

Blended Learning  
**digital**  
Online & Flexible

## International Business MBA

Global Management, Strategy & Leadership for Professionals

MENTORING THE MOTIVATED





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The International Business MBA is subject to accreditation. Data correct as of December 2018. Information subject to modification and amendments.

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## **preface.**

### MANAGE GLOBALLY - LEARN DIFFERENTLY

This Master program in International Business provides and puts students around the globe on the cutting edge of modern academic education. Guided by internationally acclaimed academics who are at the forefront of business and management research, students acquire profound knowledge and skills to advance their careers in close integration with their personal and professional lives. MCI is committed to mentoring motivated people in boosting their careers, achieving their goals and succeeding in the global marketplace. This new program, embedded in a blended learning environment, is the perfect accelerator that allows you to continue your career whilst pursuing your studies.

At MCI, the degree of an MBA in International Business stands for an entrepreneurial orientation, an international mindset, new and modern ways of teaching and interaction, motivation, decisiveness, a sense of responsibility, immediate applicability of newly acquired knowledge, intercultural competence, robust networks and a credible brand with a high level of acceptance in the business world and society.

Admission requirements of an international standard, consistently outstanding results in polls and rankings, MCI's special position as the Entrepreneurial School® in the framework of the „Comprehensive University Innsbruck“ concept and a network of prestigious partner universities are powerful and convincing arguments for the motivated in a key decision for their professional and personal development.



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Program Director & Head of Executive Education  
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Prof. Karin Sixl-Daniell  
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## features & goals.

### BLENDLED LEARNING FOR PROFESSIONALS

In a globally competitive world the demand for internationally trained executives is constantly increasing. Thus, MCI Management Center Innsbruck has developed this Master program with an innovative and modern approach that directly addresses these needs.

#### PROGRAM FEATURES

- **Managerial Development**
  - The MBA program provides students with the relevant skills and knowledge to move their careers forward in an increasingly competitive global environment.
  - Leverage real-time learning for immediate application of knowledge to the work-place.
- **Accessibility & Flexibility**
  - The program is uniquely designed and delivered by world-class faculty who know the strengths, and not just the name of their students.
  - Leading-edge interactive technology provides students with unparalleled flexibility and accessibility.
- **Networking**
  - The diversity of an international cohort provides an invaluable opportunity for students to network with others within and across industries.
  - Join a global alumni network for professional and personal advancement.

As a participant in the program you will:

- Integrate community, ethics and sustainability with competitive strategy.
- Explore international businesses and cultures to gain new insights that can be applied to your organization immediately.
- Develop your managerial skills and competencies through our comprehensive program of theoretical study backed by practical experience and analysis.
- Gain insight into your own strengths and weaknesses thereby allowing you to draw more effectively on your managerial abilities.
- Advance your professional standing with a blended learning format that is flexible enough to accommodate busy people.
- Accelerate your career as a global business leader.

## target group.

This MBA Program is designed to support early- and mid-career professionals around the globe who want to develop their management competencies, leadership skills and intercultural experience.

An enrichment for prospective students with diverse backgrounds in engineering, healthcare, law etc; and a great opportunity for business graduates to deepen their knowledge and understanding.

## structure.

The online study program MBA in International Business is a four semester part-time program and follows a blended learning concept with asynchronous and synchronous study modes as well as face-to-face sessions at MCI.

This two-year part-time MBA program comprises just three five-day residence phases and the rest of the program will be conducted in MCI's highly interactive and sophisticated online environment. Meet, discuss, learn with and from your peers and professors wherever you are, whenever you want to.

TYPE	MODULES	ON CAMPUS	ONLINE	ECTS
Introduction	Student Orientation	1 day		
Residency 1 + online	Organizational Behavior	2 days	6 weeks	8
	Managing International Business	2 days	6 weeks	8
Online	Entrepreneurship and New Venture Creation		9 weeks	8
	Research Methods		5 weeks	3
Residency 2 + online	Managerial Accounting	3 days	4 weeks	8
	Financial Management	2 days	5 weeks	8
Online	Marketing Management		10 weeks	8
	Operations Management		10 weeks	8
	Human Resource Management		10 weeks	8
Residency 3 + online	Global Strategic Management	3 days	5 weeks	8
	Major Research Project Session	2 days		
Thesis	Major Research Project (MRP)		3 months	15

**24 MONTHS · 10 MODULES · 70 ONLINE WEEKS · 15 SEMINAR DAYS · 3 MONTHS MAJOR RESEARCH PROJECT · 90 ECTS**





## **mci 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.



### **COMMUNICATION**

Our graduates are effective communicators in their field of work.

