

# Business Psychology & Management

English | Online



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Premium accredited



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## Preface

### A MASTER'S THAT PREPARES YOU TO BECOME A RESPONSIBLE MANAGER OF THE FUTURE.

Take your career to the next level with our part-time Master's program in Business Psychology & Management online designed for working professionals. This online program with on-campus elements, combines management theory with business psychology, organizational behavior, and practical research skills to help you navigate real-world challenges. You will also benefit from cross-disciplinary courses and projects that broaden your perspective and enhance your expertise.

#### WHAT MAKES THE PROGRAM UNIQUE?

The Master's program in Business Psychology & Management is designed for working professionals or people who are differently occupied. It adopts a flexible concept, with both online and on-campus elements. This program creates a deeper understanding of organizational behavior, by learning about the psychological and managerial aspects of business. It provides an interdisciplinary educational experience, combining insights from management science, business psychology, and organizational behavior to create well-rounded leaders.

What sets this program apart is its focus on the psychology of human behavior in business contexts. It examines the individual, group, and organizational levels as well as the larger societal context, providing a comprehensive view of how psychology impacts business success. The curriculum emphasizes organizational development and problem-definition and -solving skills, enabling you to apply psychological principles effectively in managerial roles. to apply psychological principles

effectively in managerial roles.

Our unique learning concept allows you to study next to other occupations like work or caretaking. The concept consists of Live Online Sessions, self-study phases, and on-campus days. This enables our program to be flexible but still contains personal face-to-face contact with the department and fellow students.

In addition to content knowledge and methodological skills, the program prioritizes the development of soft skills and interdisciplinary competencies. You will leave the program with:

- The ability to apply current concepts and tools from business science, psychology, and organizational behavior.
- Robust management skills backed by master-level research knowledge.
- The ability to think abstractly and approach challenges with a structured and scientifically grounded methodology.

At the end, you possess: not only the requisite managerial skills but also a holistic understanding of business dynamics and human behavior. This blend of expertise offers a unique advantage, equipping leaders to navigate the complexities of modern business environments with strategic foresight and effective leadership.

## Mentoring the Motivated



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



Head of Studies  
**PROF. DR. MARIA PAMMER**

## Study Overview

<b>TITLE</b>	Business Psychology & Management
<b>ACADEMIC DEGREE</b>	Master of Arts in Business   M.A.   MA Use of the academic degree in combination with the brand 'MCI' approved
<b>DURATION</b>	4 semesters (including Master Thesis and Final Exam)   120 ECTS
<b>MAIN FOCUS</b>	Practical relevance, cross-disciplinary, competence-building
<b>ACADEMIC YEAR</b>	Winter semester: September – February Summer semester: February – mid July
<b>TIME MODEL</b>	Online study program with on-campus skills labs <ul style="list-style-type: none"> <li>• Live online sessions</li> <li>• On-campus skills labs in Innsbruck, Austria</li> <li>• Flexible self-study</li> </ul>
<b>STUDY MODULES</b>	Fundamentals of Business Psychology Understanding & Leading Organizations Applying Business Psychology in Organizational Contexts Contemporary Business Perspectives Professional Competence Development Academic Research & Integrative Revision Thesis & Final Exam
<b>LANGUAGE</b>	English
<b>TUITION</b>	For students from EU & 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>
<b>SCHOLARSHIPS &amp; GRANTS</b>	Overview of sources of financial support available at <a href="http://www.mci.edu/scholarships">www.mci.edu/scholarships</a>
<b>ADMISSION REQUIREMENTS</b>	Bachelor or equivalent degree in relevant studies or studies comprising 60 relevant ECTS points
<b>APPLICATION</b>	Online at <a href="http://www.mci.edu/application">www.mci.edu/application</a> . Please consider the indicated deadlines.
<b>SELECTION PROCESS</b>	Online application: CV & motivation Online admission interview





## Career Prospects

### BROAD CAREER SPECTRUM

The unique blend of business psychology and management in our curriculum opens doors to an array of industries. Graduates find meaningful careers in the industrial, trade, service, and tourism sectors as well as in the public arena sector. If the 9-to-5 grind isn't your style, you have the flexibility to become a self-employed entrepreneur. Our program cultivates entrepreneurial leaders who think and act responsibly.

