International Business & Management

Specializations
- Digital Business
- Marketing Management
- Innovation & Global Networks
- Financial Management

MENTORING THE MOTIVATED

Full-time | English
Part-time | English
Double Degree Options
preface.

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

The master program International Business & Management was designed to meet the highest expectations of business students and employers worldwide. This program does more than just theorizing global business and management; it combines the latest findings from management research and business practice. Highly esteemed speakers – scientists, entrepreneurs, and managers from around the world – guarantee state-of-the-art business knowledge and passionate discussions. Students will be equipped with interdisciplinary, intercultural competencies and extensive capabilities to understand and develop solutions for our economies and societies in a rapidly changing world.

WHAT MAKES THE PROGRAM UNIQUE?

Students can choose two out of four specializations – Digital Business, Marketing Management, Innovation & Global Networks, and Financial Management – which are integrated into several highly attractive competence streams. The program is taught entirely in English and can be studied both full-time and part-time. The modern teaching concept combines on-campus classroom teaching with complementary online learning elements. Different international study options round off the program to gain international experience and apart from all this, MCI is known for its excellent study conditions in the breathtaking environment of the Austrian Alps.

Our aim is to shape your international career and compete with the best management schools. We welcome you to join us in this initiative.

Prof. Dipl-Kfm. Bernd Kirschner
Head of Department & Studies

Prof. Dr. Andreas Altmann
Rector
overview.

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Master program in International Business &amp; Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACADEMIC DEGREE</td>
<td>Master of Arts in Business</td>
</tr>
<tr>
<td>Use of the academic degree in combination with the brand ‘MCI’ approved</td>
<td></td>
</tr>
<tr>
<td>DURATION</td>
<td>4 semesters including Master Thesis and Final Exam</td>
</tr>
<tr>
<td>MAIN FOCUS</td>
<td>Practical relevance, international orientation, collaboration with trade and industry</td>
</tr>
<tr>
<td>TIME MODEL</td>
<td>Full-time and part-time</td>
</tr>
<tr>
<td>TEACHING CONCEPT</td>
<td>Blended learning format (i.e., combination of on-campus classroom teaching and distance learning elements).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACADEMIC YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Full-time</td>
</tr>
<tr>
<td>Winter semester: End of September – mid February</td>
</tr>
<tr>
<td>Summer semester: March – mid July</td>
</tr>
<tr>
<td>On-campus lectures between Monday and Thursday</td>
</tr>
<tr>
<td>+ one online lecture per week (evening hours)</td>
</tr>
<tr>
<td>• Part-time</td>
</tr>
<tr>
<td>Winter semester: September – February</td>
</tr>
<tr>
<td>Summer semester: February – mid July</td>
</tr>
<tr>
<td>On-campus lectures on Fridays (2:30 p.m. – 10:00 p.m.) and Saturdays (8:30 a.m. – 5:00 p.m.)</td>
</tr>
<tr>
<td>+ one online lecture per week (evening hours)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STRUCTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curriculum with highly attractive competence streams structured in four semesters</td>
</tr>
<tr>
<td>Semester 1 &amp; 2: Core curriculum offered in both time models: full-time and part-time</td>
</tr>
<tr>
<td>Semester 3: Common core modules Leadership, Business Ethics &amp; Society and Master Thesis Seminar offered in both time models</td>
</tr>
<tr>
<td>Choice of two out of four specializations:</td>
</tr>
<tr>
<td>• Digital Business (predominantly full-time, blocked)</td>
</tr>
<tr>
<td>• Marketing Management (predominantly full-time, blocked)</td>
</tr>
<tr>
<td>• Innovation &amp; Global Networks (part-time)</td>
</tr>
<tr>
<td>• Financial Management (part-time)</td>
</tr>
<tr>
<td>Semester 4: International Study Options, Master Thesis, Final Exam</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LANGUAGE</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUITION</td>
<td>For students from EU &amp; EEA countries: EUR 363 / semester</td>
</tr>
<tr>
<td>Plus membership fee to the Austrian Student Union (ÖH)</td>
<td></td>
</tr>
<tr>
<td>Details for students from third countries: <a href="http://www.mci.edu/admission">www.mci.edu/admission</a></td>
<td></td>
</tr>
<tr>
<td>SCHOLARSHIPS &amp; GRANTS</td>
<td>Overview of sources of financial support available at <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a></td>
</tr>
<tr>
<td>ADMISSION REQUIREMENTS</td>
<td>Bachelor or equivalent degree in Business Administration and / or Management</td>
</tr>
<tr>
<td>APPLICATION</td>
<td>Online at <a href="http://www.mci.edu/application">www.mci.edu/application</a>. Please consider the indicated deadlines.</td>
</tr>
<tr>
<td>SELECTION PROCESS</td>
<td>Career background (20%)</td>
</tr>
<tr>
<td>Written entrance exam (30%)</td>
<td></td>
</tr>
<tr>
<td>Interview (50%)</td>
<td></td>
</tr>
</tbody>
</table>

