

# International Business & Management

English | Full-time & part-time



Premium accredited



Jointly creating a  
European University



# International Business & Management

Englisch | Vollzeit & Berufsbegleitend / English | Full-time & part-time

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## Preface

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

The Master program International Business & Management provides a great range of choices for your academic development. The program discusses cutting-edge topics of our increasingly digitalized and globalized economy, offers a variety of practical and research projects, and holds multiple options for studies abroad. In addition, you can choose to either study full-time or alongside your current employment. Design your study program according to your wishes and ideas.

### WHAT MAKES THE PROGRAM UNIQUE?

The Master program International Business & Management offers unique options to shape your studies the way you want: During your studies, you can choose two specializations that match your personal talents and thus advance your career. Select two out of four specializations from our department, or alternatively one further specialization from the Master program International Business & Law.

Choose between full-time or part-time studies and design your studies according to your individual needs. Within the framework of Entrepreneurial Business Labs and practical as well as research projects, the program follows the

motto „Bridging University & Business“ from the first semester onwards. To get involved in the world of business and entrepreneurship, you will be able to collaborate with start-ups, SMEs or large companies, and even realize your own start-up ideas.

The state-of-the-art blended learning concept combines the strengths of modern online teaching, synchronous and asynchronous coaching with highly interactive classroom teaching and discussion at the MCI.

International Business & Management means discussing current, international topics from business & society within the ‚International Studies‘ framework. This is reflected in customized, two-week programs at a partner university in Brazil, China, Canada, South Africa or the USA. Furthermore, you have the opportunity to spend a semester abroad or even complete a double degree program at one of our renowned partner universities in France, Italy or the Czech Republic.

This degree program enables national and international careers as an entrepreneur or manager in an SME or with a global player. Apply now.

## Mentoring the Motivated



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



Director of Studies  
**PROF. DIPL.-KFM. BERND KIRSCHNER**

## Study Overview

<b>PROGRAM</b>	International Business & 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, international orientation, collaboration with trade & industry
<b>TIME MODEL</b>	Full-time & part-time
<b>TEACHING CONCEPT</b>	Blended learning format (i.e. a combination of on-campus teaching, distance learning & coaching elements)
<b>ACADEMIC YEAR</b>	<p>Full-time:            Winter semester: Beginning of October – mid-February            Summer semester: March – mid-July            On-campus lectures between Monday and Thursday + one online lecture per week (evening hours)</p> <p>Part-time:            Winter semester: September – February            Summer semester: February – mid-July            On-campus lectures on Fridays (2:30 p.m. – 10:00 p.m.) &amp; Saturdays (8:30 a.m. – 4:30 p.m.) + one online lecture per week (evening hours)</p>
<b>STRUCTURE</b>	<p>Curriculum with highly attractive competence areas structured in four semesters</p> <p>Semester 1 &amp; 2: Core curriculum offered in both time models</p> <p>Semester 3: Choice of two out of four specializations:</p> <ul style="list-style-type: none"> <li>• Digital Business (predominantly full-time, blocked)</li> <li>• Marketing Management (predominantly full-time, blocked)</li> <li>• Innovation &amp; Sustainability (part-time)</li> <li>• Financial Management (part-time)</li> </ul> <p>Optionally, choose one out of two specializations from International Business &amp; Law study program:</p> <ul style="list-style-type: none"> <li>• Human Resources, Leadership &amp; Diversity</li> <li>• Strategic Management &amp; Sustainability</li> </ul> <p>International Studies</p> <p>Semester 4: Master Thesis &amp; Final Exam (Continuation of Specializations)</p>
<b>LANGUAGES</b>	English
<b>TUITION</b>	<p>For students from EU &amp; EEA countries: € 363,36 / semester</p> <p>Plus membership fee to the Austrian Student Union (ÖH)</p> <p>Details for students from third countries: <a href="http://www.mci.edu/admission">www.mci.edu/admission</a></p>
<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 Business Administration and / or Management
<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>	<p>Online application: CV &amp; motivation</p> <p>Online admission interview</p>

