

MASTER

International Business & Management

STRUCTURE	1 st – 2 nd semester: Core curriculum offered in both time models full-time & part-time 3 rd semester: Choice of two out of four specializations 4 th semester: Master Thesis & Final Exam
DEGREE	Master of Arts in Business M.A. MA* <i>*Use of the academic degree in combination with the brand MCI officially approved</i> Double Degree options at Prague University of Economics and Business, Prague / Czech Republic Universitaire Léonard de Vinci, Paris / France Università Carlo Cattaneo, Castellanza / Italy
TIME MODEL	Full-time & part-time
LANGUAGE	English
CONTENTS	<ul style="list-style-type: none"> • International & Intercultural Management 40% • Entrepreneurship & International Studies 12% • Business Research & Master Thesis 25% • Choice of two out of four specializations** <ul style="list-style-type: none"> - Digital Business 12% - Marketing Management 12% - Innovation & Sustainability 12% - Financial Management 12%
PROFESSIONAL OPPORTUNITIES	<p>Graduates are well qualified for positions in</p> <ul style="list-style-type: none"> • Digital business & data science • Digital transformation & business development • Marketing analytics & online marketing • Start-ups & platform business • Agile innovation management & business model innovation • Sustainability & circular economy • HR management & HR consultancy • Finance & controlling • Business consultancy, tax advisory & auditing • Science & academia
ADMISSION REQUIREMENTS	Bachelor or equivalent degree in Business Administration and / or management
TUITION	<ul style="list-style-type: none"> • For students from EU & EEA countries: EUR 363 / semester plus membership fee to the Austrian Students' Union • For students from third countries: EUR 7,500 per semester plus membership fee for the Austrian Students' Union; Scholarships: www.mci.edu/scholarships
APPLICATION	Career background (20%) Written entrance exam (30%) Interview (50%)

** Optionally one specialization from International Business & Law

MCI | THE ENTREPRENEURIAL SCHOOL®

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Curriculum

Semester Credit Units | ECTS-Credits

	1	2	3	4
DIGITAL BUSINESS				
Information Systems	3 4			
Data Science		3 4		
SPECIALIZATION 1: DIGITAL BUSINESS				
Managing Digital Technologies			3 4	
Digital Business Models			3 4	
Digital Work			1.5 2	
Digital Strategy & Leadership				3 4
MARKETING MANAGEMENT				
Consumer Psychology & Neuromarketing	3 4			
Digital Marketing		3 4		
SPECIALIZATION 2: MARKETING MANAGEMENT				
Marketing Analytics			3 4	
Cause Marketing			1.5 2	
Omnichannel Commerce			3 4	
Global Marketing Strategy				3 4
INNOVATION & SUSTAINABILITY				
International Strategies	3 4			
Strategic Innovation		3 4		
SPECIALIZATION 3: INNOVATION & SUSTAINABILITY				
Ecosystem & Business Model Innovation			3 4	
Creative & Entrepreneurial Thinking			1.5 2	
Agile Innovation Management			3 4	
Innovation for Sustainability				3 4
FINANCIAL MANAGEMENT				
Management Accounting	3 4			
International Accounting		3 4		
SPECIALIZATION 4: FINANCIAL MANAGEMENT				
FinTech & Financial Intelligence			3 4	
Corporate & Entrepreneurial Finance			3 4	
International Tax Planning			1.5 2	
Strategic Financial Management				3 4
INTERNATIONAL & INTERCULTURAL MANAGEMENT				
INTERNATIONAL HR MANAGEMENT & DIGITAL TRANSFORMATION				
Human Resources & Intercultural Competencies	3 4			
Digital Transformation		3 4		
ECONOMICS, MARKETS & SIMULATION				
Global Economics & Markets	3 4			
Business Simulation		3 4		
ENTREPRENEURSHIP & INTERNATIONAL STUDIES				
Entrepreneurship	1 1			
Forum Entrepreneurship		1 1		
International Studies			5 6	
Entrepreneurial Business Lab I & II	3 3	3 3		
BUSINESS RESEARCH				
Business Research I & II	1.5 2	1.5 2		
Master Thesis Seminar I & II			3 4	2 2
Master Thesis				20

SEMESTER CREDIT UNITS | ECTS-CREDITS

23.5 | 30

23.5 | 30

23 | 30

8 | 30