Objective: Our students can discuss problems, ideas, and solutions with/for specialists and non-specialists.



### **SCIENTIFIC METHODS**

Our graduates will be interdisciplinary thinkers connecting abstract thinking with practical problems.

Objectives: Our students apply appropriate theory and scientific methods to practical issues in business;

Our students will demonstrate higher order thinking skills considering ethical issues.



## **specific learning goal.**

### **INTERNATIONAL BUSINESS MBA ONLINE**

Our graduates understand complex international business problems and are effective decision makers in their field of work.

Objectives: Our students are able to systematically analyze international business problems and decide on the most effective approach to achieve strategic business objectives.

Our students are able to consider cultural issues in solving international business problems.

## modules.

### ORGANIZATIONAL BEHAVIOR

Organizational Behavior provides the knowledge base for understanding behavior within organizations and equips managers with tools to manage individuals, groups and teams, and to understand organizational culture both in a domestic as well as in an international environment.

Topics include optimizing individual performance, leadership and power, business ethics, organizational design and structure, management of change and improving organizational effectiveness, and includes a range of cases and discussion topics.

### MANAGING INTERNATIONAL BUSINESS

Managing International Business helps students to develop the skills and provides the tools and frameworks necessary for a manager to function effectively in an international business setting. The topics in this course include the analysis of national environments, market choice, entry mode choice, balancing demands for global integration and local responsiveness, subsidiary management and management of expatriates as well as a range of cases and discussion topics.

### RESEARCH METHODS

Research Methods explores the various forms of research methods, research design and research process in both qualitative and quantitative paradigms including ethics in research. This course is fundamental in preparing students to successfully conduct their Major Research Project.

### MARKETING MANAGEMENT

In this course, students will apply marketing theory to a range of managerial decision-making situations typical in today's international market and in the future. Students will work individually and in teams to analyze marketing case studies and then devise and recommend marketing strategies.

Course topics covered include marketing foundations, marketing opportunity analysis, planning market strategies, and developing, integrating and managing marketing programs in international and e-business environments.

### MANAGERIAL ACCOUNTING

Managerial Accounting provides students with the necessary knowledge so that they fully understand the structure and content of financial statements and appreciate the underlying concepts, principles, methods and procedures.

Building on these core concepts, the course then focuses on equipping students with a thorough understanding of the process of analyzing financial statements to make investment, credit and other decisions through the use of a range of cases and discussion topics.

### FINANCIAL MANAGEMENT

Financial Management provides an overview of key elements of finance functions for managers in an international setting. The course examines the three strategic decisions of finance: what to invest in, how to finance the investment and how to manage the risk associated with the investment.

Students explore various methods of valuation which enable them to determine appropriate means of financing investments. Risk management, including how to manage exposure to risk and unexpected changes in the value of investments, is also covered. A range of cases and discussion topics enables students to apply this knowledge immediately.

### ENTREPRENEURSHIP AND NEW VENTURE CREATION

Entrepreneurship and New Venture Creation deals with scanning the business environment and generating business ideas from the information gathered, analyzing the attractiveness of an industry for new venture creation and entry and conducting a review and audit of a new venture's strategy.

Students will learn to apply the benefits of business planning to achieve entrepreneurial success and realize the limits of planning in an uncertain and dynamic environment.

Students also learn to create and develop new business models for a new enterprise, design, develop and craft strategies for its success.

### OPERATIONS MANAGEMENT

This course comprises concepts and techniques that apply to the efficient production of goods and services. At a strategic level, the course deals with formulating operation strategies in a global economy. It examines the operational strengths of a business, such as low production cost, high quality, mass customization or quick response, and how they can be used as competitive tools. At a tactical level, the subject covers capacity planning, inventory and quality control.

These topics are based on mathematical analyses. At the operational level, the course focuses on scheduling and maintenance. It uses a range of cases as well as discussion topics for students to apply their knowledge.

### HUMAN RESOURCE MANAGEMENT

Human Resource Management aims to help students develop knowledge and skills that will assist them in managing people at work. Human resource planning, human resource information systems (HRIS), the design of jobs and work systems as well as staffing issues such as recruitment and selection are discussed. Effective supervision, performance management, training and development, compensation and benefit systems are highlighted as well as employee relations, diversity and change management.

