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## EXECUTIVE MASTER

# MBA General Management

### ACADEMIC DEGREE

Master of Business Administration

### STRUCTURE & CONTENT

The postgraduate Master program MBA General Management provides a general management education with an international focus that promotes and develops the professional and social skills of the participants. Participants learn to systematically identify and analyze business problems, to develop appropriate solutions and to find and implement decisions.

Didactically, the program follows the mobile learning concept (blended learning) developed at the MCI. The intelligent mix of compact attendance phases at the MCI in Innsbruck as well as synchronous and asynchronous online courses combines location-independent study with personal interaction between lecturers and students. Thus, the didactic concept differs fundamentally from a typical distance-learning program, while meeting the highest standards.

The contents of the English language course are divided into 13 modules, which are spread over four semesters. So-called "electives", electives that can be taken at renowned partner universities in Europe and overseas, provide flexibility in terms of content. Students can thus set additional thematic priorities. If desired, these electives can also be taken online.

To earn the degree, students have to write a Master thesis of practical relevance in line with recognized scientific principles. With their theses, students are expected to demonstrate that they are able to apply the acquired knowledge to a business management problem.

### TARGET GROUP

- Graduates with a degree in economics who wish to specialize, deepen their knowledge and acquire an international orientation
- Graduates with a degree in economic disciplines aiming at a profound functional specialization and international orientation
- Graduates with a degree in non-economic disciplines who wish to prepare for international management tasks

### ADMISSION CRITERIA

- Academic degree (at least Bachelor with 180 ECTS)
- Minimum of three years professional experience in a qualified position
- English proficiency

### DURATION

- 4 semesters, 90 ECTS
- part-time | online & attendance modules | modules abroad

### LANGUAGE

English

### START

October

### CONTACT & INFORMATION

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## Modules & Content

TYPE	MODULE	ON-CAMPUS	ONLINE	ECTS
Introduction	Student Orientation	1 day		
Residency 1 + online	Organizational behaviour	2 days	3 weeks	5
	Leadership	2 days	3 weeks	5
Online	Entrepreneurship & New Venture Creation		8 weeks	8
Residency 2 + online	Managerial Accounting	2 days	3 weeks	5
	Financial Management	2 days	3 weeks	5
	Data Science	1 day	4 weeks	5
Online	Marketing Management		5 weeks	5
	Operations Management		5 weeks	5
	Human Resource Management		5 weeks	5
Residency 3 + online	Strategic Management	3 days	3 weeks	6
	Innovation & Digital Transformation	2 days	3 weeks	5
Online	Global Macroeconomics		3 weeks	3
	Managing International Business		3 weeks	3
Electives abroad: Residency - online	Electives: intense seminar modules abroad at renowned international partner universities	on campus	online	10
Master's Thesis & Final Examination	Academically supervised Master's Thesis			15
	Courses on Scientific Work: Research Methodology & Conceptualization	2 days	3 weeks	
	Defense & Final Examination			
<b>24 MONTHS - ONLINE &amp; ON-CAMPUS - ELECTIVES ABROAD - MASTER'S THESIS - 90 ECTS</b>				