## Career Prospects

The Master program International Business & Management is perfect to increase your international business knowledge and intercultural skills profile based on your undergraduate education. We aim to offer our students the opportunity to obtain a profound education in the areas of 'International Leadership' and 'Entrepreneurship' combined with specializations in 'Digital Business', 'Marketing Management', 'Innovation & Sustainability', and 'Financial Management'. The close cooperation between a practice-oriented management education and science-based theory, a central component of this degree program, supports this objective. This Master program prepares young entrepreneurs along with junior and senior managers for a future career in professional fields where innovative thinking and interdisciplinary, intercultural competencies are essential:

- Digital business & data science
- Digital transformation & business development
- Marketing analytics, online marketing & market research
- Start-ups & platform business
- Agile innovation management & business model innovation
- Sustainability & circular economy
- HR management & HR consultancy
- Finance & controlling
- Business consultancy, tax advisory & auditing
- Science & academia



*"Apart from being in classrooms that offer brilliant views of the snowclad 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 about the courses and the teachers."*

**ANURADHA IYER**

*Alumna International Business & Management*



## 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 the competencies our students will obtain in the course of their studies, and their knowledge and understanding skills post-graduation.



### 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.



## Time Model

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

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

**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 upon application. 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: Beginning of October – mid-February

Summer semester: March – mid-July

On-campus lectures from Monday to Thursday (9:00 a.m. – 12:15 p.m. and / or 1:30 p.m. – 4:45 p.m.)

Plus one online lecture per week (evening hours, work-friendly timing after 6:00 p.m., duration: 2 hours)

#### Part-time

Winter semester: September – February

Summer semester: February – mid-July

On-campus lectures on Fridays (2:30 p.m. – 9:30 p.m.) and Saturdays (8:30 a.m. – 4:30 p.m.), approx. 15 week-ends per semester

Plus one online lecture per week (evening hours, work-friendly timing after 6:00 p.m., duration: 2 hours)

In addition, there is approximately one three-day block from Thursday to Saturday each semester in both time models.

## 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.

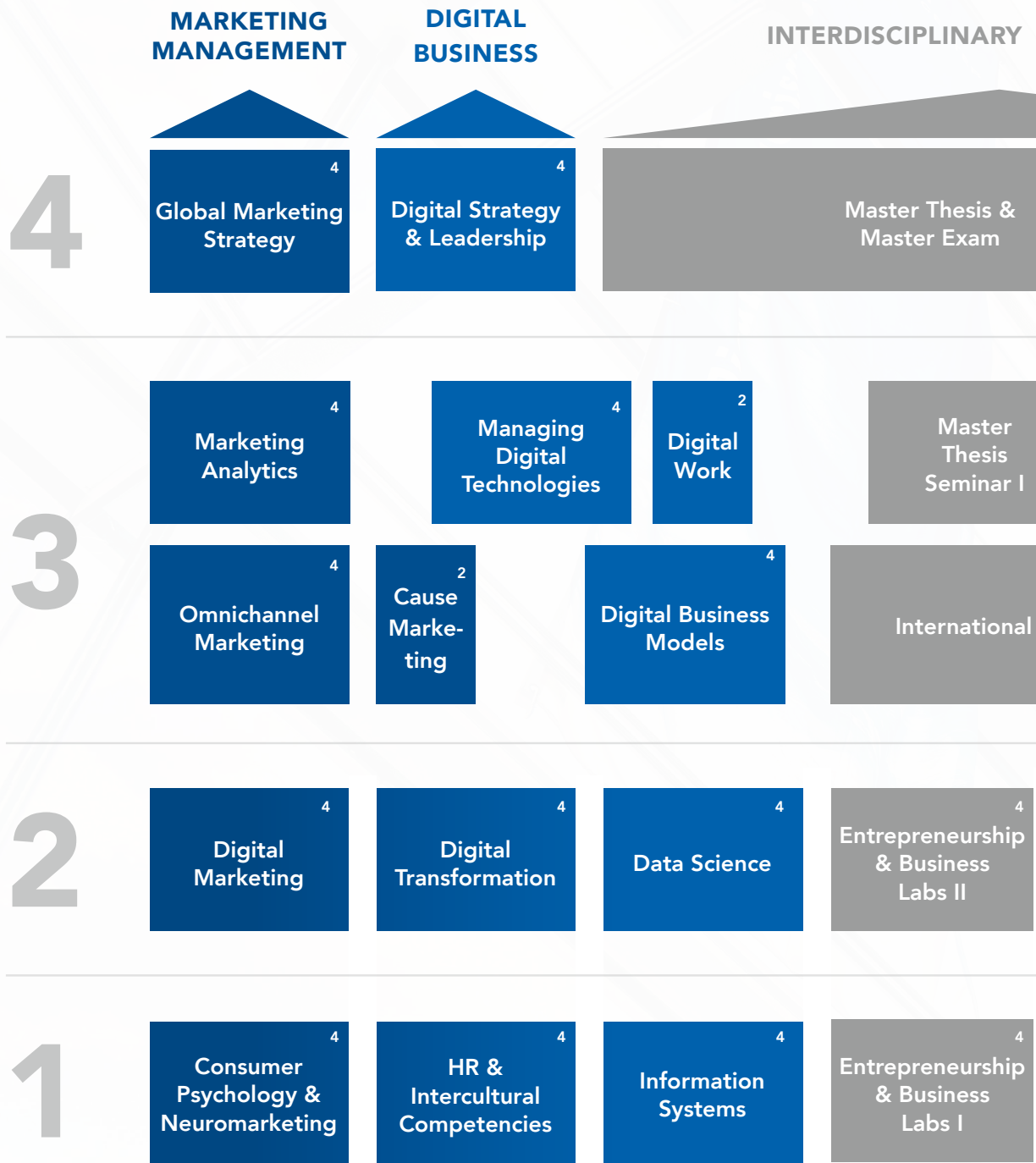
On-campus classroom teaching is combined with online learning elements. This is highly appreciated by our part-time students and increases the compatibility of studying and working.