Students will understand the complexity of international HRM and learn about ethical, legal and cultural issues, managing expatriates, compensation, performance management and motivation in an international setting.

### GLOBAL STRATEGIC MANAGEMENT

Global Strategic Management is about the creation and maintenance of a long-term strategic vision for the firm, and the formulation and implementation of a competitive strategy in accordance with that vision.

To understand how a firm can alter or develop its strategic position in today's global marketplace, students will study a range of contemporary business strategy theories and issues. These concepts provide students with the tools necessary to conceptualize a firm's competitive environment and resources. Cases and discussion topics are used to apply the concepts and tools presented.

The skills that students develop are not only essential for general managers, but also for consultants and entry- or mid-level managers or staff members, especially in an increasingly competitive corporate world.

## didactics.

### THE WORLD IS YOUR CLASSROOM

Embedded in a truly modern blended learning environment, this study program is designed to effectively support the personal development and career of motivated business professionals. The combination of interactive online learning phases with equally interactive face-to-face periods provides the perfect environment for a program of the highest standards.

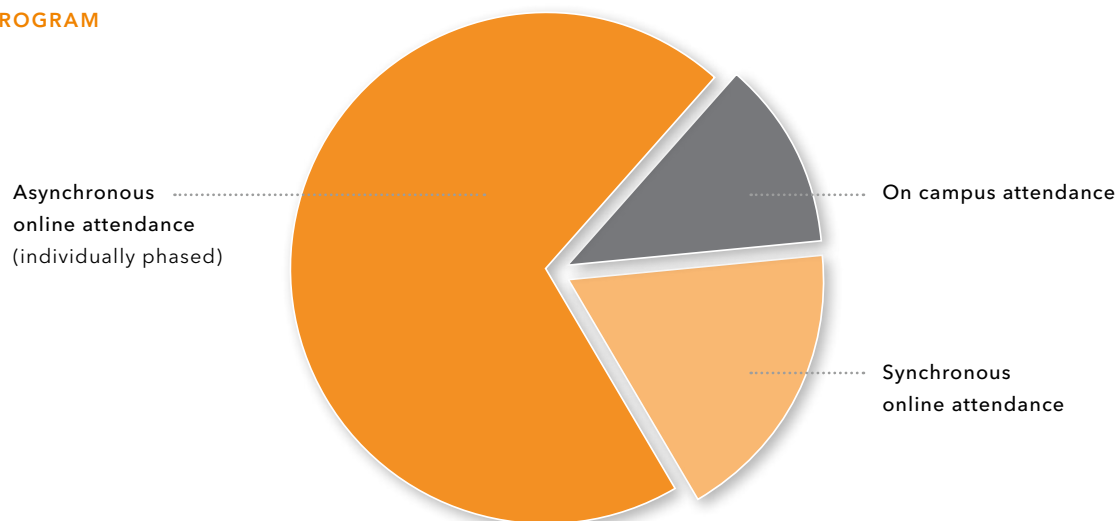
MCI eCampus offers online study with a high level of autonomy in time and place. Students can download the teaching and learning materials from eCampus and work on them when and where it suits them. They work autonomously in time and place but are always in contact with faculty, fellow students and the MCI's support services.

Through the personal customized learning environment on MCI eCampus, students receive the latest updates and information necessary to concentrate fully on their studies. Exercises and tests to check personal progress, plus learning forums and moderated chats further facilitate the online study process.

To take advantage of MCI eCampus, students need the standard IT tools, i.e. a modern PC or laptop with standard software, broadband Internet, a headset with microphone, webcam and printer.

The on campus sessions are held at MCI in Innsbruck. These sessions take place at the beginning of the program (including an Orientation to eLearning Day), towards the middle of the program as well as towards the end of the program.

### STUDY PROGRAM





## exams / degree.

Students will be assessed on a continuing basis i.e. on active participation in discussions and on collaborative assignments as well as through exams, with authentic assessment playing a key role. Authentic assessment focuses on using and applying knowledge and skills in real-life settings, thus ensuring immediate transfer to the work place.

To earn the degree, students have to write a Major Research Project (MRP) of practical relevance in line with recognized scientific standards. With their research projects, students are expected to demonstrate that they are able to work independently on the basis of scientific principles to find a precise and efficient solution to a business management problem within a given period of time. During the final set of face-to-face sessions, students will present the ideas, concepts and outcomes of their research projects.

