

# International Business & Management

*English | Full-time & part-time | Blended Learning*

*Double Degree Options*

*Specializations: Digital Business | Marketing Management | Innovation & Sustainability | Financial Management*



Premium accredited



# International Business & Management

*English | Full-time & part-time*

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## Preface

### AN OUTSTANDING MASTER'S PROGRAM FOR AMBITIOUS STUDENTS OF INTERNATIONAL BUSINESS & MANAGEMENT

The master's program International Business & Management redefines academic excellence by offering tailor-made educational pathways in our digital and globalized business world. It combines cutting-edge topics with hands-on projects and international study options, allowing you to tailor your studies – whether full-time or part-time – to suit you. This program is your ticket to a world of unlimited possibilities, where you will acquire skills that will make you stand out in the international business world.

#### WHAT MAKES THE PROGRAM UNIQUE?

Our master's program International Business & Management not only prepares you comprehensively for the demands of the global economy, but also offers you a unique opportunity to shape your studies according to your individual career goals. Choose two of the four specializations on offer in the areas of Marketing Management, Digital Business, Innovation & Sustainability and Financial Management, or expand your profile with the additional specialization in HR, Leadership & Diversity from the master's in International Business & Law.

Choose between full-time or part-time studies and design your studies according to your individual needs. Within the framework of Entrepreneurial Business Labs and practical as well as research projects, the program follows the motto "Bridging University & Business" from the first semester onwards. To get involved in the world of business and entrepreneurship, you will be able to collaborate with start-ups, SMEs or large companies, and even realize your own start-up ideas.

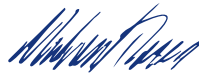
The master's program International Business & Management will be your door opener to global networking and intercultural understanding. This is reflected in customized, two-week programs at partner universities in Canada, China, or South Africa. Furthermore, you have the opportunity to spend a semester abroad or even complete a double degree program at one of our renowned partner universities in France, Italy or the Czech Republic. These opportunities further enrich your studies and strengthen your position for a successful international career.

**APPLY NOW.**

## Mentoring the Motivated



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



Head of Department & Studies  
**PROF. PRIV.-DOZ. MICHAEL RAZEN, PHD**

## Study Overview

PROGRAM	Master's Program International Business & Management
ACADEMIC DEGREE	Master of Arts in Business   M.A.   MA* *Use of the academic degree in combination with the brand 'MCI' approved
DURATION	4 semesters including Master Thesis and final exam, 120 ECTS
MAIN FOCUS	Practical relevance, international orientation, entrepreneurship, collaboration with trade and industry
TIME MODEL	Full-time and part-time
TEACHING CONCEPT	The state-of-the-art blended learning concept combines the strengths of modern online teaching, synchronous and asynchronous coaching with highly interactive classroom teaching and discussions at MCI.
ACADEMIC YEAR	<p>Full-time:            Winter semester: Beginning of October – mid-February            Summer semester: March – mid-July            On-campus lectures from Monday to Thursday (9:00 a.m. – 12:15 p.m. and/or 1:30 p.m. – 4:45 p.m.) + one on-line lecture per week (6:30 p.m. – 8:30 p.m.)</p> <p>Part-time:            Winter semester: September – February            Summer semester: February – mid-July            On-campus lectures on Fridays (2:30 p.m. – 9:00 p.m.) and Saturdays (8:30 a.m. – 4:30 p.m.) + one online lecture per week (6:30 p.m. – 8:30 p.m.)</p>
STRUCTURE	<p>Curriculum with highly attractive competence areas structured in four semesters</p> <p>Semester 1 &amp; 2: Core curriculum offered in both time models</p> <p>Semester 3: Choice of two out of five specializations:</p> <ul style="list-style-type: none"> <li>• Digital Business (full-time, blocked)</li> <li>• Marketing Management (full-time, blocked)</li> <li>• Innovation &amp; Sustainability (part-time)</li> <li>• Financial Management (part-time)</li> <li>• Human Resources, Leadership &amp; Diversity (offered by partner department International Business &amp; Law; part-time)</li> </ul> <p>Semester 4: International Studies, Master Thesis and final exam</p>
LANGUAGE	English
TUITION	<p>For students from EU &amp; EEA countries: EUR 363.36 / semester</p> <p>Plus membership fee to the Austrian Student Union (ÖH)</p> <p>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	Bachelor or equivalent degree in Business Administration and/or Management
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>