### VERSATILE ROLES IN KEY AREAS

This master's program is your gateway to various advisory and managerial roles across businesses of all sizes. You will be equipped to lead in:

- Large Enterprises and Small to Medium-sized Enterprises
- Project Management
- Human Resources Management
- Organizational Development
- Business Consulting
- Change Management

## Research and Academia

For those inclined towards research and educational pursuits, our program provides a solid foundation for an academic career in higher education. You'll be more than ready to delve into research and contribute to journals.

### Students...

... can apply knowledge of research methodology and related concepts to design a well-structured research project, encompassing the selection of appropriate research methods, data collection, analysis, and academic writing techniques, while adhering to proper referencing styles and evaluating research quality.

... demonstrate ethical awareness and adherence to research integrity and academic standards.



## AOL Goals

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.



### 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.



### Learning Goal Business Psychology & Management

Our graduates understand and apply advanced knowledge of contemporary concepts and tools in management, business psychology and organization behavior. They can define and solve complex business and psychological problems and make responsible sustainable decisions.

## Learning Concept

Our learning approach combines the best of both worlds: on the one hand, you have live online sessions during off-peak hours for interactive learning. This is combined with self-study phases that offer you flexibility in terms of place and time. On the other hand, you have immersive face-to-face interactions during our on-campus skills labs up to three days per semester. Whether you are on campus or connected digitally, you will engage in meaningful discussions, hands-on activities, and gain practical insights relevant to your field. Preparation for the on-campus days, live online sessions, and exams will take place in the self-study phases.

Our program is designed for those juggling multiple commitments like a full-time job or family responsibilities and care work. With self-study phases built into the curriculum, you set the pace, making it to advance your career or pivot into a new one. Whether you are a working professional or a stay-at-home parent, our program is tailored to fit your life without compromising on quality.

### ACADEMIC YEAR

Winter semester: September–February

Summer semester: February–mid July

### LIVE ONLINE SESSIONS AND PEERS SESSIONS

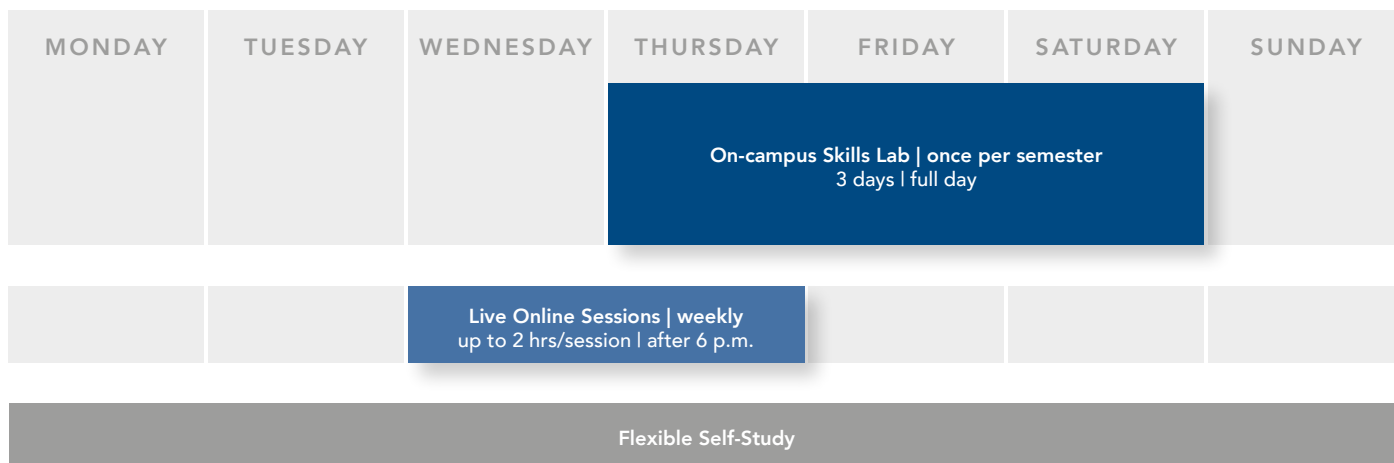
These live online sessions are real-time interactive online sessions (up to two hours each) that take place weekly on Wednesdays and Thursdays during off-peak hours. They offer a dynamic and interactive learning experience that combines the benefits of in-person interaction with lecturers and peers with the convenience and flexibility of online learning. They foster engagement, interaction, and immediate feedback, making them a valuable tool for effective learning and skill development. The peer sessions are integrated into your study schedule to help you deepen your understanding through active exchange and constructive feedback with your fellow students. This ensures that, even in an online program, you still benefit from learning with and from each other.