On successful completion of all the module assignments, exams and the Major Research Project, students are awarded the degree MBA in International Business and the corresponding degree certificate. It is recommended to combine the academic degree with the abbreviation "MCI" to provide trust and orientation in an increasingly non-transparent international education market. Example: MBA in International Business (MCI) / MBA (MCI).



## royal roads university / double degree option.

In a globally competitive world the demand for internationally trained executives is constantly increasing. This attractive Double degree option is a 24 months Master program in cooperation with Royal Roads University (RRU) in Victoria, British Columbia, Canada.

Students will accomplish 8 online courses and 15 on-campus days at MCI and a two weeks residency plus 5 online courses at Royal Roads University and get awarded the Master of Business Administration (MBA) at MCI, as well as the Master of Global Management (MGM) degree at RRU.

The combination of interactive online learning phases with equally interactive face-to-face periods in Innsbruck and Victoria provides the perfect environment for a program of the highest quality and teaching standards as well as a maximum of flexibility where and when to learn.

<b>Academic Degrees</b>	Master of Business Administration   MBA Master of Global Management   MGM
<b>Duration</b>	24 months program including Master Thesis / Major Research Project
<b>Main focus</b>	Practice-oriented study program with focus on international business, strategy, leadership and entrepreneurship, and interactive online learning in small cohorts
<b>Time model</b>	Blended learning study program with eLearning phases and attendance modules at MCI and RRU
<b>Language</b>	English
<b>Admission requirements</b>	Bachelor degree, minimum of 3 years of professional experience and proof of an adequate command of English
<b>Tuition</b>	The tuition fee for the Double Degree Program amounts to EUR 25,200
<b>Start</b>	Autumn



## **faculty.**

The faculty involved in the MBA program ensures a balanced mix of internationally renowned university professors with practical professional experience, executives from trade and industry, and experts from the consulting industry and independent professions.

Faculty members are selected carefully, are subjected to strict evaluation criteria and are committed to the goal of supporting their students, by way of professional adaptation of the contents and networking of the individual modules, in developing the ability to cope with complex problems on an interdisciplinary level.

Our faculty are a vibrant and growing community of innovative, engaging, dedicated teachers and researchers providing students with strategic and critical perspectives in their areas of expertise through active learning that takes place in the classroom, online, through service and community-based opportunities and the practical application of course content.

Besides the actual communication of knowledge, the main focus of the lecturers involved in the MBA program is on providing application-oriented feedback and critical advice. The cooperation with the students gives rise to the creation of different kinds of networks that accompany motivated people throughout their personal and professional development.

## **management of the mba program.**

Renowned academics support MCI in maintaining quality standards at all levels of the MBA program, ensuring a continuous process of further development and serving as a link to leading teaching and research institutions at home and abroad.

### **PROGRAM DIRECTOR**

Susanne E. Herzog

Head of Executive Education & Development, MCI Management Center Innsbruck

### **ACADEMIC DIRECTOR**

Prof. Karin Sixl-Daniell

MCI Senior Lecturer Business Administration Online, MCI Management Center Innsbruck

### **ACADEMIC BOARD**

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Lecturer, MCI Management Center Innsbruck

Prof. Karin Sixl-Daniell

MCI Senior Lecturer Business Administration Online, MCI Management Center Innsbruck



## admission.

### ADMISSION REQUIREMENTS

- Undergraduate degree from a recognized university
- Minimum of 3 years of professional experience in a qualified position prior to commencement of the program (ideally, qualified professional activity also during the MBA program)
- Proof of an adequate command of English (see below)

### ADMISSION PROCESS

The admission process includes the following elements:

#### APPLICATION FORM

#### ESSAY

#### PROOF OF ADEQUATE COMMAND OF ENGLISH

#### INTERVIEW

#### DECISION

- **APPLICATION FORM**

The application must be submitted in the form of a standardized application form accompanied by the required documents (CV, essay, undergraduate degree from a recognized university). Minimum 3 years of professional experience in a qualified position prior to commencement of the program (ideally, qualified professional activity also during the MBA program).

- **ESSAY**

Applicants are asked to submit an essay detailing their motivations for enrolling in this program (> 1000 words).

- **PROOF OF AN ADEQUATE COMMAND OF ENGLISH**

For candidates, whose first language is not English: TOEFL test certificate or equivalent (cf. European Reference Framework for Languages: Proficient User) is required. Scores are valid for three years from the date of the test.