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

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>ONLINE SESSIONS (WEBINAR)</b> 1 x 2 hrs / week   after 6 p.m.   both time models				
<b>FULL-TIME FORMAT</b> <b>ON-CAMPUS SESSIONS</b>					
				<b>PART-TIME FORMAT</b> <b>ON-CAMPUS SESSIONS</b>	
			<b>3-DAY-BLOCK</b> 2 x per semester   both time models		



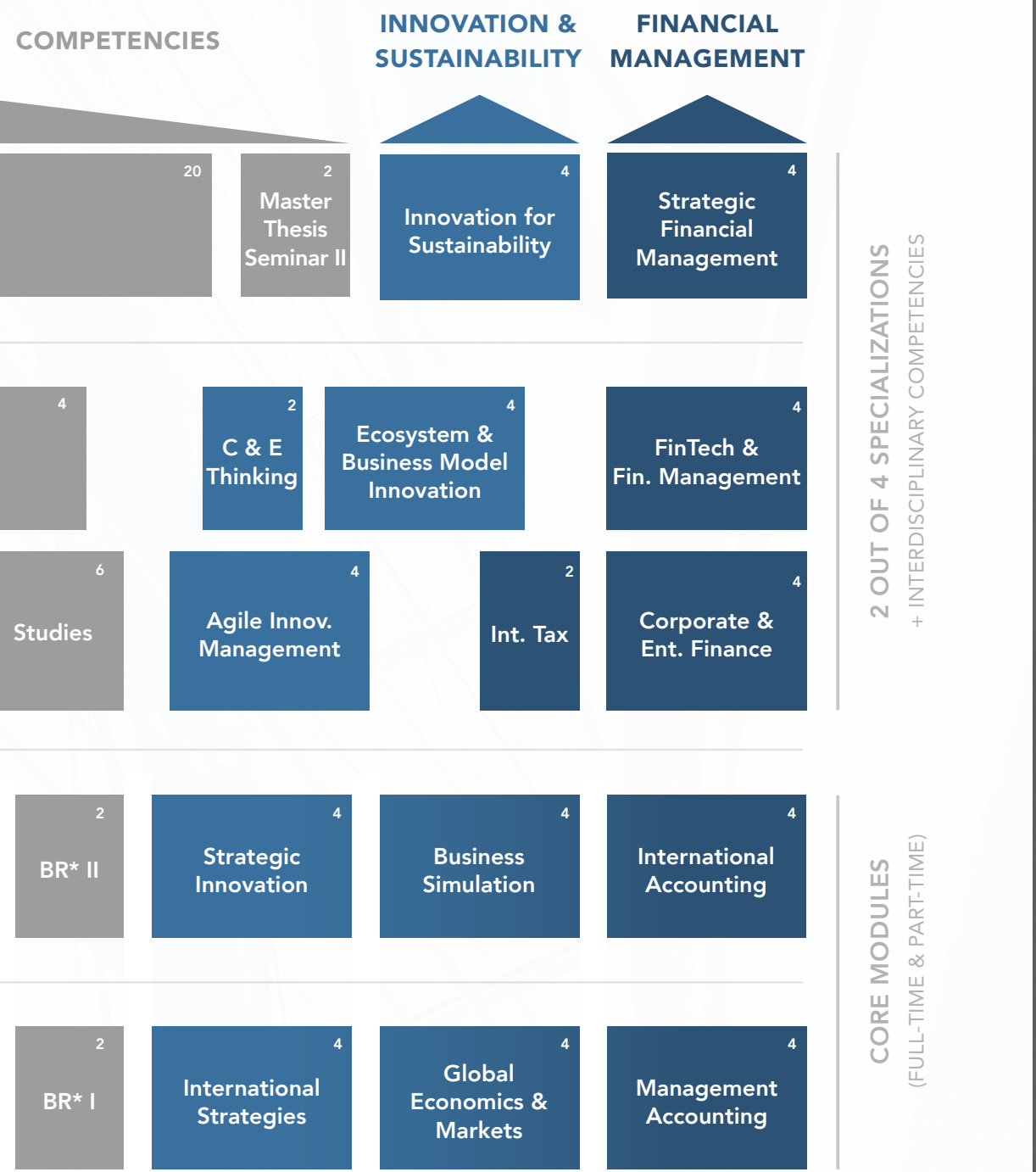
The program offers a highly attractive curriculum that steadily develops core competencies over the course of four semesters.

**Semesters 1 & 2:** The core curriculum is 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 & Sustainability (pt), Financial Management (pt) – any combination possible.

**Semesters 4:** Master Thesis, Final Exam (Continuation of Specializations)





Optionally, students will be able to choose one out of two specializations of the International Business & Law study program.

# Curriculum

	Semester Credit Units   ECTS-Credits			
	1	2	3	4
<b>DIGITAL BUSINESS</b>				
Information Systems	3   4			
Data Science		3   4		
<b>SPECIALIZATION 1: DIGITAL BUSINESS (FULL-TIME)</b>				
Managing Digital Technologies			3   4	
Digital Business Models			3   4	
Digital Work			1.5   2	
Digital Strategy & Leadership				3   4
<b>MARKETING MANAGEMENT</b>				
Consumer Psychology & Neuromarketing	3   4			
Digital Marketing		3   4		
<b>SPECIALIZATION 2: MARKETING MANAGEMENT (FULL-TIME)</b>				
Marketing Analytics			3   4	
Cause Marketing			1.5   2	
Omnichannel Commerce			3   4	
