Entirely taught in English, the Bachelor study program “Business & Management” continues the success story of its German equivalent “Wirtschaft & Management”.

Our study program combines in-depth theoretical foundations with practical orientation, state-of-the-art case studies, and embodies a new spirit of intercultural thinking and interdisciplinary studying. This unique combination allows students to build up essential competitive advantages in thinking and acting internationally: competencies particularly important in a globalized business environment and for those planning to work for companies with strong international links. Moreover, the international composition of our student body and staff as well as courses taken at our partner universities abroad promote students’ intensive foreign-language learning.

For these reasons, “Business & Management” distinguishes itself from standard study programs in offering more than just an introduction to international management issues. Our claim is to compete with the best management schools worldwide.

In addition, MCI offers excellent student services, talks by eminent business leaders and politicians from around the world, and outstanding study conditions in the breathtaking environment of the Austrian Alps.

We welcome motivated and dynamic students from Austria and all over the world to become part in the MCI success story.



A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

Prof. PD Dr. Thomas Stöckl
Head of Studies



A stylized, handwritten signature in black ink, featuring a large, prominent loop and a long horizontal stroke.

Prof. Dr. Andreas Altmann
Rector

Overview

TITLE	Bachelor program in Business & Management
ACADEMIC DEGREE	Bachelor of Arts in Business B.A. BA Use of the academic degree in combination with the brand 'MCI' approved
DURATION	6 semesters including Bachelor thesis and final exam
MAIN FOCUS	Practical relevance, international orientation, collaboration with trade and industry
TIME MODEL	Full-time
ACADEMIC YEAR	Winter semester: October – February Summer semester: March – July
STRUCTURE	1st – 4th semester: Fundamentals & practice lab 5th semester: International semester abroad (mandatory) 6th semester: Integrative internship, Bachelor thesis & final exam
LANGUAGE	English
TUITION	For students from EU & EEA countries: EUR 363 / semester Plus membership fee to the Austrian Student Union (ÖH) Details for students from third countries: www.mci.edu/admission
SCHOLARSHIPS & GRANTS	Overview of sources of financial support available at www.mci.edu/scholarships
ADMISSION REQUIREMENTS	University entrance qualification Applicants without university entrance qualification may be admitted upon relevant professional experience and additional entry exams
APPLICATION	Online at www.mci.edu/application . Please consider the indicated deadlines.
SELECTION PROCESS	Online application: CV & motivation Online admission interview

Program & goals

The Bachelor program Business & Management attracts international students preparing for an international career. The program is an excellent foundation for junior management positions as it offers a general management education perfectly blended with courses allowing students to acquire methodological and scientific skills, to understand the contexts of management and to develop management skills and experience.

SCHEDULE

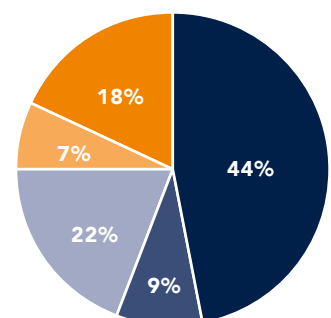
1st – 4th semester: Fundamentals and practice lab

5th semester: International semester abroad (mandatory)

6th semester: Integrative internship, Bachelor thesis & final exam

THE MODULES AT A GLANCE

■ Business Administration	44%	(80 ECTS*)
■ Fundamentals of Economics & Law	9%	(16 ECTS*)
■ Interdisciplinary Competencies	22%	(39 ECTS*)
■ Social & Communicative Competencies	7%	(13 ECTS*)
■ Scientific Methodical Competencies	18%	(32 ECTS*)
TOTAL	100%	(180 ECTS*)



* European Credit Transfer System

Background & career prospects

The full-time Bachelor program Business & Management is a practice-oriented study program with a focus on business and management. It was developed in cooperation with internationally renowned experts from science, business, and consulting, and was approved as part of an independent demand-and-acceptance analysis. The alliance of business administration courses with economics and law, combined with social and communicative skills and scientific competencies, is the backbone of an innovative study program that offers excellent career perspectives in various industries.