Apart from being in classrooms that offer brilliant views of the snow-clad mountains, at MCI I had the chance to connect with the best of teachers, make some really good friends and be within a very supportive administrative system that really cares about students’ opinions on the courses and the teachers.

Anuradha Iyer (India), Alumna IB&M
career prospects.

The master program International Business & Management is perfect for you if you want to increase your international business knowledge and intercultural skills profile based on your undergraduate education. Our aim is to offer our students the opportunity to obtain a profound education in the areas of Leadership, Human Resources & Entrepreneurship combined with specializations in Digital Business, Marketing Management, Global Networks & Innovation and Financial Management. This objective is supported by the close cooperation between business and science, which is a central component of this degree program. It prepares young entrepreneurs along with junior and senior managers for a further career in professional fields where innovative thinking and interdisciplinary, intercultural competencies are essential:

- New ventures & start-ups
- Digital business & online marketing
- Innovation & transformation management
- Finance & controlling
- Business consultancy, tax advisory & auditing
- Marketing & market research
- Recruitment consultancy & HR management
- Science & academia

mci learning goals master.

In order to ensure the transfer of learning and enable students to further develop competencies leading to clear profiles for their future careers, the MCI has formulated detailed cross-curricular learning goals. MCI's learning goals clearly define what students will know and understand, and what competencies they will have.

COMMUNICATION

Our graduates are effective communicators in their field of work.
Objective: Our students can discuss problems, ideas, and solutions with specialists and non-specialists.

SCIENTIFIC METHODS

Our graduates are competent in applying scientific methods to solve practical problems.
Objectives: Our students can apply relevant theories and appropriate scientific methods in their field of work. Our students can act according to ethical principles when doing scientific work.

specific learning goal.

INTERNATIONAL BUSINESS & MANAGEMENT

Our graduates understand and work with business models and transformation in an international context.
Objective: Our students can assess and enhance established as well as innovative business models and can apply them to organizational transformation problems and cases.
**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.

On-campus classroom teaching is combined with online learning elements. This is highly appreciated by our employed students and increases the compatibility of studying and working.

The curriculum follows a modular logic. Each module comprises 4 ECTS and is delivered in a blended learning format to combine on-campus classroom 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 classroom teaching, 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.

1 MODUL = 4 ECTS / 3 SCU* (2 SCU ON CAMPUS + 1 SCU ONLINE)

*SCU = Semester Credit Unit

---

**Blended learning is a way to combine the best of two worlds in that online learning is combined with traditional on-campus learning. Blended learning provides you with new ways of collaborating and learning with others online and allows you to develop competencies for working in the digital space, managing digital teamwork and performing in an online environment, all of which are important competencies for the work world.**

Prof. Mag. Dr. Claudia Mössenlechner, E-Learning Expert and Head of Learning Solutions
time model: we follow your needs.

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

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ONLINE SESSIONS (WEBINAR)</td>
<td>1 x 2 hrs / week</td>
<td>after 6 p.m.</td>
<td>both time models</td>
<td></td>
</tr>
</tbody>
</table>

FULL-TIME FORMAT

ON-CAMPUS SESSIONS

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3-DAY-BLOCK

2 x per semester | both time models

PART-TIME FORMAT

ON-CAMPUS SESSIONS

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

The program can be studied both full-time and part-time and is taught entirely in English.

