

Full-time | English

Vollzeit | Deutsch

BACHELOR

Entrepreneurship, Tourism & Leisure Business

Full-time • English with specialization: Tourism, Leisure Business & Sports

STRUCTURE

1st - 2nd semester: Fundamentals in business studies
3rd - 4th semester: business studies with focus on tourism & leisure business
5th semester: integrative internship and Bachelor thesis
6th semester: international semester (at partner universities or at MCI), Bachelor thesis and Bachelor examination

DEGREE

Bachelor of Arts in Business | B.A | BA*
*Use of academic degree in combination with the brand MCI officially approved

TIME MODEL

Full-time

LANGUAGES

English (Entrepreneurship, Tourism & Leisure Business) **OR**
German (Unternehmensführung, Tourismus & Freizeitwirtschaft)

CONTENT

- Strategic Corporate Management
- Economics
- Financial Management & Controlling
- Strategic Tourism Management
- Tourism & Leisure Management
- Tourism Marketing & Markets
- Event Management & Innovation | Tourism, Health & Sports
- Social & Communication Competences (incl. foreign languages)
- Research Methods & Professional Skills (incl. BA thesis & BA exam)
- Internship

CAREER PROSPECTS

- DMO - Destination management organizations (TVB, LTO, NTO)
- Hotel & gastronomy industry
- Event management
- Leisure, sports & health facilities
- Tourism consulting
- Cable car industry
- Travel agencies & platforms
- Communication & marketing agencies
- Management consultancies
- Service companies

ADMISSION REQUIREMENTS

- University entrance qualification
- Additional entrance exams for applicants without a university entrance qualification but with relevant professional experience

TUITION

Per semester: € 363,36 for students from EU & EEA countries + membership fee to the Austrian Students' Union (ÖH)

Per semester: € 6.250,- for Bachelor students from third countries + membership fee to the Austrian Students' Union (ÖH)

Scholarships: mci.edu/scholarships

APPLICATION

- Career background: 30%
- Written entrance exam: 20%
- Interview: 50%

Dates and information on application and admission: mci.edu/admission

CONSECUTIVE MCI MASTER

- Entrepreneurship & Tourismus
- Corporate Governance & Finance
- European Health Economics & Management
- International Business & Law
- International Business & Management
- International Health & Social Management
- Management, Communication & IT



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MCI | THE ENTREPRENEURIAL SCHOOL®

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Curriculum with specialisation Tourism, Sports & Leisure Business

	SEMESTER CREDIT UNITS ECTS-CREDITS					
	1	2	3	4	5	6*
STRATEGIC MANAGEMENT						
Strategic Management	2 3	2 3				
Leadership, Communication & Teamwork	1 2					
Introduction to Marketing		2 2				
Strategic Management & Tourism						2 3
Product Development & Innovation						2 2
Fundamentals of Law	2 2	2 2,5				
ECONOMICS						
Microeconomics	2 3					
Macroeconomics		2 2,5				
Tourism Economics & Policy			2 2	2 2		
FINANCIAL MANAGEMENT						
Accounting & Controlling	3 5	3 5				
Financial Management			3 3	2 3		
STRATEGIC TOURISM MANAGEMENT						
Service & Quality Management			2 2			
Human Resource Management				2 2		
Financial Management in Tourism				2 3		
Elective Course			2 3			
TOURISM, SPORTS & LEISURE MANAGEMENT						
Alpine Tourism Management	3 5					
Tourism & Sports		2 3				
Sociology of Tourism & Leisure		1 2				
Alpine Tourism Management (for exchange students only)						3 5
TOURISM MARKETING & MARKETS						
Tourism Marketing			1 2			
Brand Management & Corporate Communication			2 3			
Digital Marketing				2 3		
International Tourism Markets				2 2		
TOURISM & SUSTAINABILITY						
Sustainable Tourism Development			2 2			
Destination Management			2 3			
TRAVEL BUSINESS MANAGEMENT						
Travel Business Management				2 3		
Congress & Convention Management				2 2		
INTERNATIONAL TOURISM						
International Destination Management						2 2
International Tourism Management						2 3
Intercultural Management & Tourism						2 2
eTOURISM MANAGEMENT						
Digital Information Management						2 3
Hospitality Management						2 2
SPECIALISATION TOURISM, SPORTS & LEISURE BUSINESS						
TOURISM, HEALTH & SPORTS						
Sports & Health Tourism			2 3			
Global Trends in Tourism, Health & Sports			1 2			
Outdoor Sports Management				2 3		
Sports & Events				2 2		
SOCIAL & COMMUNICATION COMPETENCES						
1st Foreign Language: English	2 2	2 2				
2nd Foreign Language:** French, Italian, Spanish, Mandarin or Russian	3 3	3 3	3 3	3 3		
Self & Time Management			2 2			
RESEARCH METHODS & PROFESSIONAL SKILLS						
Quantitative Methods	3 4	3 4				
Digital Skills	1 1					
Academic Research		1 1		2 2		
BA Thesis Seminar					1 2	
Bachelor Thesis						12
Bachelor Exam						1
INTERNSHIP						
Internship					26	
Internship Seminar					1 2	
SEMESTER CREDIT UNITS ECTS-CREDITS	22 30	23 30	24 30	25 30	2 30	17 30

* Optional semester abroad; ** The courses of the 2nd foreign language require a minimum number of participants.