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

Practice-oriented management education

Practice-oriented management education is an integral part of our study program. One of its pillars is the course "Practice Lab", in which teams of three to five students work on projects for one of our business partners during the whole term. In these demanding projects, students have to apply their theoretical knowledge in practical situations, e.g., by analyzing the status quo using empirical methods (e.g., customer survey, focus groups), developing innovative concepts and solutions, and deriving concrete recommendations. Throughout these projects, our experienced faculty members coach the students to ensure a high-quality standard.

Integrative internship

In the 6th semester, students gain relevant work experience for at least thirteen weeks as interns of companies in Austria or around the world. Organizational support for the internship is provided, and students are mentored in cooperation with the company involved.

Degree

Having completed the program, students are awarded the degree of Bachelor of Arts in Business, in short Bachelor of Arts or B.A. or BA, and receive the relevant academic documentation (Final Certificate, Diploma, International Diploma Supplement etc.). It is recommended to combine the academic degree with the brand 'MCI' to provide trust and orientation in an increasingly intransparent international education market. Example: BA (MCI). Graduates can choose between seeking employment or registering for a relevant Master program at universities in Austria and other countries.

MCI offers a number of Master programs with a strong international orientation (see page 15). For graduates of this Bachelor program, the most relevant Master programs are International Business & Management; Entrepreneurship & Tourism; International Business & Law; European Health Economics & Management; Management, Communication & IT, and Corporate Governance & Finance. Graduates of a Master program are in turn eligible to study for a PhD.

Going global – your international semester abroad

International orientation is one of the study program's most essential components. This key aspect is reflected not only in the backgrounds of our faculty and students but also in our curriculum which includes a mandatory semester abroad at one of MCI's many partner institutions. Moreover, students have the possibility of completing a double degree program at Haaga-Helia University of Applied Sciences to enhance their international career perspectives even more. A double degree program typically includes a whole year of studying abroad with an increased workload. After successful completion, students will be awarded a Bachelor of Business Administration from Haaga-Helia University of Applied Sciences in addition to the Bachelor of Arts in Business from MCI | The Entrepreneurial School®.

www.mci.edu/en/international

INTERNATIONAL PARTNER UNIVERSITIES (EXCERPT)

Australia, ICMS International College of Management Sydney

Brazil, UNIFOR – Universidad de Fortaleza

Canada, ESQ UQÀM Université du Québec de Montréal

Canada, University of Guelph-Humber, Toronto

Czech Republic, University of Economics, Prague

Finland, Laurea University of Applied Sciences, Espoo

France, EDC Paris Business School

Germany, Munich Business School

Japan, Tohoku University, Sendai

Mexico, ITAM Instituto Tecnológico Autónomo de México,
Mexico City

New Zealand, Waikato Institute of Technology, Hamilton

Peru, Universidad ESAN, Lima

Portugal, Nova Business School, Lisboa

South Africa, Stellenbosch University

South Korea, Hanyang University, Seoul

Spain, ESCI – Universitat Pompeu Fabra, Barcelona

Sweden, Stockholm Business School

Taiwan, Southern Taiwan University of Science and Technology,
Tainan City

United Kingdom, University of Liverpool

USA, Stetson University, Florida

DOUBLE DEGREE OPTION

Haaga-Helia University of Applied Sciences, Finland



MCI learning goals bachelor

In order to ensure the transfer of learning and enable students to further develop competencies leading to clear profiles for their future careers, the MCI has formulated detailed cross-curricular learning goals. MCI's learning goals clearly define what students will know, understand and what competencies they will have.



GENERAL MANAGEMENT

Our graduates have fundamental knowledge and skills in management science.

Objective: Our students can explain and apply current concepts and theories in management science.



COMMUNICATION

Our graduates have effective communication skills.

Objectives: Our students can communicate effectively in analogue contexts.

Our students can communicate effectively in digital contexts.



SCIENTIFIC METHODS

Our graduates have basic knowledge and skills in scientific methodology.

Objective: Our students can apply relevant theories and appropriate scientific methods in real-world contexts.



PROBLEM SOLVING

Our graduates have relevant problem-solving skills.

Objectives: Our students can make active use of critical thinking skills in analogue or digital contexts.