You decide if you want to study full-time or part-time when you apply. 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: End of September – mid-February
Summer semester: March – mid-July
On-campus lectures from Monday to Thursday
Plus one online lecture per week (evening hours, work-friendly timing after 6 p.m., duration of webinars: 2 hours)

Part-time
Winter semester: September – February
Summer semester: February – mid-July
On-campus lectures on Fridays (2:30 p.m. – 10:00 p.m.) and Saturdays (8:30 a.m. – 5:00 p.m.), approx. 15 weekends per semester.
Plus one online lecture per week (evening hours, work-friendly timing after 6 p.m., duration of webinars: 2 hours)

In addition, there are approximately two three-day blocks from Thursday to Saturday each semester in both time models.
Curriculum with highly attractive competence streams structured in four semesters

Semester 1 & 2
- Core curriculum offered in both time models: full-time (ft) & part-time (pt)

Semester 3
- Choice of two out of four specializations: Digital Business (ft), Marketing Management (ft), Innovation & Global Networks (pt), Financial Management (pt) – any combination possible
- Common core modules Leadership, Business Ethics & Society and Master Thesis Seminar (ft & pt)

Semester 4
- International Study Options, Master Thesis, Final Exam

*BR = Business Research
## Modules / Courses

<table>
<thead>
<tr>
<th>Modules / Courses</th>
<th>Semester Credit Units</th>
<th>ECTS-Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIGITAL BUSINESS &amp; MARKETING MANAGEMENT</strong></td>
<td>1 2 3 4</td>
<td>3</td>
</tr>
<tr>
<td>Global Economics &amp; Markets</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Marketing Research &amp; Intelligence</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Online Marketing</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Digital Transformation &amp; Organizational Development</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>SPECIALIZATION 1: DIGITAL BUSINESS</strong> (predominantly full-time, blocked)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Digital Strategies &amp; Business Development</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Digital Analytics &amp; Big Data</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Digital Business Excellence</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>SPECIALIZATION 2: MARKETING MANAGEMENT</strong> (predominantly full-time, blocked)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Branding &amp; Communications</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Product &amp; Service Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>International Sales Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>INNOVATION, GLOBAL NETWORKS &amp; FINANCIAL MANAGEMENT</strong></td>
<td>1 2 3 4</td>
<td>3</td>
</tr>
<tr>
<td>Financial Accounting &amp; Analysis</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Managerial Accounting</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>International Accounting</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Strategic Innovation Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>International Strategies &amp; Business Simulation</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>SPECIALIZATION 3: INNOVATION &amp; GLOBAL NETWORKS</strong> (part-time)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Emerging Challenges of Innovation Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Global Knowledge Management &amp; Open Innovation</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Global Supply Chain Networks</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>SPECIALIZATION 4: FINANCIAL MANAGEMENT</strong> (part-time)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Strategic Financial Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Corporate Taxation &amp; Transfer Pricing</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Corporate Finance</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>LEADERSHIP, HUMAN RESOURCES &amp; SOCIETY</strong></td>
<td>1 2 3 4</td>
<td>3</td>
</tr>
<tr>
<td>Intercultural Competencies &amp; Cooperation</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>International Human Resources Management</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Leadership, Business Ethics &amp; Society</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>ENTREPRENEURSHIP &amp; INTERDISCIPLINARY COMPETENCIES</strong></td>
<td>1 2 3 4</td>
<td>3</td>
</tr>
<tr>
<td>Decision Making for Entrepreneurs &amp; Managers</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Forum Entrepreneurship</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>International Study Options</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td><strong>For full-time students only</strong></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurial Business Lab I</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurial Business Lab II</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>For part-time students only</strong></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Resilience &amp; Self Management</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Family Business</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>BUSINESS RESEARCH</strong></td>
<td>1 2 3 4</td>
<td>23,5</td>
</tr>
<tr>
<td>Academic Writing &amp; Qualitative Research</td>
<td>1,5</td>
<td>2</td>
</tr>
<tr>
<td>Research Methodology &amp; Quantitative Research</td>
<td>1,5</td>
<td>2</td>
</tr>
<tr>
<td>Master Thesis Seminar I</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Master Thesis Seminar II</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Master Thesis</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>**SEMESTER CREDIT UNITS</td>
<td>ECTS-CREDITS**</td>
<td>23,5</td>
</tr>
</tbody>
</table>

### Notes
- For full-time students only:
- For part-time students only:
- For part-time students only:
specializations.

The following modules serve as key pillars of the master program International Business & Management. Besides experiencing an appealing common core curriculum in the first and second semester, you will have the possibility to choose two out of four specializations in the third semester. This allows you to customize the program according to your individual interests, thereby obtaining a competitive advantage on the labor market.