Global Marketing Strategy				3   4
<b>INNOVATION &amp; SUSTAINABILITY</b>				
International Strategies	3   4			
Strategic Innovation		3   4		
<b>SPECIALIZATION 3: INNOVATION &amp; SUSTAINABILITY (PART-TIME)</b>				
Ecosystem & Business Model Innovation			3   4	
Creative & Entrepreneurial Thinking			1.5   2	
Agile Innovation Management			3   4	
Innovation for Sustainability				3   4
<b>FINANCIAL MANAGEMENT</b>				
Management Accounting	3   4			
International Accounting		3   4		
<b>SPECIALIZATION 4: FINANCIAL MANAGEMENT (PART-TIME)</b>				
FinTech & Financial Intelligence			3   4	
Corporate & Entrepreneurial Finance			3   4	
International Tax Planning			1.5   2	
Strategic Financial Management				3   4
<b>INTERNATIONAL &amp; INTERCULTURAL MANAGEMENT</b>				
<b>INTERNATIONAL HR MANAGEMENT &amp; DIGITAL TRANSFORMATION</b>				
Human Resources & Intercultural Competencies	3   4			
Digital Transformation		3   4		
<b>ECONOMICS, MARKETS &amp; SIMULATION</b>				
Global Economics & Markets	3   4			
Business Simulation		3   4		
<b>ENTREPRENEURSHIP &amp; INTERNATIONAL STUDIES</b>				
Entrepreneurship	1   1			
Forum Entrepreneurship		1   1		
International Studies			5   6	
Entrepreneurial Business Lab I & II	3   3	3   3		
<b>BUSINESS RESEARCH &amp; MASTER THESIS</b>				
Business Research I & II	1.5   2	1.5   2		
Master Thesis Seminar I & II			3   4	2   2
Master Thesis				0   20
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS</b>	<b>23.5   30</b>	<b>23.5   30</b>	<b>23   30</b>	<b>8   30</b>