Our students can approach problems responsibly considering ethical issues.



Specific learning goal

BUSINESS & MANAGEMENT

Our graduates have the management competencies to bridge theoretical business knowledge and practical challenges.

Objective: Our students can apply basic management knowledge by linking it with current issues in business administration.



Curriculum

Semester Credit Units* | ECTS-Credits**

BUSINESS ADMINISTRATION	1	2	3	4	5	6
Principles of Management						
Principles of Management	3 4					
Project, Process & Quality Management						
Project & Quality Management	3 4					
Process & Supply Chain Management	3 4					
Accounting & Finance						
Financial Accounting I	3 4					
Financial Accounting II		3 4				
Management Accounting		3 4				
Corporate Finance & Risk			3 4			
Financial Management					2 4	
Corporate Strategy, Entrepreneurship & Innovation						
Strategic Management		3 4				
Business Intelligence & IT Systems			3 4			
Entrepreneurship			3 4			
Innovation Management				3 4		
International Management					3 6	
Leadership					2 4	
Marketing & Sales						
Marketing & Sales I		3 4				
Marketing & Sales II				3 4		
International Marketing					3 6	
Organizations & Human Resource Management						
Human Resource Management			3 4			
Business Psychology & Change				3 4		
Elective 2: Current Topics in Management					2.5 5	
FUNDAMENTALS OF ECONOMICS & LAW						
Microeconomics	3 4					
Macroeconomics		3 4				
Business Law		3 4				
EU Law & International Legal Systems			3 4			
INTERDISCIPLINARY SKILLS						
Business Simulation			2 2			
Integrative Revision				3 4		
Selected Topics in Business Practice				2 3		
Practice Lab				5 5		
Elective 1: Current Developments in Business					2.5 5	
Integrative Internship						0 15
SOCIAL & COMMUNICATIVE SKILLS						
Collaboration & Negotiation Skills	2 2					
Professional Business Communication	2 3					
Business & Society		2 3				
Business & Culture			2 2			
Managerial & Ethical Decision-Making				2 3		
SCIENTIFIC METHODOLOGICAL COMPETENCIES						
Academic Research & Writing	2 3					
Mathematics, Statistics & Data Science I	2 2					
Mathematics, Statistics & Data Science II		2 3				
Quantitative Methods of Empirical Research			2 3			
Qualitative Methods of Empirical Research			2 3			
Business Research Coaching				2 3		
Bachelor Thesis Coaching						2 2
Bachelor Thesis						2 12
Bachelor Exam						0 1
SEMESTER CREDIT UNITS ECTS-CREDITS	23 30	22 30	23 30	23 30	15 30	4 30

*One Semester Credit Unit (SCU) is equivalent to 15 teaching units (TU), this is equal to a teaching stint of 2 days per 7.5 TU; **ECTS – European Credit Transfer System

Voices

I have chosen the study program Business & Management because international relations are getting more and more important in business life. This program provides the education I seek for taught in the language that is most important to an internationally active company — English.

Veronika Keuschnigg, BA, Graduate of the study program Business & Management

Business & Management builds a solid foundation for your future career. Due to the broad scope of the program, students become experts in all vital functions of a company and — even more important — obtain the diagnostic skill-set to analyze and understand any given situation, process, or structure within an organization.

Philipp Gottstein, BA, Graduate of the study program Business & Management
Management at Gottstein GmbH & Co KG, Imst / Tyrol

Apart from the fundamental theoretical insights gained in this study-program, I believe that the opportunity to actively work on case studies and business problems in groups prepared me well for my internships. Students are constantly challenged to use the theoretical concepts learned to creatively solve complex business problems and present their results, which forms an extraordinary mixture of theory and practice.

Moritz Zinnecker, BA, Graduate of the study program Business & Management
Management Consulting Intern at KMPG, Munich / Germany

During my bachelor in Business & Management at MCI, I received great insights into the business world while studying in a beautiful environment. I chose the university because it offers a mix between theory and practice, giving the students an opportunity to do one semester abroad as well as an international internship.