THE MODULES AT A GLANCE

- Digital Business & Marketing Management (core modules) 13% (16 ECTS)
- + Specialization 1: Digital Business +10% (+12 ECTS)
- + Specialization 2: Marketing Management +10% (+12 ECTS)
- Innovation, Global Networks & Financial Management (core modules) 17% (20 ECTS)
- + Specialization 3: Innovation & Global Networks +10% (+12 ECTS)
- + Specialization 4: Financial Management +10% (+12 ECTS)
- Leadership, Human Resources & Society 10% (12 ECTS)
- Entrepreneurship & Interdisciplinary Competencies 17% (20 ECTS)
- Business Research & Master Thesis 23% (28 ECTS)

TOTAL 100% (120 ECTS)

CHOICE OF 2 OUT OF 4 SPECIALIZATIONS

- Digital Business (predominantly full-time, blocked)
- Marketing Management (predominantly full-time, blocked)
- Innovation & Global Networks (part-time)
- Financial Management (part-time)

The specializations Innovation & Global Networks and Financial Management are organized in a part-time format (i.e., Fridays and Saturdays + webinars in the evening). The specializations Digital Business and Marketing Management are organized in a predominantly full-time, blocked format (i.e., from Monday to Saturday; approximately 2 weekends + 8 weekdays per chosen full-time specialization + webinars in the evening).

The selection of your two preferred specializations is made when you apply. Any combination of specializations is possible; this is independent of your chosen time model.
selected topics to unlock your potential.

Specialization 1: Digital Business
The impact of the increasing digitization on business and management is the key aspect of this specialization. Therefore, within this module there is a substantial discussion of digital strategies and business model development, digital analytics, big data, business analytics, and digital marketing.

Specialization 2: Marketing Management
In a globalized and connected world, every business faces the challenges of continuous innovation to create smart services and products, to attract and retain customers, and to foster brand awareness and loyalty. Taking a customer-centric and design-thinking approach, this module focuses on the development of innovative products and services, the management of sales activities, and the effective communications of customer value to build a unique brand that customers appreciate and love.

Specialization 3: Innovation & Global Networks
Today’s innovation activities and value chains are increasingly shaped by growing network collaboration while simultaneously being subject to change due to new technologies, the digital transformation of the economy as well as the emergence of new players. This specialization focuses on concepts, methods and tools of managing global networks of supply, knowledge, and innovation activities in these contexts. Students will gain expert knowledge of strategic and operative innovation and supply chain management, current challenges and relevant trends in these fields, as well as how to deal with them.

Specialization 4: Financial Management
The sound understanding of capital markets, international accounting, international taxation and corporate finance is a mandatory requirement for a financial career. We think from a CFO’s perspective. This comprises also financial analysis, performance measurement, financial communication and strategic recommendation. Core applications are the fields of strategic and operative planning and simulation, business model transformation and also mergers and acquisitions. As a result, this specialization will equip students with the necessary state-of-the-art financial knowledge to compete successfully in an international setting.

Leadership, Human Resources & Society
In times of constant change, uncertainty and complexity, business leaders need profound social and HR-related competencies. Leadership, business ethics and societal responsibility constitute a further topic for passionate discussions. The modules in this competence stream will provide the necessary skills in managing a diverse workforce by creating synergies and unfolding the individual’s potential.

Entrepreneurship & Interdisciplinary Competencies
Entrepreneurship is about the discovery and exploitation of business opportunities and value creation – it is a process of developing innovative, value-creating business models. Many new ventures fail, yet a few entrepreneurs have the habit of winning over and over again. Entrepreneurship was designed to understand the different roles of entrepreneurs, bridge entrepreneurial theory with conceptual practice, lean venture creation, growth strategies and business modelling. Our intention is to foster entrepreneurial thinking and venture creation.