## 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 can choose two out of four specializations in the third semester. This enables you to customize the program according to your individual preferences, thereby obtaining a competitive advantage in the labor market.

### CHOICE OF 2 OUT OF 4 SPECIALIZATIONS

#### DIGITAL BUSINESS

The impact of the increasing digitalization on business and management is this specialization's core, with data science, information systems and digital transformation as its foundation. Within this specialization, there is a substantial discussion of digital strategies and business model development, related technologies supplemented by digital strategies and leadership.

#### MARKETING MANAGEMENT

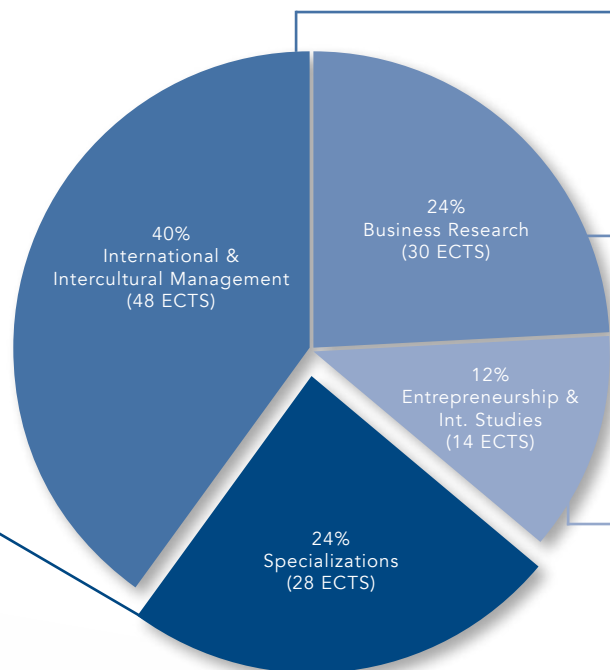
Modern marketing encompasses the latest findings in consumer psychology, neuromarketing and digital marketing. Highly attractive modules on marketing analytics, omnichannel commerce and global marketing strategy enrich this profound knowledge.

#### INNOVATION & SUSTAINABILITY

Globalization and digital transformation drive the creative disruption of established industries and the emergence of new ones. Our understanding of innovation and sustainability management focuses on agile innovation, innovation strategy, ecosystems, business model innovation, and innovation for sustainability.

#### FINANCIAL MANAGEMENT

A sound understanding of capital markets, international accounting, and finance is mandatory for a financial career. Moreover, digital transformation impacts financial management. Consequently, the specialization highlights Fintech and financial intelligence, corporate and entrepreneurial finance, and international financial management



### OPTIONAL SPECIALIZATIONS IN MASTER PROGRAM INTERNATIONAL BUSINESS & LAW

#### HUMAN RESOURCES; LEADERSHIP & DIVERSITY

In today's world, ethical standards gain importance. This module aims to equip students with skills in social responsibility, ethical standards and management in organizations. You will gain increased knowledge in international human resource management and European labour and anti-discrimination law.

