

# Business & Management

English | Full-time  
Double Degree Options

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European University  
 **Ulysseus**

# Business & Management

English | Full-time

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## Preface

### A DEGREE PROGRAM FOR ASPIRING STUDENTS OF MANAGEMENT

Entirely taught in English, 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.

## Mentoring the Motivated



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MCI Rector  
**PROF. DR. ANDREAS ALTMANN**



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Head of Studies  
**PROF. PRIV.-DOZ. DR. THOMAS STÖCKL**

## Study Overview

PROGRAM	Business & Management
ACADEMIC DEGREE	<p>Bachelor of Arts in Business   B.A.   BA*</p> <p>*Use of the academic degree in combination with the brand "MCI" approved</p> <p>Double Degree options at:</p> <ul style="list-style-type: none"> <li>• Haaga-Helia University of Applied Sciences, Finland</li> <li>• University of Northumbria at Newcastle, UK</li> </ul>
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	<p>Fall semester: October – February</p> <p>Spring semester: March – July</p>
STRUCTURE	<p>1<sup>st</sup> – 4<sup>th</sup> semester: Fundamentals &amp; Practice Lab</p> <p>5<sup>th</sup> semester: International Semester Abroad (mandatory)</p> <p>6<sup>th</sup> semester: Integrative Internship, Bachelor Thesis &amp; Bachelor Exam</p>
TUITION	<p>For students from EU &amp; EEA countries: EUR 363.36 / semester / Plus membership fee to the Austrian Student Union (ÖH). Details for students from third countries: <a href="http://www.mci.edu/admission">www.mci.edu/admission</a></p>
SCHOLARSHIPS & GRANTS	Overview of sources of financial support available at <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a>
ADMISSION REQUIREMENTS	<p>University entrance qualification</p> <p>Applicants without university entrance qualification may be admitted upon relevant professional experience and additional entry exams</p>
APPLICATION	Online at <a href="http://www.mci.edu/application">www.mci.edu/application</a> . Please consider the indicated deadlines.
SELECTION PROCESS	<p>Online application: CV &amp; motivation</p> <p>Online admission interview</p>



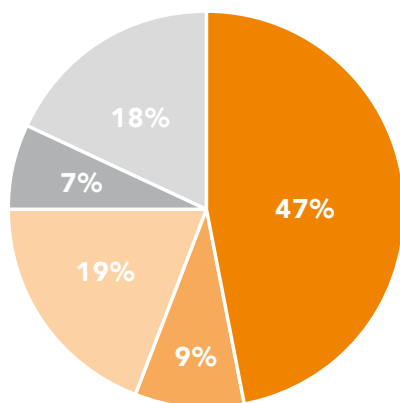


## Program & Goals

The bachelor's 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.

### MODULES AT A GLANCE

■ Business Administration	47%
■ Fundamentals of Economics & Law	9%
■ Interdisciplinary Competencies	19%
■ Social & Communicative Competencies	7%
■ Scientific Methodical Competencies	18%
<b>TOTAL</b>	<b>100%</b>



## Background & Career Prospects

The full-time bachelor's 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 sixth 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.



*"The study program Business & Management provides the perfect conditions for pursuing an international career. Thanks to the multicultural study groups, one can establish contacts and friendships for life. The semester abroad, which I completed in Canada, is definitely the highlight of the studies and will always be remembered positively."*

**MAXIMILIAN WIORA, BA**  
Graduate of the study program  
Business & Management

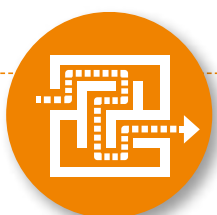
## Learning Goal

*In order to ensure the transfer of learning and enable students to further develop competencies leading to clear profiles for their future careers, 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.*



### INFORMATION LITERACY

*Our graduates can find, evaluate, and responsibly use information from a variety of (digital) sources.*



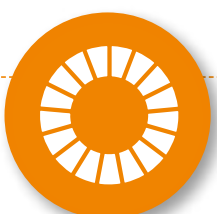
### RESPONSIBLE DECISION MAKING

*Inspired by the UN Sustainable Development Goals, our graduates can make decisions that are ecologically sustainable, economically responsible, and socially equitable.*



### ENTREPRENEURSHIP

*Our graduates demonstrate proficiency in applying entrepreneurial thinking and strategies to identify market opportunities, solve complex problems, and create innovative solutions, considering ethical issues.*



## Sustainable Development Goals

The Business & Management program continuously strives to integrate sustainability-related topics into its curriculum. Aligning with the SDG framework, the program offers inclusive education irrespective of age, gender, or nationality. Our educational philosophy equips students with the essential knowledge and skills to become advocates of sustainability in their future careers. In particular, the program closely aligns with SDG 4 "Quality Education" and also supports SDG 8 by raising awareness of global working conditions, SDG 9 through fostering innovation and adaptability, and SDG 12 by emphasizing sustainable business practices.



