Management, Communication & IT
(English | Full time)
Preface

DIGITAL ENTREPRENEURSHIP

It is so incredibly important to be actively involved in shaping our society and economy! Creatively mastering digitalization and its challenges is the strength of our MCiT Master’s program. It is our unique position through the combination of Management, Communication and IT that makes the decisive difference.

We believe that our entrepreneurial design approach - be it in the form of start-ups, but also in the current need of restructuring forms of work, production, and cooperation – will make further contributions to strengthening the competitiveness of our economy.

We introduced elective modules so that students can specialize in areas that are particularly important to them. Likewise, we integrated new forms of teaching such as labs and projects where you can fully immerse yourself in selected topics and develop your skills.

We do have a premium selection of partner universities and dual degrees e.g. with our American partner university the University of Nebraska at Omaha (UNO) in Omaha, Nebraska. This gives our students crucial access to their own international network of graduates, experts and close partners from research and industry.

We have been sustainably designing digital worlds for more than 20 years!

Mentoring the Motivated

MCI Rector
PROF. DR. ANDREAS ALTMANN

Leiter des Studiums | Director of Studies
FH- PROF. DR. PETER J. MIRSKI
Study Overview

Would you like to actively shape the challenges of Management, Communication and IT as an Innovation Manager in your future job? Have you dreamed about developing your own start-up? What would it be like to actively promote digitization in a global corporate environment as a sought-after expert? Our English-language degree program Management, Communication & IT offers you a top international management training with a focus on Digital Entrepreneurship, making your Master’s program unique.

| PROGRAM | Master program Management, Communication & IT |
| AKADEMISCHER GRAD | Master of Arts in Business, M.A. | MA* |
| Dual Degree option at the University of Nebraska, Omaha / USA |
| • Master of Business Administration (MBA) or |
| • Master of Science in Management Information Systems (MSc) |
| DURATION | 4 semesters | 120 ECTS |
| MAIN FOCUS | Digital Entrepreneurship |
| TIME MODEL | Job-friendly | Full-time | English |
| ACADEMIC YEAR | Winter semester: October – February |
| | Summer semester: March – July |
| STRUCTURE | 1st – 3rd semester: core curriculum |
| | 3rd semester: International semester (optionally abroad) |
| | 4th semester: International Technology Management course, Study Tour Silicon Valley, Master Thesis & Exam |
| TUITION | EUR 363.36 / semester plus membership fee for the Austrian Students’ Union (ÖH) for EU and EEA citizens |
| SCHOLARSHIPS & GRANTS | Overview of sources of financial support available at www.mci.edu/scholarships |
| ADMISSION REQUIREMENTS | Bachelor or equivalent degree with a minimum of |
| | • 15 ECTS points in IT & ICT |
| | • 20 ECTS points in Management & Business Management |
| | • 10 ECTS points in Communication & Media |
| APPLICATION | Online at www.mci.edu/application. Please consider the indicated deadlines |
| SELECTION PROCESS | Career background & motivation (30%) |
| | Admission test (20%) |
| | Admission interview (50%) |

*Use of academic degree in combination with the brand MCI officially approved
What the Master’s program in Management, Communication & IT stands for

Focus Digital Entrepreneurship

How do I develop my start-up? How do I launch digital products and services? How do I finance my projects and market innovations? Which channels do I use for marketing and communication? How do I identify the right technical solution? The interdisciplinary approach of our program helps to answer these questions and enables you to develop an entrepreneurial mindset, acquire in-depth IT know-how and strengthen your social and intercultural skills.

Individualization through specialization

In the 2nd and 3rd semesters, we offer our students elective modules that allow for specialization. In our Digital Entrepreneurship Labs and Projects, you have the opportunity to pursue your individual interests. In this way, you will develop yourself into a sought-after expert in the field you favor. In the Labs and Projects, students successfully apply the knowledge they have acquired in previous courses and expand their social skills by working together on specific tasks. Thus, especially in the Labs and Projects, the students’ communication and presentation skills are strengthened, their leadership and conflict resolution skills are promoted and their ability to work together in a team is further pushed.

Internationalization

Internationality is an integral part of our studies, and is reflected in our team of lecturers, as well as our students and our curriculum. In addition to an optional semester abroad, the Study Tour to Silicon Valley enables you to make valuable contacts within globally successful companies that will assist you in creating an international business network. Students who successfully apply for our Dual Degree Program have the unique opportunity to earn a dual degree at our American partner university the University of Nebraska at Omaha (UNO) in Omaha, Nebraska.
Study program & goals

The Master’s program Management, Communication & IT trains students to become experts in the field of digital business and entrepreneurship. The English-language program is aimed at all those who have a creative interest in the digital world and aspire to management and ownership positions in it. It addresses career paths that involve solving business issues that require a profound knowledge of Digital Entrepreneurship and the innovative application of information and communication technologies.