Erika Wernolf, BA, Graduate of the program Business & Management
Double Degree Master student in Portugal and Japan

The Business & Management study program offers an optimal combination of practice and theory through the stay abroad and the mandatory internship. Innsbruck is a great student city with a wide range of leisure activities and has made my Bachelor degree an incomparable experience. I can only recommend studying at the MCI!

Leonie Brauneis, BA, Graduate of the study program Business & Management

Until the change of administrations, I was a consultant for the US Department of State's Office of Economic Analysis in Washington, DC. The important global economic issues I worked on were the same issues that we discussed in class at MCI. I believe my State Department experience gives me the expertise to share my knowledge with my students.

Prof. Dr. Donald Sparks, PhD
Lecturer in the study program Business & Management



Admission

ADMISSION REQUIREMENTS

1. Applicants must have completed secondary school education and qualify for higher education: Applicants need the Austrian Matura, a relevant qualification for higher education, an equivalent vocational qualification or one issued by a competent foreign authority. We will also consider any relevant professional experience.
2. Applicants who have not completed secondary school with a qualification for higher education may be accepted if they have a relevant professional qualification. This condition of eligibility is fulfilled by applicants who have successfully completed a relevant secondary education vocational program, the first stage of the HTL-Matura for candidates in employment or a relevant dual training program followed by relevant employment.

Students in their last year at school wishing to apply for a place on the program before taking their final exams must include their last school report with their application. Successful applicants must subsequently submit their school-leaving examination certificate before the start of the first semester.

Details: www.mci.edu/admission

ADMISSION PROCEDURE

The MCI operates an admissions process for all study programs. The dates are listed on the individual study program websites, and an overview of the dates for all the programs is available at www.mci.edu/deadlines.

Applications for a place on a study program must be submitted online by the stated deadline and accompanied by the necessary documents.

The number of places will be allocated on the basis of the following criteria:

– Online application: CV & motivation

Particular attention is paid to educational background and qualifications, any professional career, further training, etc. Special consideration is given to motivation, study and career goals.

– Online admission interview

The interview is conducted online and gives applicants the opportunity to present themselves personally, to expand on the information provided in the application and to explain their 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.

Faculty

With a mixed faculty comprising MCI's own lecturers, managers from trade and industry, international guest lecturers, and recognized experts from the world of research, consulting and the liberal professions, MCI offers an enriching combination of theory and practice that creates added value for students and enables them to put their newly acquired knowledge to the test, while the latest findings in theory and practice are integrated in the program with synergistic benefits.

The high educational standard and intensive mentoring of students ensure that they receive a training with a strong practical orientation in a program which can be completed within the prescribed period. The combination of theory and practice is the key to an innovative teaching and learning experience.

Tuition

Students from EU & EEA countries are required to pay a tuition fee of currently EUR 363 per semester plus a membership fee to the Austrian Student Union. Details & information for students from third countries can be found at www.mci.edu/admission.

To ensure that accepted students take up their places and do not break off their studies without good cause, a deposit in the amount of the semester tuition is charged, which subsequently goes towards tuition fees for the second semester. Students are also responsible for paying required course materials distributed by MCI.

Further information

The MCI team is always happy to assist with regard to applications. Advice on all aspects of studying at the MCI, including applications and our attractive student services, is available to personal callers or by phone. For an appointment, please e-mail to office@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.

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/onlinelounge.

CONNECT WITH MCI 

Location, campus & services

The MCI offers students an excellent infrastructure with attractive lecture rooms, computer labs, space for group work, and modern research facilities as well as conveniently located 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 around the corner.

LIBRARY

Thanks to an exemplary cooperation agreement signed with Innsbruck University, 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 great selection of newspapers, magazines and journals. www.mci.edu/en/library

ACCOMMODATION

As an old university town, Innsbruck offers a wide range of accommodation in dormitories, studios, shared apartments etc.

www.mci.edu/en/accommodation

SPORTS & LEISURE

Innsbruck – at the heart of the Alps – is an outstanding tourism destination that has hosted the Winter Olympics twice 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 range of sports and healthy exercise. 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

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 choose their recruitment needs from a pool of excellence. The Career Center offers support and guidance for students and alumni, including internship placements and job opportunities, interview training, career coaching and industry recruitment events. 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 and fun learning experience. 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 (arts, music, societies, churches, health, shopping, nightlife etc.). www.mci.edu/en/studentlife

START UPS

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/en/startup

State of content 09 / 2021. Errors excepted and subject to modifications and amendments.