## Career Prospects

Studying at MCI is an investment in a successful future. Through close cooperation with industry and the practical orientation of all courses, MCI graduates are in particularly high demand on the job market and have several job offers even before graduation.

The master's program International Business & Management is perfect to increase your international business knowledge and intercultural skills profile based on your undergraduate education. We offer our students the opportunity to obtain a profound education in the areas of 'International Leadership' and 'Entrepreneurship' combined with specializations in 'Digital Business', 'Marketing Management', 'Innovation & Sustainability', and 'Financial Management'. The close integration of practice-oriented management education and science-based theory, a central component of our philosophy, supports this objective. This master's program prepares young entrepreneurs along with junior and senior managers for a future career in professional fields where innovative thinking and interdisciplinary, intercultural competencies are essential.

- Digital Business & Data Science
- Digital Transformation & Business Development
- Marketing Analytics, Online Marketing & Market Research
- Start-ups & Platform Business
- Agile Innovation Management & Business Model Innovation
- Sustainability & Circular Economy
- HR Management & HR Consultancy
- Finance & Controlling
- Consulting, Tax & Audit
- Science & Academia



*"My next important chapter in life began with the studies at MCI in the master's program International Business & Management. Here I did not only had the chance to grow and tie important personal bonds. The international settings, the valuable choice of studies and practical projects have also straight away opened me the doors to the job market."*

**MICOL GASPARI**

E-Commerce Platform Manager, Cura Cosmetics GmbH  
Alumna IB&M 2023

## Learning Goals Master

In order to ensure the transfer of learning and to enable students to develop relevant competencies, MCI has defined clear cross-curricular learning goals. These describe, in detail, the knowledge and skills acquired by our graduates on completion of their studies at MCI.



### Responsible Leadership

Inspired by the UN Sustainable Development Goals, our graduates demonstrate a commitment to ecologically sustainable, economically responsible, and socially equitable decision-making.



### Academic Rigor

Our graduates can apply relevant theories and appropriate scientific methods in their field of work.



*"Thanks to the international and practice-oriented structure of the master's program International Business & Management, I was able to significantly strengthen my personal skills for international cooperation and have since been able to give my solutions more depth and substance."*

#### **EMIR SELIMOVIC**

Information & Communication Services  
Digital Business Architect, SPAR ICS  
Alumnus IB&M 2021

## Time Model

### STUDYING FULL-TIME OR PART-TIME THE CHOICE IS YOURS

The master's program International Business & Management attracts students who intend to start, or have already started a career in an international business environment. The program is offered in two time models to follow your individual needs.

#### The program can be studied both full-time and part-time.

You decide if you want to study full-time or part-time upon application. In both time models, the content of the lectures is the same. The difference between the full-time and the part-time model lies in the organizational form of the curriculum (i.e., semester times and lecture days):

##### Full-time

Winter semester: Beginning of October – mid-February  
Summer semester: March – mid-July  
On-campus lectures from Monday to Thursday (9:00 a.m. – 12:15 p.m. and/or 1:30 p.m. – 4:45 p.m.)  
Plus one online lecture per week (duration: 2 hours)

##### Part-time

Winter semester: September – February  
Summer semester: February – mid-July  
On-campus lectures on Fridays (2:30 p.m. – 9:00 p.m.) and Saturdays (8:30 a.m. – 4:30 p.m.), approx. 15 weekends per semester plus one online lecture per week (evening hours, work-friendly timing from 6:30 p.m. – 8:30 p.m.)