Time model

The Master’s program Management, Communication & IT is a full-time degree program. Seminars and lectures take place Wednesday noon to Saturday afternoon and will comprise 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.

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Wednesday noon to Saturday afternoon: 8 teaching units / day
## Curriculum

### Modules / Courses

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<th>Modules / Courses</th>
<th>Semester Credit Units</th>
<th>ECTS-Credits</th>
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<tbody>
<tr>
<td><strong>BUSINESS &amp; MANAGEMENT</strong></td>
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<td>Digital Entrepreneurship</td>
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<td>Business Management</td>
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<td>Operational Excellence</td>
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<td>Marketing &amp; Sales</td>
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<td>IT Investment</td>
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<td>Multi Project &amp; Change Management</td>
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<td>IT Governance</td>
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<td>Digital Mergers &amp; Acquisitions</td>
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<td>Digital Organization</td>
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<td>Market &amp; Technology Analysis</td>
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<td><strong>INFORMATION &amp; COMMUNICATION TECHNOLOGY</strong></td>
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<td>Data &amp; Information Management</td>
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<td>Management Information Systems</td>
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<td><strong>ELECTIVE MODULES</strong></td>
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<td>IT Management Integration Lab</td>
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<td>Technology Application Lab</td>
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<td>Digital Interaction Lab</td>
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<td>Data Economy</td>
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<td>Current Technologies</td>
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<td>International Technology Management</td>
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<td><strong>COMMUNICATION &amp; SOCIAL SKILLS</strong></td>
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<td>Business &amp; Digital Ethics</td>
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<td>MCiT Research</td>
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<td><strong>ELECTIVE MODULES</strong></td>
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<td>Digital Research Project</td>
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<td>Digital Business Project</td>
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<td>Digital Society Project</td>
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<td><strong>MASTER THESIS</strong></td>
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<td>Master Thesis &amp; Exam</td>
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<th>SEMESTER CREDIT UNITS</th>
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Career prospects

Innovation and digitization are the essential approaches to enable sustainable business. Entrepreneurship requires dealing with disruption - from production to communication, marketing and sales. The job market therefore increasingly demands highly qualified individuals who can efficiently build and lead companies and shape digital transformations on the basis of a sound management education with a focus on Digital Entrepreneurship.

Career Opportunities

MCiT graduates are successful in leadership positions, expert functions, in line management or self-employed, in the following areas and industries:

1. Smart Industries & Automotive
2. Innovative Start-ups & Projects
3. Media & Creative Industries
4. Consultancy & IT-Consultancy
5. FinTech Sector
6. Service Industries
7. Research & Universities
CAREER OPPORTUNITIES
“...I think of the exciting courses with lecturers from the private sector and science, the projects we were able to carry out in cooperation with renowned Tyrolean companies, and of course the unforgettable study trip to Silicon Valley.

The main reasons why I decided to study at the MCI were the entrepreneurial focus, as well as the internationality and practical relevance of the courses of the MCiT Master’s program.”

PHILIP GRUBER
MCiT Master Alumnus, self-employed software consultant
Founder of ChainBreakConsult
Dual Degree Program

Dual degrees show the intensive collaboration between partner universities all over the world, for example; our long lasting relationship with UNO, our sister University in Omaha, Nebraska. The motivation of this Dual Degree Program is to provide visible recognition of expanded academic achievement - by allowing students to earn a Master of Arts in MCiT and a Master of Science in MIS or a Master of Business Administration (MBA) degree simultaneously.

These dual degrees are designed for dedicated students who are willing to take on the challenges related to graduate education from a European and an American perspective with a joint area of emphasis on understanding Management, Communication & IT. As such, this program involves intensive transatlantic preparation through a one year study abroad engagement in the second year of their study programs. There are no additional tuition fees at UNO.

“When I first heard about the possibility of studying in the USA for a year, I was immediately enthusiastic about it. During my Bachelor’s degree, I did not have the opportunity to study abroad and the idea of not only studying abroad for a year, but also getting the chance to do another degree sounded just perfect to me. Both the curriculum and the joy of adventure motivated me to take advantage of this opportunity. The Dual Degree Program allowed me to expand my knowledge and to grow and mature whilst facing new challenges.”