#### TEST OF ENGLISH AS A FOREIGN LANGUAGE (TOEFL)

The Test of English as a Foreign Language (TOEFL) can be taken at any international TOEFL center. A minimum score of 92 points is required in an Internet-based test.

#### IELTS (ACADEMIC) - INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM

Minimum score of 6.5.

- **INTERVIEW**

The interview gives applicants the opportunity to present themselves personally, to narrate their career history, to explain their motivation for this program as well as describe their medium-term professional goals. A Skype-based interview is also possible.

- **DECISION**

An admission committee decides on the applicant's admission to the Master program.

## **recognition of previous academic qualifications.**

Depending on the circumstances of each individual case, credits acquired in studies pursued at other state-recognized universities in Austria or abroad in accordance with the provisions of the Convention on the Recognition of Qualifications concerning Higher Education in the European Region (Lisbon Convention, section VI.1) may be acknowledged for the MBA program as long as there are no significant differences with regard to the competences involved.

Decisions on the recognition of previous qualifications are taken by the Examination Committee and are communicated in writing together with information on the rights of appeal.

## **applications.**

Applications shall be submitted on the basis of the standardized application form and the motivational essay as well as proof of English. For downloading the application form please see: [www.mci.edu/mba-international-business](http://www.mci.edu/mba-international-business)

## **tuition fee.**

The tuition fee amounts to EUR 18,900. Said fee includes tuition, eLibrary access, comprehensive course materials, drinks during coffee breaks and the membership "FREE" in the "Alumni & Friends" MCI Alumni Club. The fee does not include the cost of travel, accommodation and food, and any costs incurred in connection with recognition of exams.

Learn more about early bird offers and attractive scholarship possibilities:

[www.mci.edu/mba-online/tuition](http://www.mci.edu/mba-online/tuition)

Cancellations are subject to the provisions of MCI's General Terms and Conditions.

## **contact.**

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## study at mci.

For full information, please visit our website at [www.mci.edu](http://www.mci.edu). We are always happy to advise.

EXECUTIVE EDUCATION		Berufsbegleitende Weiterbildung für Entscheidungsträger/innen	
<p><b>Executive PhD Program in Management</b> <span>E</span></p> <p><b>Executive Master</b> 4 Semester</p> <p>General Management Executive MBA <span>D&amp;E</span></p> <p>International Business MBA <span>ONLINE</span> <span>E</span></p> <p>Digital Business MBA* <span>ONLINE</span> <span>D&amp;E</span></p> <p>Management &amp; Leadership MSc</p> <p>Digital Marketing &amp; Analytics MSc* <span>ONLINE</span></p> <p>Digital Economy &amp; Leadership MSc* <span>ONLINE</span></p>	<p><b>Zertifikats-Lehrgänge</b></p> <p>Controlling &amp; Unternehmenssteuerung</p> <p>Digital Business Analytics</p> <p>Family Business</p> <p>General Management</p> <p>Innovationsmanagement</p> <p>Kommunikationsmanagement</p> <p>Management, Psychologie &amp; Leadership</p> <p>Marketing</p> <p>Personalmanagement</p> <p>Sales Management</p> <p>Strategische Unternehmensführung</p> <p>Systemische Führungspsychologie</p> <p>Unternehmenskommunikation</p>	<p><b>Management-Seminare</b></p> <p>Management</p> <p>Leadership</p> <p>Kommunikation</p> <p>Digital Skills</p> <p><b>Maßgeschneiderte Trainings</b></p> <p>Programme für Universitäten</p> <p>Programme für Unternehmen</p> <p><b>Technische Weiterbildung</b></p> <p>Automatisierungs- &amp; Regelungstechnik</p> <p>Betriebliches Energiemanagement</p> <p>Grundlagen Verfahrenstechnik</p> <p>Workshop CFD / Strömungssimulation</p> <p><b>International Sessions for Students</b></p> <p>Summer School / Winter School</p>	

E = in englischer Sprache, D&E = in deutscher und englischer Sprache, VZ = Vollzeit, BB = berufsbegleitend, ONLINE = Blended Learning (Online- & Präsenzmodule); \*vorbehaltlich Akkreditierung