1 Module = 4 ECTS / 3 SCU (2 SCU On-Campus + 1 SCU online)

ECTS = European Credit Transfer System

SCU = Semester Credit Units

## Blended Learning

### A MODERN TEACHING CONCEPT FOR YOUR LEARNING SUCCESS

Based on the students' undergraduate management education and their experience, the program offers an intellectually appealing environment to develop management competencies, leadership skills, and methodological proficiencies. The program combines state-of-the-art teaching concepts with the latest insights from management research to achieve a high-level integration of theory and practice.

With our innovative blended learning format, we combine on-campus and online lectures with coaching elements. This approach integrates synchronous and asynchronous coaching with interactive on-campus sessions and discussions at MCI, making it ideal for today's dynamic and connected learning world.

The curriculum follows a modular logic. Most modules comprise 4 ECTS and are delivered in a blended learning format to combine on-campus teaching with online and asynchronous learning elements. As illustrated below, a module typically kicks off with a two-hour webinar, which will prepare the students for the first on-campus session. During this on-campus session, the course content will be elaborated on through further input, group discussions and other learning activities, followed by another webinar to prepare students for the second on-campus session.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	ONLINE SESSIONS (WEBINAR) 1 x 2 hrs / week   both time models				
FULL-TIME FORMAT ON-CAMPUS SESSIONS					
				PART-TIME FORMAT ON-CAMPUS SESSIONS	