TOBIAS KIRCHEBNER
MCiT Master Alumnus, Dual Degree student at UNO from August 2019 until May 2020

Making the world a classroom | Study Tours like Silicon Valley

The MCiT Master’s program supports students to gain insights and build their global network within our sector. We travel to international fairs, meet decision makers and politicians in Brussels or enjoy our last course on International Technology Management in Silicon Valley. In San Francisco we have the unique option of visiting various IT & communication firms and of interacting with industry experts and entrepreneurs. Students will also attend various seminars and lectures to gain insights into “what it takes” to start a business and visit leading San Francisco university campuses to receive theoretical input from guest lecturers, interact with their peers and have an opportunity to share commonalities, differences and changes in our field of Management, Communication & IT.
Going global

One of the most essential components of MCI study programs is the international orientation. This is reflected not only in the curriculum and assigned projects, but also in the backgrounds of our faculty and students. As part of our MCIT Master’s program, students have the option to spend the 3rd semester at one of our numerous partner universities. As a rule, no tuition fees are charged at our partner universities.
Team

A team of experts in the fields of research, teaching, university management and administration, as well as a large number of international specialists from business, science, consulting and the liberal professions, ensure that students in the Master’s program Management, Communication & IT enjoy an education at the highest academic level with a strong practical orientation.

By providing intensive support during the course of study, we ensure that students have every opportunity to complete their MCiT studies within the planned period of time. Our interdisciplinary approach ensures that theory and practice are synergistically linked. This interconnection of scientific findings - also from our own research unit - and their application offers both opportunities and challenges for a new and exciting form of teaching and learning.

Excerpt from our international faculty
- Tej Adidam, Fulbright Lecturer
- Carsten Bange
- Julian Endres, MCiT Alumnus
- Martina Gleißenebner-Teskey
- Georg Göbel
- Sabine Graschitz
- Christoph Gschließer, MCiT Alumnus
- Wolfgang Haas, MCiT Alumnus
- Lukas Heschl, MCiT Alumnus
- Helga Janßen
- Reinhold Karner
- Deepak Khazanchi, Fulbright Lecturer
- Greg Kinsey
- Charly Kleissner
- Anastassia Lauterbach
- Patricia Meglich
- Inga Minelgaitė
- Raimund Mollenhauer
- Sandra Rothenberger
- Otto Schell
- Dierk Schindler
- Markus Scholz
- Peter Schwazer
- Adeline Thomas
- Claudio Winkler
- Xiaodan Yu
Research & Development

At the Entrepreneurial School®, providing a consistent link between science and practice has top priority. Therefore, we provide our students plenty of opportunity to put their newly acquired knowledge to practice, even during their studies. The collaboration with companies and organizations of different sizes and sectors forms one of the cornerstones of the MCI concept. Such cooperative work does not only benefit our students, but also, to a large extent our partners.

Digital Transformation

The research area „Digital Transformation“ complements the study programs of Management, Communication & IT and Digital Business & Software Engineering respectively in the fields of applied research and development of practice-oriented solutions for digitization and their comprehensive integration into practice. We work on technical, social, organisational and individual aspects in an interdisciplinary way.

In the context of digital transformation, the secure, analytical handling of data, the interaction of people with technical systems, the design of new work environments, and the adaptation of work and production processes and their control in real as well as virtual worlds are essential for us.

- Data & Analytics
- IT Security & Privacy
- Technology Interaction & Innovation
- Operational Excellence & Agile Governance
- Next World of Work / Virtual & Augmented Reality
Admission

Admission requirements
Admission to the Master’s program in Management, Communication & IT is open to graduates of relevant Bachelor and Diploma programs as well as other relevant post-secondary educational facilities.

Prerequisites: Bachelor or equivalent degree with a min. of 15 ECTS points in the area of IT & ICT, 20 ECTS points in Management & Business Management and 10 ECTS points in Communication and Media.

Relevant fields include Strategic Management / Business Administration, Marketing, Controlling / Accounting, Programming, Project Management, IT Strategies, Communication etc. The Head of Studies decides on the relevance of such previous qualifications.

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/admission Early applications are encouraged.

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

Places are allocated on the basis of the following criteria:
• Career background - 30%
  Strong focus is placed on the applicant’s previous education and relevant professional qualifications/experience.

• Written entrance exam - 30%
  The written entrance exam (general business and management, understanding of information technologies and their impact on entrepreneurship and business, and English language skills) is designed to assess the applicant’s aptitude for the program.