Images: © kasto_fotolia.com: 1; © Bernhard Hörtnagl: 1; © MCI-Christian Kasper: 1, 2, 8, 11; © MCI-Spiluttini: 1, 10; © Klaus Polzer TVB Innsbruck: 1; © Helga Andreatta TVB Innsbruck: 1; © Ian schneider_Unsplash.com: 6; © Stübai Glacier: 14

Study at MCI

For full information, please visit our website at www.mci.edu. We are always happy to advise.

BACHELOR 6 semesters

	Language	Time Model
Management & Society		
Business Administration	GER ENG	ONLINE
Business & Management	GER ENG	FT PT
Management, Communication & IT	GER	FT
Management		
Media		
Management & Law	GER	FT
Nonprofit, Social & Health Care Management	GER	FT ONLINE
Health Management		
Nonprofit Management		
Social Management		
Social Work	GER	FT
Tourism Business Studies	GER	FT
Technology & Life Sciences		
Biotechnology & Food Engineering	GER	FT
Digital Business & Software Engineering	GER	ONLINE
Environmental, Process & Energy Engineering	GER	FT PT
Industrial Engineering & Management	GER	FT PT
Mechatronics	GER	FT
Electrical Engineering		
Mechanical Engineering		
Medical, Health and Sports Engineering	GER	FT
Medical Engineering		
Health and Sports Engineering		
Smart Building Technologies	GER	DUAL

MASTER 4 semesters

	Language	Time Model
Management & Society		
Corporate Governance & Finance	ENG	ONLINE
Entrepreneurship & Tourism	GER ENG	FT
Marketing Management		
Strategic Management		
European Health Economics & Management	ENG	FT
International Business & Law	ENG	FT
International Business & Management	ENG	FT PT
International Health & Social Management	ENG	FT
Management, Communication & IT	ENG	FT
Social Work, Social Policy & Management	GER	FT
Technology & Life Sciences		
Biotechnology	ENG	FT
Food Technology & Nutrition	GER	FT PT
Environmental, Process & Energy Engineering	GER ENG	FT PT
Chemical Engineering		
Energy Engineering		
Environmental Engineering		
Plant Engineering & Operations		
Industrial Engineering & Management	GER	PT
Mechatronics & Smart Technologies	GER ENG	FT PT
Electrical Engineering		
Mechanical Engineering		
Medical Technologies	ENG	FT

EXECUTIVE EDUCATION Part-time advanced training for decision-makers

Executive PhD Program in Management ENG	Certificate Courses	Management Seminars
Executive Master 4 semesters	Controlling & Management	Management
Digital Business MBA GER ENG ONLINE	Corporate Communications	Leadership
Digital Economy & Leadership MSc GER ONLINE	Digital Business Analytics	Communication
Digital Marketing & Analytics MSc GER ONLINE	Family Business	Digital Skills
Executive MBA ENG ONLINE	General Management	Leadership Trainings
LL.M. Digital Business & Tech Law GER ONLINE	Human Resources Management	Programs for universities
Management & Leadership MSc GER PT	Innovation Management	Corporate Programs
	Management, Psychology & Leadership	Technical Trainings
	Marketing	Automation & Control Engineering
	Sales Management	Fundamentals of Process Engineering
	Systemic Leadership Psychology	In-house Energy Management
		Workshop Computational Fluid Dynamics
		International Sessions for Students
		Summer School / Winter School

www.mci.edu

MCI | DIE UNTERNEHMERISCHE HOCHSCHULE®
MCI | THE ENTREPRENEURIAL SCHOOL®
Universitaetsstraße 15, A-6020 Innsbruck
+43 512 2070-4400, office@mci.edu, www.mci.edu



TRÄGER | PATRONS



INNS' BRUCK



START-UPS & BETEILIGUNGEN | START-UPS & SUBSIDIARIES



FÖRDERER | SPONSORS