# Module Matrix

SEM SCU ECTS

4 | 7 | 30

Master Thesis

Marketing Analytics

Global Marketing Strategy

Digital Strategy & Leadership

Digital Work

3 | 22.5 | 30

Omnichannel Commerce

Cause Marketing

Digital Business Models

Managing Digital Technologies

2 | 23.5 | 30

Digital Marketing

Digital Transformation

Data Science

Entrepreneurial Business Law

1 | 23.5 | 30

Consumer Psychology & Neuromarketing

HR & Intercultural Competencies

Information Systems

Entrepreneurial Business Law

- Marketing Management
- Digital Business
- Interdisciplinary Competencies

- Innovation & Sustainability
- Financial Management

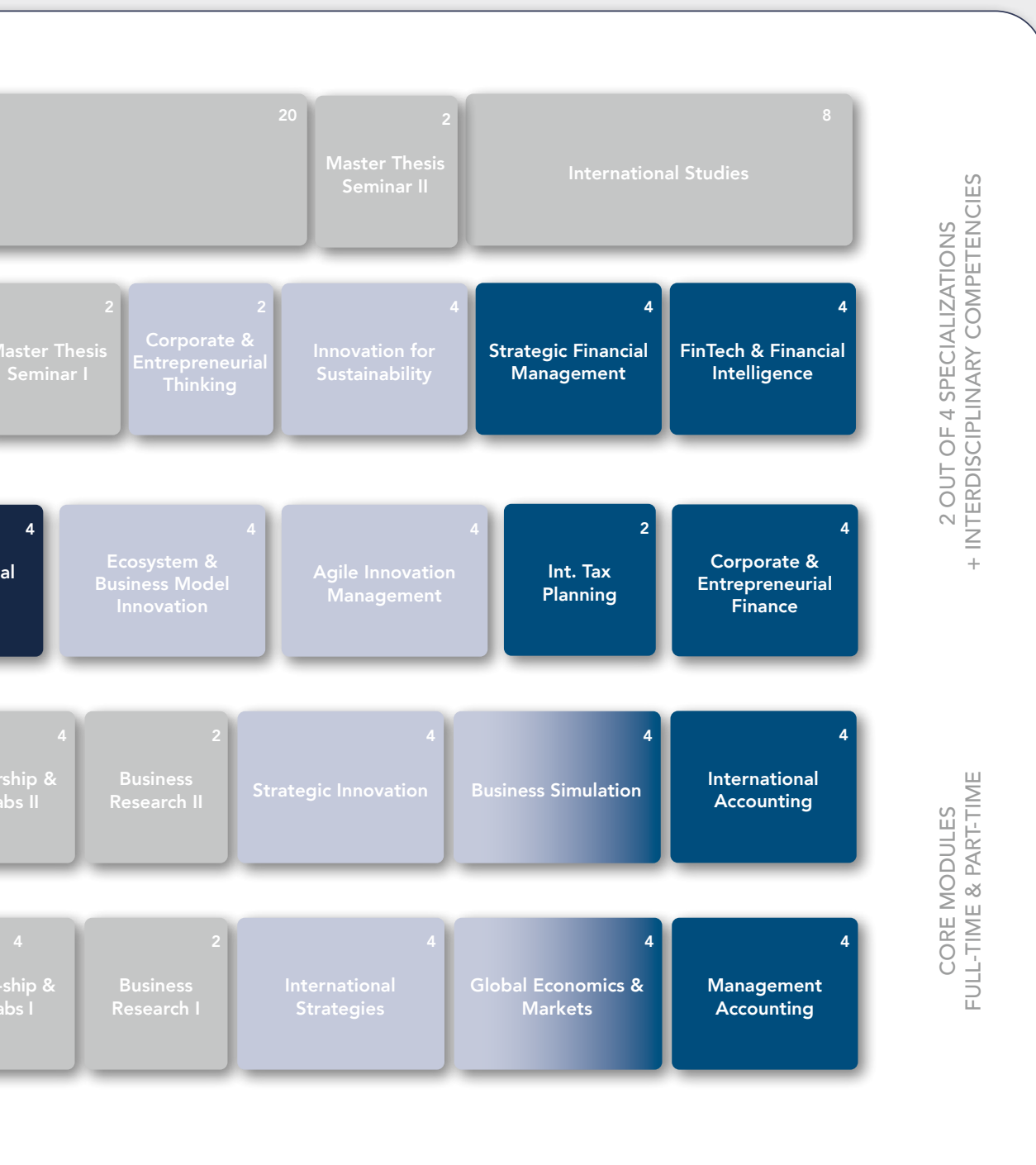
The program offers a highly attractive curriculum that steadily develops core competencies over the course of four semesters.

**Semesters 1 & 2:** The core curriculum is offered in both time models: full-time (ft) & part-time (pt).

**Semester 3:** All students can choose two out of four specializations. The specializations in Marketing Management and Digital Business are offered in the full-time (ft) format. The specializations Innovation & Sustainability and Financial Management are offered in the part-time (pt) format.

**Semester 4:** International Studies, Master Thesis, final exam





Students can also choose the specialization Human Resources, Leadership & Diversity offered in the part-time format (pt) by the partner program International Business & Law.