Business Research & Master Thesis
In-depth study of the aforementioned fields, together with the acquired competencies in business research methodology, provide you with the necessary skills to identify a research topic for your master thesis. Thereby, you will be able to work on a highly relevant topic that supports not only you, but also the company you work for, as well as the scientific community and society as a whole. This is the core idea for shaping your own career.
In today’s fast-moving world, employers seek graduates who do not only possess profound knowledge in international business and management, but who bring also 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, this is achieved 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 a whole 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. Throughout the projects, students are mentored by one of our experienced faculty members to ensure a 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 program focuses also on profound research and problem-solving skills. Right from the first semester, you will continuously be coached in different business research methods, thereby building a methodological tool kit as well as developing your research and problem solving skills that will prove invaluably 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 that an intercultural exchange is lived on a daily basis, thereby continuously fostering your intercultural skills. In addition to this international setting at MCI, we offer a range of different opportunities to gain international experience while studying at one of our partner universities abroad (see next page – going global).

The project with the MCI students was a complete success. The Entrepreneurial Business Lab Team worked in a highly professional and efficient manner, being well prepared for every individual meeting, whether that be in the early brainstorming stages, during ongoing meetings or whilst giving the final presentation. The suggestions and concepts which evolved as part of the project are all very exciting and we look forward to following their continued development. We remain interested to engage in similar projects with MCI in the future.

Klaus Lässer, CEO ILF Group (right picture);
Thomas Fritz, Business Development and Marketing Director ILF Consulting Engineers Austria GmbH
going global.

The capacity to think and act internationally represents a strong competitive advantage. Just how seriously we take this requirement can be seen in the various options we offer 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:

- Highly motivated students have the opportunity to foster their competitiveness on 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.
  - Italy: Università Carlo Cattaneo LIUC, Castellanza
  - Czech Republic: University of Economics, Prague
- Students are invited to study at one of the MCI’s many partner universities abroad. In this case, the credits obtained are transferred to the MCI. Excerpt:
  - USA: Pepperdine University, Malibu
  - Peru: Universidad ESAN, Lima
  - Finland: HAAGA-HELIA University of Applied Sciences, Helsinki
  - France: Toulouse Business School, Toulouse
  - India: Indian Institute of Management, Indore
  - Japan: Nagoya University of Commerce & Business, Nagoya
- Within the framework of an intensive two-week program tailored to the specific needs of professional people, our students take the integrated module ‘International Studies: Doing Business Abroad’ during the last semester, which could focus on and take place in, amongst others, Brazil, China, or the United States.
- Last, but by no means least, students can also choose to take international courses at the MCI combined with a short study tour.

In any case, highly esteemed lecturers, visits to companies, and social events shape our students’ understanding of how decisions are made and actions are undertaken at an international level, which further helps to promote students’ intercultural skills.

For more details please visit www.mci.edu/en/international
**faculty.**

With a mixed faculty comprising the MCI’s own lecturers, managers from trade and industry, international visiting lecturers, and recognized experts from the worlds of research, consulting and the liberal professions, the MCI offers an enriching combination of theory and practice that creates added value for students and enables them to put their new-found knowledge to the test, while the latest findings in theory and practice are integrated in the program with synergistic benefits.

The high educational standard and close mentoring of students ensure that they receive training with a strong practical orientation in an efficient program which can be completed within the prescribed period. The combination of theory and practice is the key to an innovative teaching and learning experience.

**tuition.**

Students from EU & EEA countries are required to pay a tuition fee of currently EUR 363 per semester plus a membership fee to the Austrian Student Union. Details and information for students from third countries can be found at [www.mci.edu/admission](http://www.mci.edu/admission).

To ensure that accepted students take up their places and do not break off their studies without good cause, a deposit in the amount of the student fees is charged, which subsequently goes towards tuition fees for the second semester. Students are also responsible for paying for the required course materials distributed by the MCI.

**degree.**

On completion of the program, students are awarded the degree of a Master of Arts in Business, in short Master of Arts, M.A., or MA, and receive the relevant academic documentation (Final Certificate, Diploma, International Diploma Supplement etc.). It is recommended to combine the academic degree with the brand ‘MCI’ to provide trust and orientation in an increasingly intransparent international education market. Example: MA (MCI).

With this degree graduates could enrol directly in a cognate research study program (PhD) at a university.
admission.

THE PROGRAM ACCEPTS
2. Graduates of other Bachelor or post-secondary programs comprising courses in economics, strategic management / marketing, accounting, controlling and human resources management / business process management (totaling a minimum of 80 ECTS).