### ON-CAMPUS SKILLS LABS

The skills labs are intensive learning experiences tailored to foster your skill development. They take place once per semester on campus in Innsbruck and are scheduled in blocks of three days – Thursday to Saturday (full-day). You will engage in hands-on activities, practical exercises, and real-world simulations to enhance your proficiency in specific skills. These short and focused workshops equip you with valuable tools and techniques, empowering you to excel in your chosen domains and adapt swiftly to evolving challenges. By reflecting on the methods used in the workshops, you will be enabled to apply and implement them in other professional contexts. The skills labs consist of subjects like Design thinking, Moderation, Futures Literacy, and Working Across Cultures.

### FLEXIBLE SELF-STUDY PHASES

Flexible self-study phases allow you to tailor your learning experiences to your own schedules and preferences. They offer the flexibility to explore topics at your own pace, making it an ideal option for those with busy schedules or varying commitments. During self-study, you can engage in tasks such as reading course materials, practicing problem-solving exercises, and conducting independent research to enhance your understanding and skills in a subject.







## Curriculum

	Semester Credit Units   ECTS-Credits			
	1	2	3	4
<b>FUNDAMENTALS OF BUSINESS PSYCHOLOGY</b>				
Business Psychology	4   5			
Organizational Behavior	4   5			
<b>UNDERSTANDING &amp; LEADING ORGANIZATIONS</b>				
Management, Strategy & Finance	4   5			
Organizational Change & Transformation		4   5		
Innovation, Entrepreneurship & Futures Thinking		4   5		
<b>APPLYING BUSINESS PSYCHOLOGY IN AN ORGANIZATIONAL CONTEXT</b>				
Consumer Behavior & Marketing Psychology		4   5		
Behavioral Economics			4   5	
Risk & Uncertainty Management			4   5	
Recruiting & Talent Management			4   5	
<b>CONTEMPORARY BUSINESS PERSPECTIVES</b>				
Business Ethics & Responsible Management	4   5			
Societal Developments & Emerging Trends			4   5	
<b>PROFESSIONAL COMPETENCE DEVELOPMENT</b>				
Competence Development & Self-Leadership	4   5			
Self-Management & Leadership		4   5		
Self-Management & Communication			4   5	
Skills Lab I	2   2.5			
Skills Lab II		2   2.5		
Skills Lab III			2   2.5	
Skills Lab IV				2   2.5
<b>ACADEMIC RESEARCH &amp; INTEGRATIVE REVISION</b>				
Research Methods		4   5		
Research Coaching				2   2.5
Integrative Revision I	2   2.5			
Integrative Revision II		2   2.5		
Integrative Revision III			2   2.5	
<b>THESIS &amp; FINAL EXAM</b>				
Thesis				23
Final Exam				2
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS</b>	<b>24   30</b>	<b>24   30</b>	<b>24   30</b>	<b>4   30</b>

## The Rich Content of our Modules Explained

### FUNDAMENTALS OF BUSINESS PSYCHOLOGY

Delve into the core principles of business psychology and organizational behavior. Explore psychological theories and practices designed for the business world and gain a deeper understanding of organizational behavior across individual, group, and organizational levels. During these courses, you develop leadership skills and learn about organizational structures and design.

### UNDERSTANDING & LEADING ORGANIZATIONS

Learn essential skills like financial statement analysis and financial modeling for better strategic decision-making. By gaining insights into managing organizational change and overcoming resistance, you are prepared to lead transformations effectively. You will also discover the power of futures thinking and strategic foresight in innovation and entrepreneurship, this enhances your ability to make forward-thinking decisions.

### APPLYING BUSINESS PSYCHOLOGY IN AN ORGANIZATIONAL CONTEXT

Discover the intersection of behavioral economics and marketing psychology. Learn about rational economic decision-making models and how they impact business strategies, and how to manage uncertainty. In this module, you will also gain expertise in talent management and strategic workforce planning. Our courses cover advanced job analysis and competency modeling, equipping you with skills in talent acquisition and management. Lastly, you will learn to understand the complexities of consumer behavior and the consumer decision-making process.