# Curriculum

Semester Credit Units | ECTS-Credits

DIGITAL BUSINESS	1	2	3	4
Information Systems	3   4			
Data Science		3   4		
<b>SPECIALIZATION DIGITAL BUSINESS (FULL-TIME)</b>				
Digital Strategy & Leadership			3   4	
Managing Digital Technologies			3   4	
Digital Business Models			3   4	
Digital Work			1.5   2	
<b>MARKETING MANAGEMENT</b>				
Consumer Psychology & Neuromarketing	3   4			
Digital Marketing		3   4		
<b>SPECIALIZATION MARKETING MANAGEMENT (FULL-TIME)</b>				
Global Marketing Strategy			3   4	
Marketing Analytics			3   4	
Omnichannel Commerce			3   4	
Cause Marketing			1.5   2	
<b>INNOVATION &amp; SUSTAINABILITY</b>				
International Strategies	3   4			
Strategic Innovation		3   4		
<b>SPECIALIZATION INNOVATION &amp; SUSTAINABILITY (PART-TIME)</b>				
Innovation for Sustainability			3   4	
Ecosystem & Business Model Innovation			3   4	
Agile Innovation Management			3   4	
Creative & Entrepreneurial Thinking			1.5   2	
<b>FINANCIAL MANAGEMENT</b>				
Management Accounting	3   4			
International Accounting		3   4		
<b>SPECIALIZATION FINANCIAL MANAGEMENT (PART-TIME)</b>				
Strategic Financial Management			3   4	
FinTech & Financial Intelligence			3   4	
Corporate & Entrepreneurial Finance			3   4	
International Tax Planning			1.5   2	
<b>INTERNATIONAL HR MANAGEMENT &amp; DIGITAL TRANSFORMATION</b>				
Human Resources & Intercultural Competencies	3   4			
Digital Transformation		3   4		
<b>SPECIALIZATION HUMAN RESOURCES, LEADERSHIP &amp; DIVERSITY (PART-TIME)*</b>				
Ethics & Diversity			3   4	
International Human Resource Management			3   4	
New Leadership & Organizational Behavior			3   4	
European Labor Law & Non-Discrimination			1.5   2	
<b>ECONOMICS, MARKETS &amp; SIMULATION</b>				
Global Economics & Markets	3   4			
Business Simulation		3   4		
<b>ENTREPRENEURSHIP &amp; INTERNATIONAL STUDIES</b>				
Entrepreneurship	1   1			
Entrepreneurial Business Labs I & II	3   3	3   3		
Forum Entrepreneurship		1   1		
International Studies				5   8
<b>BUSINESS RESEARCH &amp; MASTER THESIS</b>				
Business Research I & II	1.5   2	1.5   2		
Master Thesis Seminar I & II			1.5   2	2   2
Master Thesis				0   20
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS</b>	<b>23.5   30</b>	<b>23.5   30</b>	<b>22.5   30</b>	<b>7   30</b>

\*International Business & Law



## Specializations

The following modules serve as key pillars of the master's program International Business & Management. Besides experiencing an appealing common core curriculum in the first and second semester, you can choose two out of five specializations in the third semester. This enables you to customize the program according to your individual preferences, thereby obtaining a competitive advantage in the labor market.

### CHOICE OF 2 OUT OF 4 SPECIALIZATIONS

#### DIGITAL BUSINESS

This specialization focuses on the extensive impact of digitalization on business and management. This includes deep-dives into the adoption of digital technologies, such as blockchain or artificial intelligence, focusing on how companies can leverage the emerging opportunities and address associated challenges. In addition to operational excellence issues, this specialization places particular emphasis on developing digital strategies and business models. Furthermore, the curriculum addresses the impact of digital technologies on work and leadership. Overall, students will gain an overview of the latest academic research and corporate practices in the field of digital business.

#### MARKETING MANAGEMENT

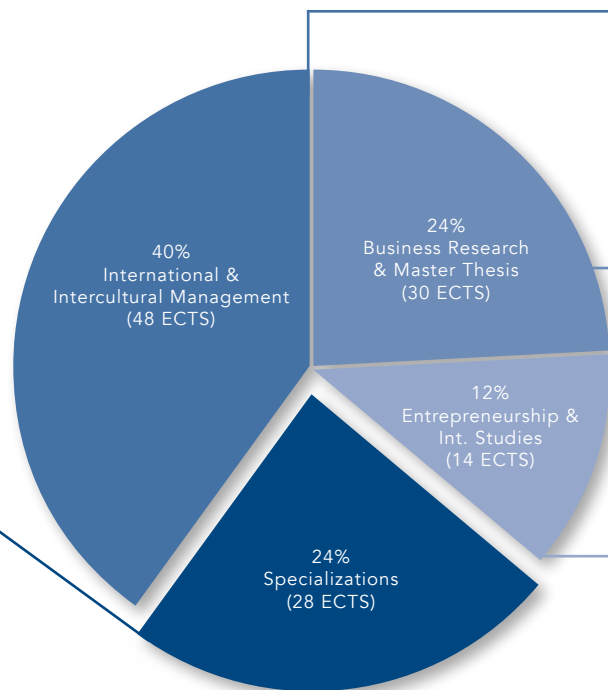
In today's digitalized and highly competitive market, businesses face the challenge to align their marketing and sales activities with dynamic customer needs. This specialization equips students with expertise in using new technologies and innovative approaches to collect and analyze new customer data and develop targeted marketing and sales strategies along the multi-faceted customer journey. Taking a customer-centric approach, this module offers insights into consumer psychology, digital marketing and analytics, omnichannel commerce, cause-related marketing, global marketing strategy, and much more.

