

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

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 10.000,-
(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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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