Details: www.mci.edu/admission

ADMISSION PROCEDURE
The MCI operates an admission process for all study programs. The dates are listed on the individual study program website, and an overview of the dates for all the programs is available at www.mci.edu/deadlines.

Applications for a place on a study program must be submitted online by the stated deadline and accompanied by the necessary documents.

The places available will be allocated on the basis of the following criteria:

- Career background 20%
  The applicant's professional background is considered on the basis of submitted application materials. Particular attention is paid to education and certificates, academic and professional goals, and professional experience.

- Written entrance exam 30%
  The written entrance exam tests the applicant's knowledge in English, Mathematics and Business Studies.

- Interview 50%
  The interview is conducted by a commission and gives applicants the opportunity to present themselves personally, to expand on information provided in the application materials, and to explain their academic and professional goals.

Detailed information on the admission procedures for the individual study programs and preparatory documents for the written entrance exams can be accessed under “Admission” on the website of the study program concerned.

Applicants are informed as soon as possible regarding their admission. Applicants who are not admitted due to the limited number of places are put on a waiting list and can – if they are still interested – be admitted if a place becomes available.

The admissions process is required each year. Even if the applicant was offered a place or put on the waiting list in a previous year, preferential consideration of applicants is not possible.
**further information.**

The MCI team is always happy to assist with regard to applications. Advice on all aspects of study at the MCI, including applications and our attractive student services, is available to personal callers or by phone. For an appointment, please mail to office@mci.edu, call +43 512 2070-0 or contact us via WhatsApp +43 664 88723671.

With a program of sample lectures, study program presentations, project presentations and laboratory visits, the MCI Open House is an ideal source of guidance in selecting the right study program. For the dates, please go to www.mci.edu/en/openhouse.

MCI’s online info sessions provide the perfect opportunity to get to know more about the Entrepreneurial School® and its study programs from the comfort of your home: www.mci.edu/en/infosession.

**voices.**

With its focus on the needs of the business community, the MCI opens the door to outstanding career opportunities. The high standard of the study program permits graduates to successfully apply their acquired knowledge in practice and to establish themselves on the employment market as high potentials.

Thomas Zwerger, Global Procurement Process Manager, F. Hoffmann-La Roche AG, Basel, CH

The practically oriented part-time study program at the MCI stimulated my potential as an achiever and enabled me to make fast and full progress in terms of both knowledge and methodological and social competence. The excellent course generated clearly identifiable added value for my company and led to early promotion for me personally.

Martin Mühlbacher, Head of Master Planning, GE Energy, Jenbach, AT

One of the outstanding advantages of a study program at the MCI is the optimum combination of theoretical knowledge and practical application. A part-time course demands great self-discipline and commitment on the part of students, but the benefits are far greater still.

Jürgen Pettinger, Editor ORF, Vienna, AT

Thanks to the practical element of the study programs offered by the MCI, graduates are able to integrate in the working world quickly and effectively. With their outstanding expertise, the faculty members ensure that students learn to recognize and respond to the needs of the business community in the course of the program. This is an advantage that constitutes added value for any company.

Egon Kofler, CEO E.G.O. Austria Elektrogeräte Ges.m.b.H., Heinfels, AT

Part-time study is a great opportunity to obtain further qualifications while remaining integrated in the work process. In this context the MCI is a professional partner for the successful combination of work and study.

Christian Frick, Manager of Raiffeisenbank Reutte, AT
location, campus & services.

The MCI offers students an excellent infrastructure with attractive lecture rooms, computer labs, space for group work, and modern research facilities as well as conveniently located student accommodation and car parking, and excellent access by public transport. Students also enjoy a unique university setting, with mountains on the doorstep, unbeatable opportunities for sports and leisure activities, and three other countries – Germany, Switzerland and Italy – just around the corner.