#### INNOVATION & SUSTAINABILITY

Embark on an exciting journey into the world of innovation management and sustainable business models. This specialization focuses on creative thinking and entrepreneurial action, with an emphasis on social and ecological perspectives. Discover how the emergence of new technologies is reshaping the business landscape and how these developments can be leveraged to promote sustainable innovations. Practical insights and stimulating discussions will enable you to develop innovative approaches and actively create solutions for a sustainable future.

#### FINANCIAL MANAGEMENT

The sound understanding of capital markets, international accounting, international taxation, and corporate finance is essential for a career in finance. We adopt a CFO's perspective, incorporating financial analysis, performance measurement, financial communication, and strategic recommendations. Core applications include



### ADDITIONAL SPECIALIZATION IN MASTER'S PROGRAM INTERNATIONAL BUSINESS & LAW

strategic and operative planning and simulation, business model transformation, and mergers and acquisitions. This specialization will equip students with the state-of-the-art financial knowledge to compete successfully in a global environment.

#### HUMAN RESOURCES, LEADERSHIP & DIVERSITY

Given today's circumstances, ethical standards are gaining importance. This specialization aims to equip students with skills in social responsibility, ethical standards, and management in organizations. You will gain advanced knowledge in international human resource management and European labor and anti-discrimination law.

## INTERNATIONAL & INTERCULTURAL MANAGEMENT

In times of constant change, uncertainty and complexity, business leaders need profound social, digital and business-related competencies. HR & intercultural competencies enable students to manage international and diverse teams effectively. Skills in digital transformation enable students to be at the forefront of digitalization.

## BUSINESS RESEARCH & MASTER THESIS

An in-depth study of business-related topics and state-of-the-art business research methodology provides you with the necessary skills to identify a research topic for your master's thesis. Thereby, you will be able to work on a highly relevant topic that supports you, the scientific community and our society as a whole. This is the core idea for shaping your career.

## ENTREPRENEURSHIP & INTERNATIONAL STUDIES

Entrepreneurship is about discovering and seizing business opportunities by developing innovative, value-creating business models. Many new ventures fail, yet a few entrepreneurs have the habit of winning repeatedly. Entrepreneurship bridges entrepreneurial theory with conceptual practice, lean venture creation, growth strategies and business modeling. We intend to foster entrepreneurial thinking and venture creation. International studies allow students to enrich their degree to gain new insights and perspectives through experiences abroad.

The specializations Innovation & Sustainability and Financial Management are organized in the part-time format (i.e., on-campus on Fridays and Saturdays + webinars in the evening). The specializations Digital Business and Marketing Management are organized in the full-time format (i.e., from Monday to Thursday on-campus; approximately twelve weekdays per chosen full-time specialization + webinars in the evening).

To offer our students individual customization, they can choose one further specialization from the master's program International Business & Law (part-time format).

Regardless of your chosen time model for the first and second semesters, any combination of specializations is possible.

Please note, however, that especially part-time students who would like to choose a specialization that is only offered in the full-time format will have to schedule approximately twelve weekdays per chosen full-time specialization.



*"In a time when the world faced unexpected digital challenges, the master's program International Business & Management demonstrated how flexible and practice-oriented academic education can be. The seamless transition to online learning formats [...] and the in-depth engagement with Digital Business topics were particularly enriching for me. These experiences have not only broadened my understanding of digital business models but also significantly improved my ability to apply theoretical knowledge effectively in practice."*

### FLORIAN MARGREITER

Online Platform Manager, Moser Holding AG  
Alumnus IB&M 2021



## A Master's Program to Foster Your Skills

In today's fast-moving world, employers seek graduates who possess profound knowledge in international business and management and bring the necessary set of conceptual and human skills. Therefore, we are determined to mentor you in fostering and developing your skills to boost your career.