# Curriculum

Semester Credit Units | ECTS-Credits

	1	2	3	4	5	6
<b>BUSINESS ADMINISTRATION</b>						
Principles of Management	3   4					
Project & Quality Management	3   4					
Process & Supply Chain Management	3   4					
Financial Accounting I	3   4					
Financial Accounting II		3   4				
Management Accounting		3   4				
Corporate Finance & Risk			3   4			
Financial Management					3   4	
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 I		3   4				
Marketing & Sales II				3   4		
International Marketing					3   6	
Human Resource Management			3   4			
Business Psychology & Change				3   4		
Business Elective					2.5   5	
<b>FUNDAMENTALS OF ECONOMICS &amp; LAW</b>						
Microeconomics	3   4					
Macroeconomics		3   4				
Business Law		3   4				
EU Law & International Legal Systems			3   4			
<b>INTERDISCIPLINARY SKILLS</b>						
Business Simulation			2   2			
Integrative Revision				3   4		
Selected Topics in Business Practice				2   3		
Practice Lab				5   5		
Interdisciplinary Elective					2.5   5	
Integrative Internship						0   15
<b>SOCIAL &amp; COMMUNICATIVE SKILLS</b>						
Study Foundations, Teamwork & Digital Skills	2   2					
Communication & Negotiation	2   3					
Business & Society		2   3				
Business & Culture			2   2			
Managerial & Ethical Decision-Making				2   3		
<b>SCIENTIFIC METHODOLOGICAL COMPETENCIES</b>						
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
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS</b>	<b>23   30</b>	<b>22   30</b>	<b>23   30</b>	<b>23   30</b>	<b>15   30</b>	<b>4   30</b>





*"The bachelor's degree in Business & Management has optimally prepared me for my career entry. The combination of theoretical knowledge and practical application, along with the emphasis on teamwork and communication skills, has made the study a valuable experience. In my current position, I can particularly rely on project management skills, problem-solving abilities and strategic thinking approaches."*

**MARIA THEINER, BA**

Manager Product & Marketing Projects,  
JUST International AG, CH

Graduate of the study program  
Business & Management



*"Studying in a culturally diverse group allowed me to create lifelong friendships with people from all over the world. That, combined with my time in Tokyo during the semester abroad, made these three years unforgettable."*

**HANNES PROFANTER, BA**

Graduate of the study program  
Business & Management

## Going Global

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 either a double degree program at Haaga-Helia University of Applied Sciences or at University of Northumbria at Newcastle 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's degree from the respective partner institution in addition to the Bachelor of Arts in Business from MCI | The Entrepreneurial School®.

For more details, please visit: [www.mci.edu/international](http://www.mci.edu/international)

### EUROPE

Czech Republic | Prague University of Economics and Business  
Finland | Laurea University of Applied Sciences, Espoo  
Finland | Haaga-Helia University of Applied Sciences, Helsinki (**Double Degree**)  
France | EDC Paris Business School  
Germany | Munich Business School  
Norway | NTNU Norwegian University of Science, Alesund or Trondheim  
Portugal | Nova School of Business and Economics, Lisboa  
Spain | ESCI – Universitat Pompeu Fabra, Barcelona  
United Kingdom | University of Northumbria, Newcastle (**Double Degree**)

### AMERICAS

Brazil | UNIFOR – Universidad de Fortaleza  
Canada | ESG UQAM Université du Québec de Montréal  
Canada | University of Guelph-Humber, Toronto  
Mexico | ITAM Instituto Tecnológico Autónomo de México  
Peru | Universidad ESAN, Lima

### ASIA

Japan | Tohoku University, Sendai  
South Korea | Hanyang University, Seoul

### AUSTRALIA

Australia | ICMS International College of Management, Sydney

### NEW ZEALAND

Waikato Institute of Technology, Hamilton

### AFRICA

South Africa, Stellenbosch University









## Faculty

With a balanced mix of MCI faculty, business leaders, international guest lecturers, and recognized experts from academia, consulting and the liberal professions we ensure a synergistic combination of theory and practice, enables direct testing of acquired knowledge and therefore create added value for students. This way, the latest scientific and practical findings are synergistically combined in the study program.

The high-level didactic approach to teaching and the thorough supervision ensure a practice-oriented education and enable students to complete their studies within the specified period of time. The living connection of science and practical application offers opportunity and challenge for new forms of both teaching and learning.