LIBRARY
Thanks to an exemplary cooperation agreement signed with Innsbruck University, students have full access to the international scientific literature and professional library services with generous opening hours. In addition, the MCI has its own smaller reference libraries with a great selection of newspapers, magazines and journals. www.mci.edu/en/library

ACCOMMODATION
As an old university town, Innsbruck offers a wide range of accommodation in dormitories, studios, shared apartments etc. www.mci.edu/en/accommodation

SPORTS & LEISURE
Innsbruck - at the heart of the Alps - is an outstanding tourism destination that has hosted the Winter Olympics twice and as such is the perfect place for year-round sports and leisure activities. The Innsbruck University Sports Institute (USI) is also open to MCI students and offers modern facilities for a wide range of sports and healthy exercise. www.mci.edu/en/sports

ALUMNI & FRIENDS
The MCI's alumni association is a dynamic platform for debate and personal contacts for all MCI graduates, students, faculty and partners. Panel discussions with first-rate international speakers are a stimulating source of motivation and ideas and an enjoyable way to share knowledge and experience. www.mci.edu/en/alumni

CAREER
In keeping with the MCI’s motto ‘mentoring the motivated’, a Career Center with its own international network supports MCI graduates during their first steps and subsequent development in the business world and enables companies to choose their recruitment needs from a pool of excellence. The Career Center offers support and guidance for students and alumni, including internship placements and job opportunities, interview training, career coaching and industry recruitment events. www.mci.edu/en/career

LANGUAGE SKILLS
The MCI’s international orientation is underscored by the wide range of foreign languages offered, with a focus on intercultural competence and communication skills in addition to language competence. Extra-curricular language courses are available in Arabic, Chinese, Japanese, and Russian among many others. Experienced language trainers with first-class didactic skills provide a varied and fun learning experience. www.mci.edu/en/languages

STUDENT LIFE
As a university town, Innsbruck is a young-at-heart city that offers MCI students creative interaction in a wide range of fields, and a variety of entertainment and social activities (arts, music, societies, churches, health, shopping, nightlife etc.). www.mci.edu/en/studentlife

START UPS
Entrepreneurial thinking and working are taken seriously at the MCI. The MCI’s faculty, students and graduates with the entrepreneurial spirit wishing to set up their own businesses or make commercial use of the results of their research benefit from the in-depth expertise and modern infrastructure. www.mci.edu/en/startup
study at mci.

For full information, please visit our website at www.mci.edu. We are always happy to advise.

### BACHELOR 6 semesters

**Management & Society**
- Business Administration
- Business & Management
- Management, Communication & IT
  - Management
  - Media
- Management & Law
- Nonprofit, Social & Health Care Management
  - Social Management
  - Health Management
  - Nonprofit Management
- Social Work
- Tourism Business Studies

**Technology & Life Sciences**
- Biotechnology & Food Engineering
- Digital Business & Software Engineering
- Environmental, Process & Energy Engineering
- Industrial Engineering & Management
- Mechatronics
  - Electrical Engineering
  - Mechanical Engineering
  - Medical Engineering

### MASTER 4 semesters

**Management & Society**
- Corporate Governance & Finance
- Entrepreneurship & Tourism
- Marketing Management
- Strategic Management
- European Health Economics & Management
- International Business & Law
- International Business & Management
- International Health & Social Management
- Management, Communication & IT
- Social Work, Social Policy & Management

**Technology & Life Sciences**
- Biotechnology & Food Engineering
- Environmental, Process & Energy Engineering
  - Chemical Engineering
  - Energy Engineering
  - Plant Engineering & Operations
- Industrial Engineering & Management
- Mechatronics & Smart Technologies
  - Electrical Engineering
  - Mechanical Engineering
  - Medical Technologies* NEW

### EXECUTIVE EDUCATION

**Executive PhD Program in Management**

**Executive Master** 4 semesters
- Digital Business MBA
- Executive MBA
- Digital Marketing & Analytics MSc
- Digital Economy & Leadership MSc
- Management & Leadership MSc

**Certificate Courses**
- Controlling & Management
- Corporate Communications
- Digital Business Analytics
- Family Business
- General Management
- Human Resources Management
- Innovation Management
- Management, Psychology & Leadership
- Marketing
- Sales Management
- Systemic Leadership Psychology

**Management Seminars**
- Management
- Leadership
- Communication
- Digital Skills

**Leadership Trainings**
- Programs for universities
- Corporate Programs

**Technical Trainings**
- Automation & Control Engineering
- Fundamentals of Process Engineering
- In-house Energy Management
- Workshop Computational Fluid Dynamics

**International Sessions for Students**
- Summer School / Winter School

---

E = English, G = German & English, F = Full-time, P = Part-time, ONLINE = Blended learning (online & attendance modules), *subject to accreditation