### ENTREPRENEURIAL SKILLS

Following MCI's mission of being the Entrepreneurial School®, we aim to bridge university and business through a practice-oriented management education. On the one hand, we achieve this through our extensive network of external faculty members and guest lecturers. On the other hand, we use case studies in several modules and integrated entrepreneurial business labs in the first and second semester. Within the scope of such entrepreneurial business labs, teams of 3-5 students work throughout an entire semester on projects for one of our many business partners, ranging from small regional start-ups to national and international corporations. Such projects typically include analyzing the status quo with empirical studies, developing innovative concepts and solutions, and deriving concrete recommendations. Students are mentored by one of our experienced faculty members throughout the projects to ensure constant learning progress. Our experience shows that these entrepreneurial business labs are not only an excellent way of practice-oriented management education but are often a springboard for a new career path. This is our interpretation of mentoring the motivated.

### RESEARCH AND PROBLEM-SOLVING SKILLS

Besides a practice-oriented management education, our Master's program also focuses on profound research and problem-solving skills. From the first semester on, you will continuously be coached in different business research methods. You are thereby building a methodological tool kit as well as developing your research and problem-solving skills that will prove invaluable helpful not only when writing your Master thesis in the fourth semester but also throughout your professional career.

### INTERCULTURAL SKILLS

Nowadays, intercultural skills are a prerequisite in almost all industries and careers. Besides modules that focus on intercultural cooperation and related competencies, you will experience MCI's intercultural spirit right from the beginning. Both an international student community and an international network of internal and external faculty members ensure daily intercultural exchange, advancing your intercultural skills. In addition to this international setting at MCI, we offer various opportunities to gain international experience, for example, while studying at one of our partner universities abroad, during a double degree, an intensive two-week program, a short study tour, or online at MCI.



*"My studies in the master's program International Business & Management at MCI Innsbruck were characterized not only by sound theory but also by exceptionally practice-oriented teaching. This enabled me to apply theoretical knowledge directly to real projects and incorporate it into the development of my start-up. I am particularly grateful for the support of the professors, who went far beyond the traditional teaching duties and advised me on the development of my company with their extensive know-how."*

**VICTORIA NOACK**

Founder & CEO, HealthMe App  
Alumna IB&M 2021

## Going Global

The capacity to think and act internationally represents a strong competitive advantage. How seriously we take this requirement can be seen in the various options for our students to gain international experience. Depending on students' time and budgets, both full-time and part-time students can choose one of the following options to go global.

Students are invited to spend a semester at one of MCI's many partner universities. The credits obtained are transferred to MCI.

Highly motivated students have the opportunity to foster their competitiveness in the international labor market by obtaining a Double Degree together with one of our selected partner universities. A Double Degree typically includes studying a whole year abroad.

Alternatively, students can select an intensive two-week study trip tailored to the needs of international professionals which could focus and take place in, amongst others, China, Canada, or South Africa.

As another option, students can also take international courses at the MCI combined with a short study tour.

International Studies online at MCI on current topics, such as 'People. Planet. Profit: In the Context of Global Rivalry, Regional Hegemony & Social Change'.

For more details, please visit:

[www.mci.edu/international](http://www.mci.edu/international)

Excerpt of partner universities

### EUROPE

Belgium | Solvay Brussels School of Economics & Management  
Czech Republic | University of Economics & Business (Double Degree)  
Finland | HAAGA-HELIA University of Applied Sciences  
France | TBS Toulouse Business School  
France | Pôle Universitaire Léonard de Vinci (Double Degree)  
Italy | Università Carlo Cattaneo – LIUC (Double Degree)

### ASIA

India | Indian Institute of Management Indore  
Japan | Nagoya University of Commerce  
Taiwan (China) | National Kaohsiung University of Science & Technology (NKUST)

### AMERICAS

Canada | Royal Roads University  
Mexico | UNAM Universidad Nacional Autónoma de México  
USA | Pepperdine University