#### STRATEGIC MANAGEMENT & SUSTAINABILITY

The triple-bottom-line environment, society and business gain significance and importance. This module teaches students to recognize and manage sustainability topics, and to manage the sustainable transformation within them successfully. You will also learn about the transformation potential of mergers and acquisitions.

## INTERNATIONAL & INTERCULTURAL MANAGEMENT

In times of constant change, uncertainty and complexity, business leaders need profound social, digital and business-related competencies. HR & intercultural competencies enable students to manage international and diverse teams effectively.

## BUSINESS RESEARCH & MASTER THESIS

An in-depth study of the fields mentioned above and the acquired business research methodology competencies 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 you, the scientific community and our society as a whole. This is the core idea for shaping your career.

## ENTREPRENEURSHIP & INTERNATIONAL STUDIES

Entrepreneurship is about discovering and seizing business opportunities by developing innovative, value-creating business models. Many new ventures fail, yet a few entrepreneurs have the habit of winning repeatedly. Entrepreneurship bridges entrepreneurial theory with conceptual practice, lean venture creation, growth strategies and business modeling. We intend to foster entrepreneurial thinking and venture creation. International studies allow students to enrich their degree to gain new insights and perspectives through experiences abroad.

The specializations Innovation & Sustainability and Financial Management are predominantly part-time (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 two weekends + eight weekdays per chosen full-time specialization + webinars in the evening).

To offer our students individual customization, they can choose one of two specializations from the field of International Business & Law. However, students must choose at least one specialization from the Master program International Business & Management. You will select your two preferred specializations upon application.



*"By doing my Master's at the MCI, I did not only get the chance to study in the jewel of the Alps – I met students and professors from all over the world who supported me in developing analytical as well as intercultural skills. The MCI prepared me for the international world and enabled me to work for an international company. "*

**HOUDA HAFID**

*Alumna International Business & Management*



## A Master Program to Foster Your Skills

In today's fast-moving world, employers seek graduates who possess profound knowledge in international business and management and bring 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, we achieve this 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 throughout an entire 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. Students are mentored by one of our experienced faculty members throughout the projects to ensure 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 also focuses on profound research and problem-solving skills. From the first semester on, you will continuously be coached in different business research methods. You are thereby building a methodological tool kit as well as developing your research and problem-solving skills that will prove invaluable 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 daily intercultural exchange, advancing your intercultural skills. In addition to this international setting at MCI, we offer various opportunities to gain international experience while studying at one of our partner universities abroad.

## Going Global

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

Students are invited to spend a semester at one of MCI's many partner universities or write their Master thesis abroad. The credits obtained are transferred to the MCI.

Highly motivated students have the opportunity to foster their competitiveness in 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.

During an intensive two-week program tailored to the specific needs of professional people, our students take the integrated module 'International Studies' during the third semester, which could focus on and take place in, amongst others, Brazil, China, or the United States.

Alternatively, students can also take international courses at the MCI combined with a short study tour.

International Studies online at MCI on current topics, such as 'People. Planet. Profit: In the Context of Global Rivalry, Regional Hegemony & Social Change'.

For more details, please visit: [www.mci.edu/international](http://www.mci.edu/international)

Excerpt of partner universities



### EUROPE

Belgium | Solvay Brussels School of Economics & Management  
 Czech Republic | University of Economics (Double Degree)  
 Finland | HAAGA-HELIA University of Applied Sciences  
 France | TBS Toulouse Business School  
 France | Pôle Universitaire Léonard de Vinci (Double Degree)  
 Italy | Università Carlo Cattaneo - LIUC (Double Degree)