BACHELOR 6 semesters		Language	Time Model
<b>Management &amp; Society</b>			
Business Administration	<span>G&amp;E</span> <span>E</span>	<span>ONLINE</span>	
Business & Management	<span>G&amp;E</span> <span>E</span>	<span>FT</span> <span>PT</span>	
Management, Communication & IT	<span>G&amp;E</span>	<span>FT</span>	
Management			
Media			
Management & Law	<span>G&amp;E</span>	<span>FT</span>	
Nonprofit, Social & Health Care Management	<span>G&amp;E</span>	<span>FT</span> <span>ONLINE</span>	
Social Management			
Health Management			
Nonprofit Management			
Social Work	<span>G&amp;E</span>	<span>FT</span>	
Tourism Business Studies	<span>G&amp;E</span>	<span>FT</span>	
<b>Technology &amp; Life Sciences</b>			
Biotechnology & Food Engineering	<span>G&amp;E</span>	<span>FT</span>	
Digital Business & Software Engineering <b>NEW</b>	<span>G&amp;E</span>	<span>ONLINE</span>	
Environmental, Process & Energy Engineering	<span>G&amp;E</span>	<span>FT</span> <span>PT</span>	
Industrial Engineering & Management	<span>G&amp;E</span>	<span>FT</span> <span>PT</span>	
Mechatronics	<span>G&amp;E</span>	<span>FT</span> <span>PT</span>	
Electrical Engineering			
Mechanical Engineering			
Medical Engineering			

MASTER 4 semesters		Language	Time Model
<b>Management &amp; Society</b>			
Corporate Governance & Finance	<span>E</span>	<span>ONLINE</span>	
Entrepreneurship & Tourism	<span>G&amp;E</span> <span>E</span>	<span>FT</span>	
Marketing Management			
Strategic Management			
European Health Economics & Management	<span>E</span>	<span>FT</span>	
International Business & Law	<span>E</span>	<span>FT</span>	
International Business & Management	<span>E</span>	<span>FT</span> <span>PT</span>	
International Health & Social Management	<span>E</span>	<span>FT</span>	
Management, Communication & IT	<span>E</span>	<span>FT</span>	
Social Work, Social Policy & Management	<span>G&amp;E</span>	<span>FT</span>	
<b>Technology &amp; Life Sciences</b>			
Biotechnology	<span>G&amp;E</span>	<span>FT</span>	
Food Technology & Nutrition	<span>G&amp;E</span>	<span>FT</span> <span>PT</span>	
Environmental, Process & Energy Engineering	<span>G&amp;E</span> <span>E</span>	<span>FT</span> <span>PT</span>	
Chemical Engineering			
Energy Engineering			
Environmental Engineering			
Plant Engineering and Operations			
Industrial Engineering & Management	<span>G&amp;E</span>	<span>PT</span>	
Mechatronics & Smart Technologies	<span>G&amp;E</span> <span>E</span>	<span>FT</span> <span>PT</span>	
Electrical Engineering			
Mechanical Engineering			





## **mci management center innsbruck.**

The Management Center Innsbruck links together the best out of science, economy and consulting to the unique concept of an international Entrepreneurial School®.

MCI offers graduate, non-graduate and post-graduate educational programs of the highest standard to senior and junior managers from all management levels and branches. MCI's programs focus on all levels of the personality and include areas of state-of-the-art knowledge from science and practice relevant to business and society. As an internationally oriented information and communication center, MCI is open to new perspectives, methods and projects. Constructive dialogue and co-operative development of interdisciplinary competences are two of the pillars of teaching and learning at MCI.

MCI supports the competitiveness of organizations and influences the professionalisation of business, administration, politics and culture. Applied research and development are particularly valued at MCI for the strengthening of innovation in local companies and the ensuring of quality-oriented instruction.

Embedded in a broad network of patrons, sponsors and partners, MCI is an important engine in the positioning of Innsbruck, Tyrol and Austria as a center for academic and international encounters. Our neighbourly co-operation with the University of Innsbruck, the closeness to the lively Innsbruck Old Town and the powerful architecture of the location are an expression of the philosophy and the mission of this internationally exemplary higher education center.

## **alumni & friends.**

A lively service platform, the MCI Alumni & Friends graduates' club offers support in terms of contacts, careers and personal development and contributes to the international standing of the MCI and its graduates.

Eminent visiting speakers from all over the world are a continuous source of stimulus. The talks support the transfer of knowledge and experience in a spirit of friendship. Close cooperation with the MCI Career Center generates additional potential and exciting prospects.

Take advantage of the opportunity for a dialogue with like-minded people and maintain strong ties with the MCI, its graduates and its extensive networks. MCI Alumni & Friends – your gateway to ongoing personal and professional development!

[www.mci.edu/alumni/membership](http://www.mci.edu/alumni/membership)

www.mci.edu

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