### AFRICA

Egypt | New Cairo University

### AUSTRALIA

Australia | Charles Darwin University



*"It's the people you meet, the things you learn from them, and the experiences you share that make the MCI an inspiring place. My studies at MCI were characterized by practice-oriented teaching methods, experienced and scientifically skilled lecturers, and great fellow students. This combination ideally prepared me for my career and provided unforgettable encounters and experiences."*

**FABIAN KAINZ**

Chief Operating Officer, Poool Software & Consulting GmbH  
Alumnus IB&M 2019



*"The master's program International Business & Management was a transformative experience that broadened my global perspective and strategic thinking skills to lead and manage Basec GmbH. The diverse cohort is an invaluable network in my professional journey as a Managing Director."*

**JANNIK SCHUMANN**

Managing Director, Basec GmbH  
Alumnus IB&M 2019



*"My studies in the master's program International Business & Management were distinguished by engaging and practical workshops that brought lectures to life, equipping me with valuable tools applicable to my professional role. The collaborative opportunities with successful business leaders and the diverse insights shared by international students enriched my learning experience, providing a well-rounded and globally informed perspective on effective business practices."*

**TEREZA KLOCOVÁ**

Team Leader, Data Driven Decisions, Digital Development, MED-EL GmbH  
Alumna IB&M 2020

## Admission Requirements

Admission to the master's program International Business & Management is open to graduates of relevant Bachelor and Diploma programs as well as other relevant post-secondary educational facilities.

Prerequisites:

- Graduates of relevant bachelor programs such as Business & Management, Business Administration, International Business Administration, International Economics,
- Graduates of MCI bachelor programs such as Business & Management, Wirtschaft & Management, Business Administration (Online), Betriebswirtschaft (Online), Management & Law, Management, Communication & IT, International Health & Social Management and Entrepreneurship, Tourism & Leisure Business,
- Graduates of other bachelor or post-secondary programs comprising courses in economics, strategic management, marketing, accounting, controlling, human resources management, and business process management (total of at least 80 ECTS).

The head of studies decides on the relevance of such previous qualifications.

## Admission Procedure

In just two steps to your desired study program at MCI.

### Step 1 | Online application: CV & motivation

A complete online application consists of a CV, a letter of motivation, information on educational background, qualifications, professional career, social achievements and academic as well as professional goals. We would like to know why you are applying to study at MCI.

You may apply for more than one degree program at the same time, provided you can conclusively explain your respective motivations in your letter of motivation.

### Step 2 | Online admission interview

In the second step, all applicants will be invited to an online admission interview.

In this interview, we want to get to know you. We are particularly interested in your motivation to study at MCI as well as your professional and personal goals you want to achieve with the help of your studies.

Within three weeks after the admission interview, we will inform you about the admission decision.

## 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 combination of theory & practice, enabling 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 close mentoring ensure a practice-oriented education and enable students to complete their studies within the specified period of time. The living connection of science & practical application offers opportunity and challenge for new forms of both teaching and learning.

## Tuition

Students from EU & EEA countries must pay a tuition fee of currently EUR 363.36 per semester plus a membership fee to the Austrian Student Union. Details and information for students from third countries are available at [www.mci.edu/admission](http://www.mci.edu/admission)

## Degree

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

Graduates could enroll directly in a university's research study program (PhD) with this degree.

## Social Media

Check out our social media accounts to stay updated on news about the master's program International Business & Management and the department of Business & Management.







## What we Stand for

MCI is an Entrepreneurial School®. We enable motivated people to achieve outstanding performance, offer science 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.

### 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.

MCI® Ulysseus

EUROPEAN  
UNIVERSITIES



## Accreditations

International accreditations – an important indicator of high standards and excellence – confirm the exemplary quality and acceptance of the Entrepreneurial School® and provide orientation in an increasingly confusing higher education environment.



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 15,000 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 start-ups, and much more.

We therefore 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 the MCI and the science, technology and business location.

## Distinguished Guest Lecture Series

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.



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