## Degree

Upon completion of the program, the graduate is awarded the academic degree of Bachelor of Arts in Business – abbreviated to Bachelor of Arts or B.A. or BA – and the degree is documented accordingly (degree certificate, bachelor's degree certificate, International Diploma Supplement, etc.). It is permitted to use the academic degree in conjunction with the suffix "MCI". Example: BA (MCI).

Graduates have the opportunity to enter the profession directly or to pursue a postgraduate relevant master's degree at universities in Austria and abroad.

We offer a number of internationally oriented master's programs, of which the consecutive master's program in International Business & Management is particularly suitable for graduates of the bachelor's program. The completion of a master's program qualifies students for the relevant doctoral program.

## Admission

### 1. University entrance qualification

**2. Applicants without university entrance qualification** need a relevant vocational qualification with one of the following prerequisites:

- completion of a relevant vocational secondary school, etc.
- completion of dual training in relevant apprenticeship occupations

Applicants without university entrance qualifications but relevant vocational qualifications must take additional examinations to fulfill the admission requirements. These supplementary examinations take place as part of the admission procedure at MCI.

## Admission Procedure

For admission to an MCI degree program, all applicants must complete a standardized, multistage admission procedure:

### Step 1: Online application – application dossier, CV & motivation

Apply within the specified deadlines and attach your relevant documents (CV, motivation, certificates, etc.).

### Step 2: Online admission Interview

We will invite you to an interview to discuss your application, study goals, and motivation.

We inform our applicants about the result as soon as possible.





## What we stand for

MCI is 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 & continuing education

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

### Research & Innovation

Our research & development is close to business, application- and solution-oriented. Continuous innovation is the basis of our strong market position and ensures our distinct competitiveness.

### Internationality & Network

Through our focus on internationality, we generate know-how, reputation and added value for our students, corporate partners and stakeholders. Our exemplary service orientation and professional network management allow us to contribute significantly to global knowledge transfer and progress.

### People & Culture

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

### Responsibility & Sustainability

We are committed to the responsible use of resources. Our activities contribute to a socially, ecologically and economically sustainable future.

### Brand & Mission

The MCI brand is internationally renowned and stands for performance, professionalism and competence. This distinctive corporate philosophy and mission requires powerful characteristics such as innovative thinking, flexibility, perseverance and enthusiasm - a "can-do approach" that enables us to see challenges as opportunities for creativity and innovation.

### Location & Infrastructure

The unique location in the heart of the vibrant Alpine metropolis of Innsbruck and the high-quality MCI infrastructure create an attractive and stimulating environment offering a wide range of opportunities for a healthy study-life balance.



*"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's degree an incomparable experience. I can only recommend studying at the MCI!"*

**LEONIE BRAUNEIS, BA**

Graduate of the study program Business & Management

## Accreditations

International accreditations, recognized as key indicators of excellence and high standards, underscore the exceptional quality and global recognition of the Entrepreneurial School®. These credentials offer valuable guidance, helping students navigate the increasingly complex landscape of higher education.



The internationally operating accreditation agency FIBAA, based in Bonn and Zurich, has conducted the legally required university audit at MCI. The premium seals are impressive proof of first-class academic quality and confirm MCI clearly exceeds international standards.



The FIBAA quality seal "Excellence in Digital Education" particularly examines the criteria of digitalization strategy, staff qualification, technical equipment, didactic design, and quality assurance, which were rated outstanding at the Entrepreneurial School®.



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.



MCI is part of the European University Ulysseus, a cosmopolitan, innovative and people-oriented institution with an international reach that extends well beyond Europe's borders.



## 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 over 17,000 members and continues to grow.

We are committed to our students and alumni beyond graduation and would like to offer them an academic home and attractive services in accordance with our motto "Mentoring the motivated". This includes quality events, the legendary MCI Summer Lounge, countless continuing education opportunities, symposia, scientific expertise, personal coaching, professional support for business startups, and much more.

Therefore, we cordially invite our alumni to actively network with each other and with the university and its stakeholders, to stand by each other in partnership, and to play a powerful role in the dynamic development and international positioning of MCI and the science, technology, and business location.

## Distinguished Guest Lecture

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](http://www.mci.edu/livetalk))

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

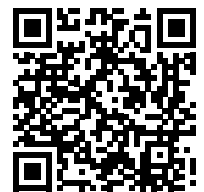
## Social Media

Check out our Social Media accounts to stay updated about the Bachelor program Business & Management.

### LinkedIn



### Instagram





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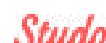
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