### CONTEMPORARY BUSINESS PERSPECTIVES

Crucial for today's responsible leaders, is the importance to master both qualitative and quantitative assessments of social performance in management. By enhancing your understanding of stakeholder management and your insights in the latest trends and developments in business psychology, you can stay ahead of the curve. Learn to work effectively with megatrends, balancing individual and societal perspectives.

### ACADEMIC RESEARCH

Our program is designed to prepare you for the complexities of the scientific field. You will learn to critically analyze data and information, ensuring a clear understanding of business contexts. Develop the skill to conceive innovative solutions for challenging problems through networked thinking and gain the proficiency to select and apply AI tools to real-world research problems.

## Personal Development & Skills Labs

Becoming a successful leader starts with leading oneself. Therefore, our Competence Development & Self-Leadership courses accompany you throughout the entire program and follow a holistic approach. Students are required to play an active role by setting individual development goals. You are encouraged to reflect on the sustainable use of your individual resources. Deepening your self-reflection skills is an essential part of this learning journey, complemented by a regular exchange with our experts as well as in small groups with peers.

At the heart of our Competence Development & Self-Leadership modules are the "Skills Labs". These courses contain dynamic, immersive, and intensive learning experiences, tailored to foster your skill development. You engage in hands-on activities, practical exercises, and real-world simulations to strengthen your expertise in specific skills. These short and focused workshops equip you with valuable tools and techniques to empower you to excel and swiftly adapt in chosen domains. Exemplary workshop topics include Design Thinking, Coaching, Facilitation and Moderation, System Thinking, and Behavioral Household Finance. Please note that these skills labs are exemplary, it may be that a different set of topics is available to your cohort.



## Going Global

Going Global One of the most essential components of MCI study programs is their international orientation. This is reflected not only in the curriculum and assigned projects, but also in the backgrounds of our faculty and students. The program also includes the opportunity for students to spend the 3rd semester abroad at one of MCI's many partner institutions.

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



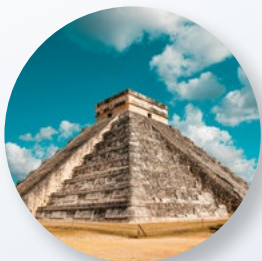
### EUROPEAN

Hungary | Andrásy Universität Budapest  
Finland | University of Jyväskylä



### NORTH AMERICA

Mexico | IPADE Business School



### ASIAN

Thailand | National Institute of Development  
Administration (NIDA)





## Faculty

With a balanced mix of MCI faculty, business leaders, international guest lecturers, and recognized experts from academia, consulting & the liberal professions we ensure a synergistic combination of theory & 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 & practical application offers opportunity and challenge for new forms of both teaching and learning.

## Degree

The program concludes with the academic degree Master of Arts in Business (MA), which is officially awarded through a final transcript, diploma certificate, international diploma supplement, and other relevant documents.

MCI alumni are entitled to use their academic title in combination with the "MCI" brand, helping to provide clarity and credibility in an increasingly complex education and research landscape.

Example: MA (MCI)

## Admission requirements

Admission to a master's program requires a relevant bachelor's degree or recognized equivalent from an accredited institution. Of the master's program under "Admission".

## 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: Interview

We will invite you to complete an online assessment, where you will respond to a series of pre-recorded questions to showcase your motivation, skills, and suitability for the program. Our MCI colleagues from the department will review these videos.





## 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 and 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.



*“By drawing on my practical experience to explain theories, I aim to deliver engaging live online sessions that spark lively discussions.”*

**CAROLIN SCHÖNHERR**

CEO | Schönherr Risk Advisory,  
Lecturer Business Psychology & Management

## 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 digitization 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 16,000 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 Lectures

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.

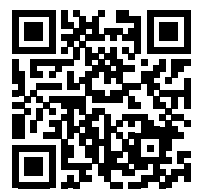
## Social Media

Check out our Social Media accounts to stay updated about the Master program Business Psychology & Management and the department of Business Administration *Online*.

LinkedIn



Instagram





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TRÄGER | PATRONS



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