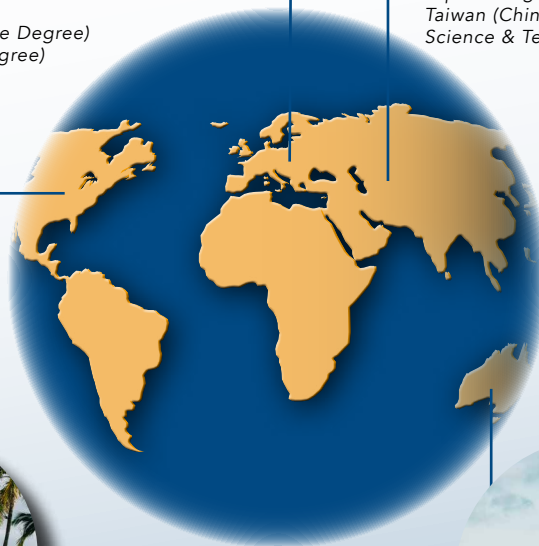


### ASIA

India | Indian Institute of Management Indore  
 Japan | Nagoya University of Commerce  
 Taiwan (China) | National Kaohsiung University of Science & Technology (NKUST)

### AMERICAS

Canada | Royal Roads University  
 Mexico | UNAM Universidad Nacional Autónoma de México  
 USA | Pepperdine University



### AUSTRALIA

Australia | Charles Darwin University



*"The MCI makes you understand how business works today and most important how it will work in the future. Studying International Business Management has been my foundation to plan strategically, act more focused and build up a successful company!"*

**TOBIAS SCHROTT**  
*Founder and CEO of Giggle Tips*



## Admission Requirements

Admission to the Master's program in International Business & Management is open to graduates of relevant Bachelor and Diploma programs as well as other relevant post-secondary educational facilities.

Prerequisites:

- Graduates of relevant Bachelor programs such as Business & Management, Business Administration, International Business Administration, International Economics,
- Graduates of MCI bachelor programs such as Business & Management, Wirtschaft & Management, Business Administration (Online), Betriebswirtschaft (Online), Management & Law, Management, Communication & IT, Nonprofit, Social & Health Management and Entrepreneurship, Tourism & Leisure Business,
- Graduates of other Bachelor or post-secondary programs comprising courses in economics, strategic management, marketing, accounting, controlling, human resources management, and business process management (total of at least 80 ECTS).

The Head of Studies decides on the relevance of such previous qualifications.

## Admission Procedure

In just two steps to your desired study program at MCI:

### Step 1: Online application: CV & motivation

A complete online application consists of a CV, a letter of motivation, information on educational background, qualifications, professional career, social achievements and academic as well as professional goals. We would like to know why you are applying to study at MCI.

You may apply for more than one degree program at the same time, provided you can conclusively explain your respective motivations in your letter of motivation.

### Step 2: Online admission interview

In the second step, all applicants will be invited to an online admission interview.

In this interview, we want to get to know you. We are particularly interested in your motivation to study at MCI as well as your professional and personal goals you want to achieve with the help of your studies.

Within three weeks after the admission interview, we will inform you about the admission decision.

## 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, enabling 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 close mentoring 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.

## Tuition

Students from EU & EEA countries must pay a tuition fee of currently EUR 363,36,- per semester plus a membership fee to the Austrian Student Union. Details and information for students from third countries are available at [www.mci.edu/admission](http://www.mci.edu/admission)

Upon acceptance, students must pay a deposit in the amount of the student fees. This is to ensure students are serious in their commitment to the program. The deposit will subsequently be applied toward second-semester tuition fees. Students are also responsible for paying for the required course materials distributed by the MCI.

## Degree

Upon completion of the program, the graduate is awarded the academic degree of Master of Arts in Business - abbreviated to Master of Arts or M.A. or MA - and the degree is documented accordingly (degree certificate, Master's degree certificate, International Diploma Supplement, etc.). It is permitted to use the academic degree in conjunction with the suffix „MCI“. Example: MA (MCI).

Graduates could enroll directly in a university's research study program (PhD) with this degree.

## What We Stand For

MCI is an Entrepreneurial School®. We enable motivated people to achieve outstanding performance, offer science based problem-solving competence and shape innovative know-how transfer in a strong international network.

### Teaching & 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.

### 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.



MCI® Ulysseus

EUROPEAN  
UNIVERSITIES

## 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 digitalization 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 15,000 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 Lecture Series

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.



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