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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 and 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 9.600,-
(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
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
Majors
Innovation & Entrepreneurship, Digital Workplace Learning
Academic Coaching
Interdisciplinary Elective
3
FINAL PHASE | 30 ECTS
100% online, guided self-study
Majors
Knowledge Management, Corporate Entrepreneurship
Practical Application
Bachelor Thesis & Final Exam