• Interview - 40%
  The interview offers an opportunity for a personal presentation and a discussion of the application documents and the applicant’s educational and professional goals.

Applicants will be informed as soon as possible about the results of the admission process. In case of a high number of applications, placement on the waiting list will be assigned. Study slots that are not accepted by applicants will be offered to those on the waiting list.

A new admission procedure is required for each start of studies. Preferential consideration of applicants from previous years is not possible even if they were offered a study place or a place on the waiting list in an earlier admission procedure.
**Tuition**

Students from EU & EEA countries are required to pay a tuition fee of currently EUR 363.36 per semester plus membership fee to the Austrian Student Union. Details & information for students from third countries can be found at [www.mci.edu/admission](http://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 student fees is charged, which subsequently goes towards tuition fees for the second semester. Students are also responsible for paying the required course materials distributed by MCI.

**Degree**

On completion of the program, students are awarded the degree of a Master of Arts in Business, in short Master of Arts or M.A. or MA, and receive the relevant academic documentation (Final Certificate, Diploma, International Diploma Supplement etc.). Use of the academic degree in combination with the brand ‘MCI’ is officially approved. Example: MA (MCI).

With this degree graduates could enrol directly in a cognate research study program (PhD) at a university.
What we stand for

The MCI sees itself as an Entrepreneurial School®. We enable motivated people to achieve outstanding performance, offer scientifically based problem-solving competence and shape innovative know-how transfer in a strong international network.

Teaching and continuing education
Excellent performance in teaching and continuing education secures our position as one of the leading universities in the German-speaking world.

Research & Development
Our research & development is close to business, application- and solution-oriented.

Internationality
Our internationality generates know-how, reputation and added value for our customers.

Customer & Service Orientation
Our customer orientation and our service focus are exemplary.

People & Culture
Our culture is based on mutual respect, the commitment of our employees, entrepreneurial action and responsibility towards society.

Brand
The MCI brand is internationally renowned and stands for performance, professionalism and competence.

Network management
We create added value for our stakeholders through professional network management.

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

Infrastructure
High-quality infrastructure creates an attractive and stimulating environment.
Accreditations

International accreditations confirm, among other things, the exemplary quality and acceptance of MCI | The Entrepreneurial School® and provide orientation in an increasingly confusing higher education field.

MCI is one of only a few universities in the German-speaking world to hold accreditation from the prestigious AACSB Association to Advance Collegiate Schools of Business. AACSB stands for the highest quality in business education at all levels and helps support innovative, relevant business education worldwide.

The MCI underwent the legally prescribed university audit and, in addition, a voluntary Institutional Accreditation. The internationally active FIBAA - Foundation for International Business Administration Accreditation, based in Bonn and Zurich, acted as the accreditation agency. As a result, the renowned premium seal was awarded in both procedures, which confirm impressive evidence of first-class academic quality that clearly exceeds international standards.

MCI is one of a select group of universities that have been awarded the seal of quality for excellence in digital education by the renowned accreditation agency FIBAA. The „Excellence in Digital Education“ quality seal examines in particular the criteria of digitization strategy, staff qualification, technical equipment, didactic design and quality assurance. In the accreditation process, the criteria of further qualification of teaching staff, teaching methods, learning platforms and technical support at MCI were rated as outstanding.

Alumni & Friends

The lively platform MCI Alumni & Friends promotes networking, professional careers, personal development and the positive reputation of its graduates. Thanks to continuous efforts, MCI Alumni & Friends now has 14,000 members and continues to grow.

The Entrepreneurial School® feels committed to its students and alumni beyond graduation and aims to offer them an academic home and pleasant services in line with its appealing motto „We mentor motivated people“. This includes intriguing events, the legendary MCI Summer Lounge, attractive continuing education opportunities, symposia, scientific expertise, personal coaching, professional support for business start-ups and much more.

The MCI invites its alumni to actively network with other alumni, the university and its stakeholders, to support each other in a spirit of partnership, and to play a powerful role in the dynamic development and international positioning of the MCI and the science, technology and business location.

Distinguished Guest Lecture Series

MCI | The Entrepreneurial School® is a regular platform for international encounters, intellectual exchange and future-oriented impulses, making this academic lecture series unique within the German-speaking area.

The lecture series is organized by the alumni club „MCI Alumni & Friends“ and provides a friendly exchange of knowledge and experience. In the course of the academic year, we are honored by numerous „Distinguished Guests“ on campus and digitally. (www.mci.edu/livetalk)

Participation is free of charge for members of „MCI Alumni & Friends“ and invited guests.