

BACHELOR OF ARTS IN BUSINESS

business administration. **ONLINE****STRUCTURE**

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

DEGREE

Bachelor of Arts in Business | B.A. | BA^{*}
**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

English (Business Administration *Online*) or German (Betriebswirtschaft *Online*)

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 5,000 per semester plus membership fee to the Austrian Student Union; Scholarships: 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
- Strategic Management & Law
- European Health Economics & Management
- International Health & Social Management
- Management, Communication & IT

**subject to accreditation of changes

THE ENTREPRENEURIAL SCHOOL®
 MCI MANAGEMENT CENTER INNSBRUCK

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MCI®
 THE ENTREPRENEURIAL
 SCHOOL

curriculum.

	Semester Credit Units ECTS-Credits					
	1	2	3	4	5	6
ACCOUNTING & CONTROLLING						
Accounting I + II	4 5	4 5				
Investment & Finance			4 5			
OPERATIONS MANAGEMENT						
Project, Process & Quality Management	4 5					
Operations Management		4 5				
MARKETING						
Marketing & Sales			4 5			
Digitales Marketing					4 5	
ORGANIZATION, LEADERSHIP & PERSONNEL						
Human Resource Management & Leadership			4 5			
Organizational Development & Change			4 5			
ENTREPRENEURSHIP, INNOVATION & TRANSFORMATION						
Entrepreneurship				4 5		
Innovation & Technology Management				4 5		
Digital Transformation				4 5		
STRATEGIC & INTERNATIONAL MANAGEMENT						
Strategic Management				4 5		
International Business					4 5	
ELECTIVES*						
A. Digital Workplace Learning						
Digital Workplace Learning					4 5	
Knowledge Management					4 5	
Elective Course						4 5
B. Innovation & Entrepreneurship						
Innovation & Entrepreneurship					4 5	
Corporate Entrepreneurship					4 5	
Elective Course						4 5
ECONOMICS & LAW						
Introduction to Economic History & Economics	4 5					
Fundamentals of Law	4 5					
ETHICAL DECISION MAKING						
Decision Theories & Decision-Making		4 5				
Business Ethics					4 5	
COMMUNICATION & PERSONAL DEVELOPMENT						
Digital Competence & Self-Management	4 5					
Intercultural Competence & Diversity Training		4 5				
Business Communication I + II		4 5	4 5			
RESEARCH METHODS						
Data Management & Statistics	4 5					
Research Methods I + II			4 5	4 5		
ACADEMIC WORKING						
Academic Writing		4 5				
Academic Coaching						1 2
INTEGRATIVE PROJECTS						
Case Study & Integrative Exam				4 5		
Digital Project Management & Applied Project					4 5	
INTERNSHIP						
Internship						1 10
BACHELOR THESIS						
Bachelor Thesis & Exam						1 13
SEMESTER CREDIT UNITS ECTS-CREDITS	24 30	24 30	24 30	24 30	24 30	5 30

* In the 5th semester you choose one out of two electives.